



Boosting Your Business

WITH TECHNOLOGY, PRODUCTS,
PROGRAMS & SUPPORT



AMERICAN
REAL ESTATE







Corner Your Market

American Real Estate, ERA Powered is not a one-size-fits-all kind of real estate company. Whether you want to supercharge your business, build your brand or take advantage of the collaborative culture and support, we're dedicated to helping you grow without sacrificing what makes you different.

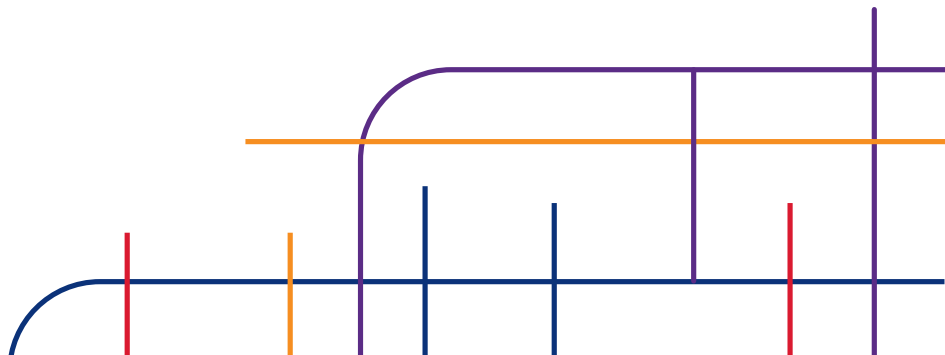
With American, you can tap into the right mix of game-changing technology, innovative products and powerful lead generation, all designed to boost your productivity and your potential. Now, you can stay in control of your business with the resources and support of a national brand built on flexibility ... with the American Real Estate and ERA Real Estate in your corner to help you exceed your goals.

At American, we don't believe you should have to choose between world-class support and agent-centric compensation. That means you receive everything -- all the support, resources, technology, marketing, and leads of a traditional brokerage -- AND the most favorable CAP compensation in our market.

The best of both worlds. That's the American ERA® edge.

THAT'S #TEAMERA

Jaime Hensley
CEO, Broker, Owner



We are American!

**We're driven, dependable, client-focused,
and united in empowering others to succeed.**

**American Real Estate, ERA Powered is the most experienced
real estate company in East and Southeast Texas.**

Award-winning American Real Estate, ERA Powered believes in taking care of each other as Family and staying ahead of the curve.

Our philosophy is to meet people where they are and anticipate their residential, commercial sales, and leasing needs.

We provide support and resources to develop individuals, both personally and professionally within the company. We're driven, dependable, client-focused, and united in empowering others to succeed.

Full Service

with a title company
and property
management

Locally Owned and Operated

with multiple offices

Celebrating 70 Years

Eight decades of
success in Texas

Some of our recent accomplishments



Celebrating more than 70 years of serving clients in our community.

Gene Francis Memorial Award Winner for top ERA Franchise worldwide.

Top performing ERA Franchise in sales volume closed units, overall performance and customer satisfaction.

Multi-Year Platinum Award Winner Level of Service with Anywhere Leads Network.

2023 Marketing Excellence Award Winner



We do more than real estate. We create communities.

Contact us and learn more at [americanrealestate.com](https://www.americanrealestate.com).

The American Winning Process

Experience is not expensive. It's priceless.

1

In-Processing

- Core values
- Setting goals & expectations
- Office policies
- Culture

2

Orientation

- About us
- Systems set up:
American Connect, Zap, Leverage
- Support resources
- Business plan
- Home office
- Review company calendar

3

Skill Development

- CORE training
- One on one training
- ZAP business management system
- Broker coaching
- Personalize your training

4

Ongoing Agent Success

- Skill assessment
- Discuss opportunities
- Review results
- Adjust goals and plans
- Quarterly action plans
- Quarterly conversations



We do more than real estate. We create communities.

Contact us and learn more at americanrealestate.com.

