

# Press Room – Press Releases



5/10/2016 12:00:00 PM

[ERA REAL ESTATE EXPANDS PRESENCE IN GREATER RALEIGH AREA WITH NEW FRANCHISE AFFILIATION OF PARRISH REALTY INC.](#)

4/28/2016 9:0:00 AM

[ERA REAL ESTATE NAMES 2015 JIM JACKSON MEMORIAL AWARD COMPANY WINNERS](#)

4/27/2016 9:00:00 AM

[ERA REAL ESTATE NAMES ERA HOME RUN REAL ESTATE 2015 UNITY AWARD WINNER](#)

4/27/2016 9:00:00 AM

[ERA REAL ESTATE NAMES SUE FRYE 2015 TOP ALL-AROUND SALES ASSOCIATE FRYE ALSO RECOGNIZED FOR ACHIEVEMENTS IN LUXURY MARKETPLACE](#)

4/7/2016 9:00:00 AM

[ERA REAL SOLUTIONS REALTY ACQUIRES HILLSBORO MARKET LEADER](#)

4/6/2016 9:00:00 AM

[ERA REAL ESTATE RECOGNIZES NEWEST PHILANTHROPIC AWARD WINNERS](#)

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[ERA® 2016 INTERNATIONAL BUSINESS CONFERENCE](#)

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4/5/2016 9:30:00 AM

[ERA REAL ESTATE REACHES MILESTONE IN COMMITMENT TO SENDING 1,000 KIDS TO MDA SUMMER CAMP](#)

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[ERA REAL ESTATE ACHIEVES INDUSTRY MILESTONE](#)

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[ERA REAL ESTATE NAMES ERA REARDON REALTY NATIONAL COMPANY OF THE YEAR](#)

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[ERA REAL ESTATE RECOGNIZES NEWEST HALL OF FAME INDUCTEES](#)

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[ERA REAL ESTATE RECOGNIZES NEWEST HALL OF FAME INDUCTEES](#)

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[ERA REAL ESTATE ENTERS BEVERLY HILLS MARKET WITH AFFILIATION OF NELSON SHELTON & ASSOCIATES](#)

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[ERA REAL ESTATE EXPANDS PRESENCE IN GREATER BOSTON AREA WITH NEW FRANCHISE AFFILIATION OF THE RUSSELL REALTY GROUP](#)

11/13/2015 9:00:42 AM

[ERA REAL ESTATE ANNOUNCES THE AFFILIATION OF REALTY ASSOCIATES IN HOUSTON](#)

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[ERA REAL ESTATE FRANCHISES SERVING MILITARY COMMUNITIES REVEAL MARKET DYNAMICS](#)

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[ERA REAL ESTATE ENTERS NEW MARKETS IN MONTANA & NORTH DAKOTA WITH NEW FRANCHISE AFFILIATE](#)

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[ERA MI CASA REAL ESTATE ACKNOWLEDGED AS INDIVIDUAL COMPANY WITH MOST AGENTS ON NAHREP'S TOP 250 LIST](#)

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[ERA REAL ESTATE'S CHIEF OPERATING OFFICER SUE YANNACONE NAMED TO HOUSINGWIRE'S 2015 WOMEN OF INFLUENCE LIST](#)

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[ERA REAL ESTATE EXPANDS INTO PALM BEACH COUNTY WITH NEW FRANCHISE AFFILIATION OF HOME RUN REAL ESTATE](#)

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[ERA REAL ESTATE APPOINTS SUSAN YANNACONE AS CHIEF OPERATING OFFICER](#)

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[ERA REAL ESTATE UNVEILS HIDDEN GEM VACATION HOME ESCAPES](#)

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[ERA REAL ESTATE RECOGNIZED FOR TRAINING EXCELLENCE](#)

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[ERA REAL ESTATE WELCOMES JOUSTING REAL ESTATE IN CORONA, CALIFORNIA AS THE NEWEST MEMBER OF ITS GLOBAL BRAND NETWORK](#)

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[ERA REAL ESTATE EXPANDS INTO NASHVILLE AND MIDDLE TENNESSEE MARKET WITH AFFILIATION OF RELIANT REALTY](#)

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[ERA REAL ESTATE RECOGNIZES NEWEST HALL OF FAME INDUCTEES](#)

