

ERA® GOLD STAR PROPERTY

1

GET READY
PREPARE YOUR HOUSE

GET INSPECTED¹
IDENTIFY
NEEDED REPAIRS
▶ **HIGHLY RECOMMENDED**



GIVE FULL DISCLOSURE

Include a seller's disclosure report to reduce uncertainty for you and the buyer.

SET THE STAGE

STAGED HOMES SPEND UP TO

83%

LESS TIME ON THE MARKET²

94%
SELL IN
ABOUT
29 DAYS
OR LESS.²



TAKE PHOTOS

STAGED HOMES ARE MORE LIKELY TO BE SHOWN.

2

FOR SALE

NOW AN ERA® GOLD STAR PROPERTY



THIS ICON
DISTINGUISHES YOUR
PROPERTY ON ERA.COM



180
DAYS

LISTING PERIOD WITH
YOUR ERA AGENT

TAKE OUR ADVICE
PRICE YOUR HOME WITHIN

5%
OF AGENT
RECOMMENDATION**

FOR SALE

STAND OUT
WITH A
YARD SIGN

AND
ERA® GOLD STAR PROPERTY
MARKETING MATERIALS

SHOW OFF

Agent schedules open house for potential buyers to view your ERA® Gold Star Property.

3

CLOSING

OFFERING PEACE OF MIND



PROPERTY PROTECTION

Purchase an ERA Home Protection Plan®, administered by American Home Shield®.

HOUSES PROTECTED
BY THE PLAN SELL **15%**
FASTER* ON AVERAGE

\$1,000

CREDIT TOWARD CLOSING³
ON ERA® GOLD STAR PROPERTIES

Customers must purchase an ERA® Gold Star Property and finance the property through ERA Mortgage to be eligible for the \$1000 lender credit at closing. Available only for conforming, fixed rate loans which are conventional or FHA/VA. Not available for jumbo, adjustable rate or USDA-guaranteed loans. This offer cannot be combined with any other offer. This offer may affect your mortgage interest rate.

NO UNEXPECTED SURPRISES FOR BUYERS. GREATER PEACE OF MIND FOR ALL.

Curb appeal starts when potential buyers see images of the house online — clean, staged and clutter-free. Staging the property transforms everyday living space into a home that buyers can visualize as their own. Identifying needed repairs upfront makes for a smoother transaction. Purchasing an ERA Home Protection Plan® helps protect the buyer from the cost of unforeseen repairs after closing. As an ERA® Gold Star Property, your house will be seen as truly move-in ready and gives the buyer all the information they need to make an informed decision.

GET STARTED TODAY.

Contact your ERA Real Estate sales associate today to learn how you can enroll in the ERA® Gold Star Property program.