Client Engagement Tools For You

Contact Management

- State-of-the-art behavior metrics will help you know when your client is ready to transact
- Easy to use, intuitive tools to let you keep in touch **YOUR** way
- Agents who utilize ZAP are 24% more productive

Intuitive Website

- Fully MLS-integrated personal website
- Live support for lead generation and online reputation management
- Seamless integration with your social media accounts

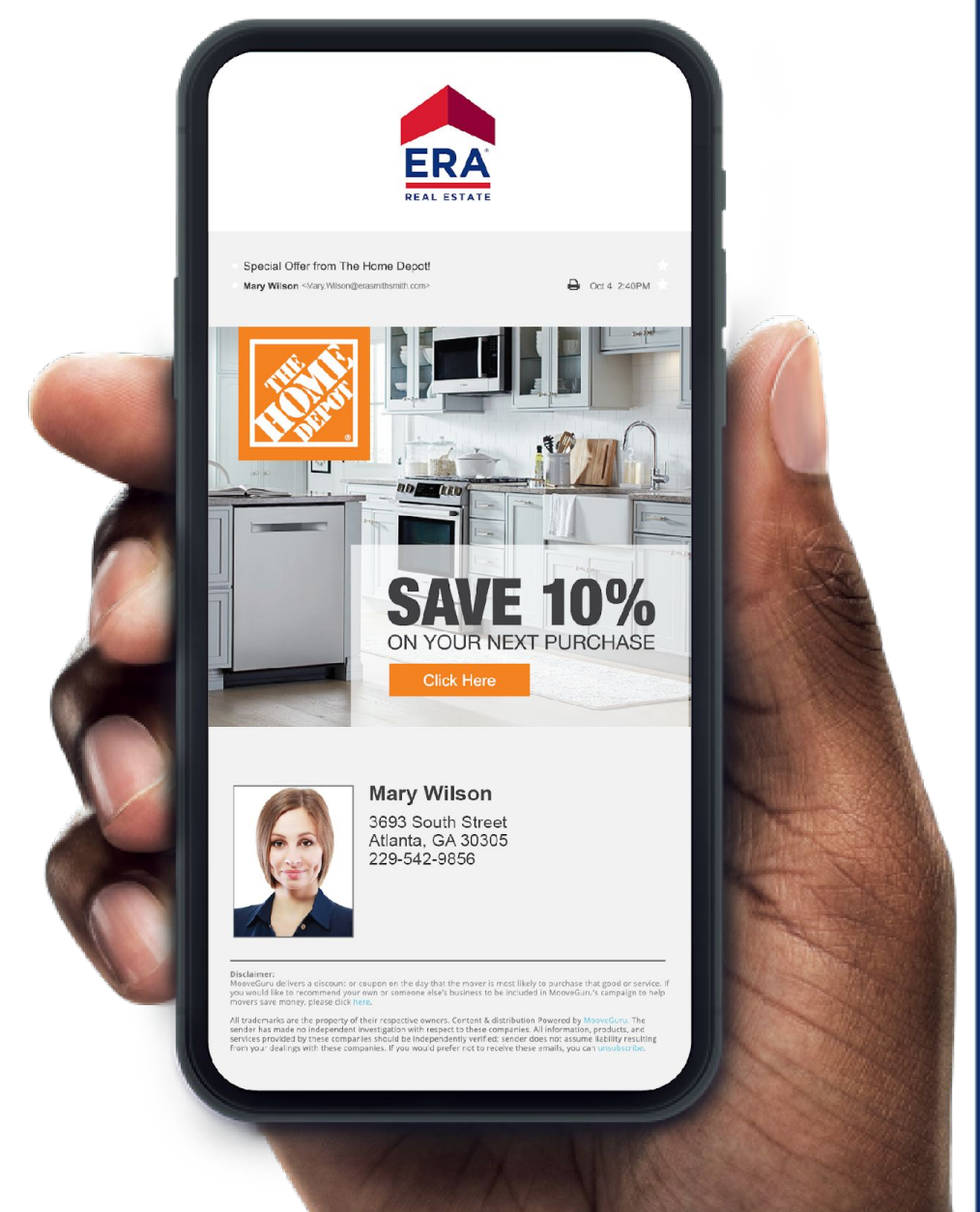
ERA Moves

- Live concierge service will help set up your client's utilities
- Discounts for life for your client on home related services and products
- Will save your clients more than \$1500 on their move related and post move expense

Four-Year Follow Up

- Automatic and branded to you so you can stay in front of your clients with added value
- 11 touch points per year sent directly to your clients for four years
- 89% of customers say they will use their real estate agent again while only 12% actually do.

This program will help attain referral business for life



We do more than real estate. We create communities.

Contact us and learn more at americanrealestate.com.

Building your business



GAME-CHANGING TECHNOLOGY FOR GO-GETTERS

ERA.com

ERA.com is designed from the ground up to have strong SEO value, ensuring our website and listings appear at the top of results for popular queries on search engines such as Google® and Bing®. In addition to placing emphasis on the organic strength of the architecture of ERA.com, we offer several programs to help further boost our organic online presence.



Winning Listings, Marketing Listings, Working with Buyers



No additional cost

TextERA

TextERA turns ordinary yard signs and marketing into powerful digital lead generators. By texting a simple code, potential buyers can express interest in your property in English or Spanish, and you can respond with property information in a flash.



Winning Listings, Marketing Listings, Lead Generation



No additional cost

Organic Optimization

ERA.com, along with our affiliated broker and agent websites, are all SEO-optimized to ensure that our website appears in the upper echelon of search engines like Google® and Bing®.



Winning Listings, Marketing Listings



No additional cost

Listing Exposure

ERA-represented listings are syndicated in the US and across the globe in places where people are looking for real estate.



Winning Listings, Marketing Listings, Lead Generation



No additional cost

Your Own Website

ERA offers full IDX-enabled agent websites with content-authoring tools that make it easy for you to express your expertise online. It quickly and easily allows you to connect digitally with your clients and stay connected throughout their entire home search and buying experience.



Winning Listings, Marketing Listings, Working with Buyers



No additional cost

All-Access Extranet

Our powerful extranet Leverage® is the one-stop online destination for all the essentials to help you manage your business:

- Lead management
- Product and program information
- Educational resources
- Skill development
- Listing and buyer presentations
- Marketing tools and materials
- And more

Leverage has a powerful, intelligent search, expanded document library, and a customizable calendar. We make it easy to find what you're looking for with a social-media-style newsfeed – and it's easy to share content, follow hashtags, favorite pages and more. This site is definitely one that you'll want to leverage for your business.



Managing Your Business



No additional cost

Targeted Search Engine Marketing

Search Engine Marketing is one of the top traffic drivers and lead generators to ERA.com. Our national campaigns are optimized to drive active buyers and sellers to ERA.com, generating high quality leads for your company and listings directly to your CRM.



Brand Awareness, Lead Generation



No additional cost

Referrals For A Global Network

What better way to capitalize on the access we provide across the US and in almost 40 countries than with the ERA Global Referral platform? Our global referral platform is a great way to grow your business and includes everything from referral promotion, agent validation, referral tracking, translation and payment processing.

- Find new buyers
- Demonstrate global reach
- Access new markets
- Gain new business insights



Prospecting, Referrals



No additional cost

Share Results With Sellers

ERA provides powerful real estate analytics and listing reports that you can easily see and share. These reports, branded with agent and company information, showcase how properties perform online, including views and inquiries from specific websites, and can be shared automatically with sellers.



Winning Listings, Working with Sellers



No additional cost

World Class Technology

We'll help grow your business with technology that makes your life easier. Thanks to our relationship with MoxiWorks, ERA Real Estate can bring the latest technology to our affiliated agents at no additional cost.

MoxiPresent

The more-than-a-CMA interactive presentation tool. In addition to CMA capabilities, you'll also have access to branded content for both buye



Winning Listings, Working with Buyers



No additional cost

MoxiEngage

The CRM built specifically for real estate agents. MoxiEngage keeps you on task and in flow, syncing and updating information and insights about your clients.



Managing Your Business



No additional cost

MoxiImpress

Marketing made easy. MoxiImpress allows you to automatically create and distribute print, digital, and social media advertising materials.



Marketing Listings, Marketing Yourself



No additional cost

MoxiWebsites

A place to grow your brand, sphere, and business. MoxiWebsites is a web content management system that gives you control to create an awe-inspiring website without knowing a line of code.



Winning listings, Marketing Listings, Working with Buyers



No additional cost

Marketing Resources For You

Social Media

- Your listings are automatically distributed to every platform
- Advanced analytics provide clients with important data
- One-on-one Facebook training to foster lead generation



YouTube

- Your listings automatically generate a YouTube video to publish and share
- Reach more viewers than any cable network, print publication, or radio station



Video

- Agents using video to promote listings are 29% more likely to make a sale
- Perform high-tech customization quickly and easily
- Powerful automated marketing tools will help your videos receive maximum exposure



Text ERA

- Company provided, GPS driven, instantaneous lead source generating thousands of leads annually
- 97% of text messages are open and read
- 65% of requests for information turn into showing requests



Print Fulfillment Center

- You'll get expert advice and support on all jobs
- Discount options to print in bulk or target farming areas
- Build your own flyers in a snap or use over 1,000 pre-designed pieces



We do more than real estate. We create communities.

Contact us and learn more at americanrealestate.com.

Lead Generation For You

National and Local Events

- Quarterly company meetings with nationally acclaimed guest speakers and local mastermind workshops
- Accessible brand and franchise support staff
- Regional and national networking with global web of industry leaders and influencers

Relocation

- Work with the #1 ranked relocation department in the USA
- Relocation program will manage the process and support your clients anywhere in the world
- Nationwide referral network is a consistent, reliable lead source

Community Involvement

- Contribute to a special partnership with the Muscular Dystrophy Association supporting finding a cure
- Help send 50 children annually to MDA summer camp
- We raised \$80,000 to help support 30 local charities last year

Property Management

- Incubate potential listing clients through rentals
- Full service turn-key property management department
- Participate in wealth building investment program providing residual income



We do more than real estate. We create communities.

Contact us and learn more at americanrealestate.com.

Building your brand



TAKE THE GUESSWORK OUT OF MARKETING

Superior Branding

Every detail of our brand was created thoughtfully and strategically. From our color palette, to our fonts to our design elements and our messaging – branding of this caliber is a sophisticated tool that can help elevate the perception of your business. By simply accessing our branded marketing materials, you can create cohesive local marketing campaigns that are professionally crafted for your business.

 **Marketing Listings, Marketing Yourself, Lead Generation**

 **No additional cost**

Brand ID Guide

ERABrandID.com tells our visual story. It's where you can find info on our design, colors and fonts. It explains our tone and is also home to downloadable design elements, logos and logo guidelines, yard sign guidelines and more.

 **Branding, Marketing Assets**

 **No additional cost**

Personalized Marketing

Whether you want to brand yourself or market your properties, our Marketing Center allows you to easily customize digital and print marketing materials. Make your mark with postcards, brochures, flyers, social media – and more, simply and easily.

 **Marketing Yourself, Marketing Listings, Lead Generation**

 **No additional cost**

Stationery

A full suite of professionally designed, custom stationery items are available to help you make a polished impression with potential clients.

 **Marketing Yourself, Working with Sellers, Working with Buyers**

 **Negotiated pricing**

Print Marketing

Our Print-On-Demand service lets you quickly create, customize and order a range of ERA® branded templates and printed materials. Choose from postcards, flyers and brochures – whatever you need to market yourself and your properties.

 **Marketing Listings, Marketing Yourself, Prospecting**

 **Negotiated pricing**

Defining Images

All of the images used throughout our materials are also available to you in our image library on ERABrandID.com. This growing library contains images that you can use for presentations and marketing pieces – in high or low res. We have real estate images, lifestyle images, consumer images and more.

 **Local Marketing**

 **No additional cost**

Automated Marketing

Whenever you get a new listing, we automatically create a suite of digital marketing assets, including: a listing detail page, a video microsite, YouTube® videos, print-ready flyers and postcards, TextERA short codes and more, at no additional cost to you.

 **Marketing Listings, Lead Generation**

 **No additional cost**

Yard Signs

Our approved vendors offer a variety of personalized signage options for ERA® network members, so you can showcase yourself and your properties in a professional way.

 **Marketing Listings**

 **Negotiated pricing**

Social Media

We use social media to help you build your business by showing that you are backed by a powerhouse brand. We share news about our brand, our culture, thought leadership, information on tried-and-true ERA products, the benefits of our awesome learning courses, our partnerships – and more.

facebook.com/erarealestate
instagram.com/erarealestate
linkedin.com/company/era-real-estate

We also use social media to show the value provided by ERA affiliated agents with content for home buyers and sellers.

facebook.com/erainyourcorner
instagram.com/erainyourcorner

 **Networking, Collaborating**

 **No additional cost**

Social Media Made Easy

Today, staying connected to your sphere is more important than ever. The ERA Social Tool helps you create more connections through social media and keep managing them, stress-free. From branded content and a library of ERA posts and images, to the ability to add your own feeds that are relevant to you and your local network, our social tool makes creating and sharing posts easy. You can share and promote your property listings, branded with your company's logo, on Facebook, LinkedIn and Twitter.

 **Networking, Marketing Listings**

 **No additional cost**

Social Automation

Social Automation automatically creates Just Listed and Open House videos for each of your listings, then uploads them to your brokerage's Facebook®, Instagram® and YouTube® pages.

 **Marketing Listings, Lead Generation**

 **No additional cost**

SocialBoost

Once your videos are on your Facebook business page or other social platforms, with Social Automation, you can easily target potential home buyers outside of your sphere of influence using SocialBoost.

 **Marketing Listings, Lead Generation**

 **Negotiated pricing**

Build Your Reputation

Your best customer satisfaction survey results are automatically transformed to social media posts on your company's Facebook page and your Facebook business page. Allowing you to publicize your great results, build your reputation and generate new leads.

 **Marketing Yourself**

 **No additional cost**

Boost by HomeSpotter

Reach a wider audience with automated targeting and generate seller leads with automated 3-day advertising campaigns for your recently sold listings on Facebook, Instagram and premiere websites.

 **Lead Generation**

 **No additional cost**



Building your business



RESOURCES & PROGRAMS FOR SELLERS

Give Sellers More Options

Option 1: Offer to sell properties through the traditional real estate method.

Option 2: ERA Sellers Security® Plan. Our innovative, longstanding ERA Sellers Security Plan provides qualified sellers the peace of mind, knowing that if their home is not sold within a fixed period of time, we'll buy it.*

Option 3: RealSure®
The RealSure program from Realogy and Home Partners of America is a unique program that puts a cash offer in your seller's hand. Your seller can decide to take the cash offer or continue to market their property for 45 days with the cash offer in their back pocket.***



Winning Listings



No additional cost

Special Incentives

As part of the Anywhere Advantage Network, you'll have access to special incentives for specialized audiences.

- AARP Real Estate Benefits from Realogy
- Realogy Military Rewards



Winning Listings, Working With Buyers



No additional cost

Up the Selling Price with Updates

Agents agree: A better looking home sells faster and for a better price. The RealVitalize program helps sellers with home improvements and repairs to prepare their home for sale. RealVitalize covers the upfront costs and gets paid back when the listing sells. No hidden fees, interest charges or mark ups.**



Winning Listings



No additional cost

Distinctive Properties

ERA Distinctive Properties® showcases influential properties that are in the top 10% of your market. Whether you're marketing a lavish estate or a historic downtown home, Distinctive Properties gives you access to elegant marketing materials and additional exposure to high-wealth home buyers across multiple national and international sites including WSJ.com, RobbReport.com, JamesEdition.com, and more.



Winning Listings, Marketing Listings



No additional cost

Price It Right

The ERA® Pricing Analysis Suite takes the guesswork out of number crunching by leveraging data pulled from local MLS sites to offer a more precise picture of area housing prices, so you can get the best price for your clients' homes.



Winning Listings



No additional cost

*Conditions and limitations apply; including but not limited to: house must meet specific qualifications, and purchase price will be determined solely by ERA Franchise Systems LLC, based in part upon a discount of the home's appraised value. Additionally, program participants must purchase their next home within 6 months of the close date of the SSP property through a broker designated by ERA Franchise Systems LLC. Not available in all areas.

**Execution of a program agreement is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. Results not guaranteed. If listing doesn't sell within 12 months from the first project completion, seller must pay back the full amount of covered services. All property enhancement services are provided by the applicable service providers affiliated with Angi. Neither ERA Franchise Systems LLC nor any of its respective franchisees or affiliated companies is providing any property enhancement product or service in connection with the RealVitalize program.

NEXT LEVEL BUYER PROGRAMS & SUPPORT AFTER THE TRANSACTION

Additional Inventory

Builders Digital Experience (BDX) is a way to find brand new inventory. It is a nationwide real estate portal that serves as a multiple listing service for over 130,000 newly completed homes, under-construction homes and soon-to-be-built homes. Which means more opportunities for your buyers and your business. Plus, it's a great way for you to build relationships with local home builders.



Increasing Inventory, Working with Buyers



No additional cost

Professional Presentations

Our beautifully branded listing and buyer presentations are designed to showcase the value you bring to the table. They're customizable and modular so that you can craft your pitch - and include instructions on how to customize, along with a suggested talk track. Available in English & Spanish.



Winning Listings



No additional cost

Focus On Past Clients

ERA Transact is a way to connect with past clients and drive repeat business. It works by compiling your client history into a user-friendly database and helps you be more productive by helping you focus on the relationships that are most likely to yield new business.



Repeat Business, Referrals



No additional cost

Moving Assistance

ERA Moves is a pre-move program that saves clients up to 25% during the course of their move. It includes white-glove service and helps your clients connect their utilities with one simple phone call.



Winning Listings, Repeat Business



No additional cost

Stay In Touch, Automatically

Staying top of mind with all your clients is essential for repeat and referral business. The ERA Follow-Up program will regularly send branded, hyperlocal offers for goods and services to former clients on your behalf. It's a powerful retention program that helps keep doors open long after a property has closed.



Prospecting, Repeat Business, Referrals



No additional cost

Customized Training For You

Course Catalog

- Hundreds of classes available live, virtually or self-paced
- Agent track designed to get you transacting quickly
- Build your schedule, track your results, improve your skills

Personalized Coaching

- Certified broker coaches trained to guide you through your levels of success
- Weekly private sessions will focus on your skill level in the areas most important to you
- Quarterly conversations with business planning will help you reach your personal, professional, and financial goals

Road Shows

- Subject matter experts on staff will help guide your learning at your pace
- We come to you - at a listing, in the office, you can learn where you are most comfortable
- Hands on group sessions, one-on-one training, and skills workshops are available

Peer to Peer

- In office lunch and learns to fit your busy schedule
- Interactive and collaborative sales meetings help you reach your goals
- Mentorship and peer to peer sessions are available weekly at flexible hours
- Learn from some of the best and brightest in the industry no matter your experience level



We do more than real estate. We create communities.

Contact us and learn more at americanrealestate.com.

Supporting your success



EXTRAS YOU CAN TRULY RELY ON

Learning That Keeps You Productive

After taking Team ERA University learning courses, ERA® affiliated agents had significant growth in their business compared to the 12 months prior to taking any course:*

- Up to 92% More Closed Units
- Up to 124% Higher Closed Volume

Drive your success with programs from Team ERA University that are the best in the business. We cover everything from technology to tools, business planning to winning listings, and everything in between. Live classes and on-demand, so you can grow at your own pace and in the direction you choose.



Learning and Development



No additional cost

National, Regional and Local Press

Public relations is a cornerstone of our brand awareness strategy in the industry. We love spotlighting our affiliated brokers and agents, as well as leadership, by shouting out their success as it relates to our brand and thought leadership.



Brand Awareness



No additional cost

Spark

ERA-affiliated agents have the opportunity to join SPARK**, a membership association that provides access to personal and business benefits including top-tier insurance solutions, agent safety tools, travel discounts, retirement planning solutions, and much more.



**Growing Your Business,
Balancing Your Life**



Negotiated pricing

Awards

The ERA annual awards are for more than just sales and productivity – they also honor professionals who have demonstrated exemplary customer service, a commitment to diversity, outstanding community leadership, inclusive business practices, and more.



Recognition



No additional cost

Fuel

Fuel ERA is our annual conference showcasing everything the ERA family has to offer – networking, learning opportunities, panels, presentations, premiere products and programs, industry speakers, awards, recognition and, of course, parties!



**Learning and Development,
Recognition, Networking, Collaborating**



Travel & registration costs apply

Industry Affiliations

We are front and center at the most important events to demonstrate thought leadership, foster diversity and support our industry. You can find us at national conferences like NAR, Inman Connect, AREAA, NAHREP® and LBGQTQ+ Real Estate Alliance.



Diversity and Inclusion Networking



Travel & registration costs apply

Here To Support You

Our customer support resources can help you with anything from basic to sophisticated questions regarding ERA systems, tools and technology. We are here, at your service, seven days a week, to assist you and your affiliated real estate professionals.



Brand Support



No additional cost

Perks

Get VIP access to an assortment of products and services designed to help your business. Receive special discounted prices on wireless plans, office supplies, overnight express services and much more. There is also a wide range of resources and discounts for your clients.



Grow Your Business



No additional cost

Connect With Us

ERA Connect is our communications app that helps you stay informed about everything that's happening at ERA with a steady stream of content and inspiration.



Communication, Collaboration, Networking



No additional cost

ERA Cares

ERA Cares Across Communities is designed to encourage, empower and celebrate giving back ... in any way you see fit. Whether it's donating money, time, skills, outreach or relief efforts, you are empowered to support the organizations that mean the most to you.

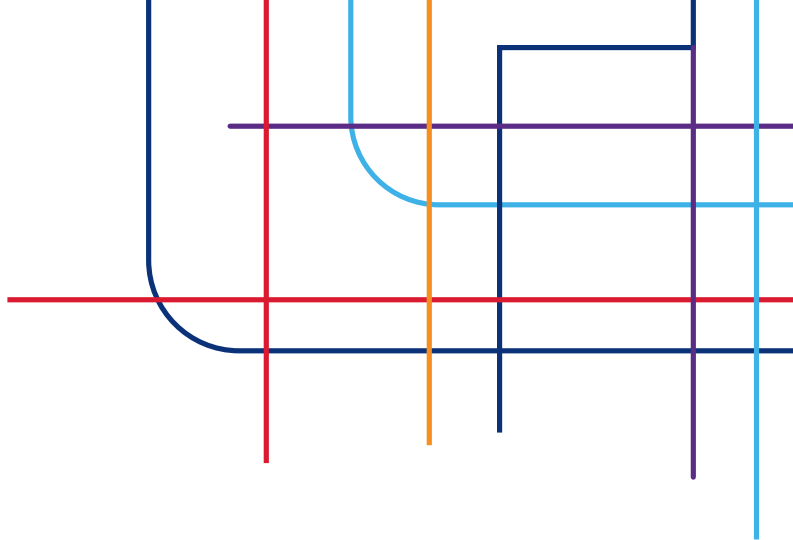


Community Involvement



No additional cost





 **Connect
with us**

@JoinAmerican
@AmericanRE