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[ERA AMERICAN REAL ESTATE RECEIVES 2014 CIRCLE OF LIGHT FOR COMMUNITY LEADERSHIP AWARD](#)

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[ERA REAL ESTATE LAUNCHES CAMPAIGN TO SEND 1,000 CHILDREN WITH MUSCULAR DISEASE TO MDA SUMMER CAMPS](#)

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[ERA REAL ESTATE NAMES DENISE ANDRES 2014 TOP ALL-AROUND SALES ASSOCIATE ANDRES ALSO RECOGNIZED FOR ACHIEVEMENTS IN LUXURY MARKETPLACE](#)

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[ERA REAL ESTATE NAMES ERA KEY REALTY SERVICES NATIONAL COMPANY OF THE YEAR](#)

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[ERA REAL ESTATE PROMOTES CHRIS TRICK TO CHIEF MARKETING OFFICER](#)

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[ERA REAL ESTATE EXPANDS BAY AREA PRESENCE WITH AFFILIATION OF MICHAEL JAMES REAL ESTATE IN OAKLAND, CALIFORNIA](#)

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[ERA REAL ESTATE EXPANDS INTO RALEIGH-DURHAM MARKET WITH AFFILIATION OF DREAM LIVING REALTY](#)

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[ERA REAL ESTATE AND HGTV IDENTIFY TOP TRENDS IN SMART HOME TECHNOLOGY](#)

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[ERA REAL ESTATE SURVEY REVEALS EMERGING TECHNOLOGY BLIND SPOT](#)

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[ERA REAL ESTATE WELCOMES DONAHOE TOBIAS REAL ESTATE IN CALIFORNIA AS THE NEWEST MEMBER OF ITS GLOBAL BRAND NETWORK](#)

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[ERA REAL ESTATE DEBUTS NEW BRAND IDENTITY](#)

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[ERA REAL ESTATE AGENTS NAMED TO PRESTIGIOUS RANKING BY REAL TRENDS / THE WALL STREET JOURNAL](#)

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[ERA REAL ESTATE AGENTS RECEIVE NATIONAL ASSOCIATION OF HISPANIC REAL ESTATE PROFESSIONALS TOP 250 HONOR](#)

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[IN THE MARKET FOR A VACATION PROPERTY? ERA REAL ESTATE PICKS THE TOP FOUR 'UNDER THE RADAR' DESTINATIONS FOR A SECOND HOME](#)

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[ERA REAL ESTATE'S TOP COMPANY MAKES "THE CUT" TWICE IN ONE MONTH](#)

4/23/2014 9:00:40 AM

[ERA REAL ESTATE TESTS CONSUMERS' REAL ESTATE IQ](#)

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[For Immediate Release ERA REAL ESTATE NAMES NATIONAL EXCELLENCE IN CUSTOMER SERVICE AWARD WINNERS](#)

# Press Room – Press Releases



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[ERA REAL ESTATE NAMES ERA JUSTIN REALTY WINNER OF THE 2013 CIRCLE OF LIGHT FOR COMMUNITY LEADERSHIP AWARD](#)

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[ERA REAL ESTATE NAMES BECKY BABCOCK 2013 TOP ALL-AROUND SALES ASSOCIATE AND NATIONAL EXCELLENCE IN SERVICE AWARD WINNER](#)

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[ERA REAL ESTATE UNVEILS NEW BRAND IDENTITY](#)

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[ERA REAL ESTATE FINDS NEARLY 50 PERCENT OF WOMEN WOULD PREFER A HOME TO AN ENGAGEMENT RING](#)

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[ERA REAL ESTATE ANNOUNCES THE AFFILIATION OF SHOREWOOD REALTORS IN LOS ANGELES COUNTY](#)

2/12/2014 9:00:04 AM

[ERA REAL ESTATE ENTERS NORTHERN ARIZONA MARKET](#)

1/22/2016 9:00:00 AM

## ERA REAL ESTATE EXPANDS PRESENCE IN GREATER BOSTON AREA WITH NEW FRANCHISE AFFILIATION OF THE RUSSELL REALTY GROUP

MADISON, N.J. (Jan. 22, 2016) - ERA Real Estate, a global franchising leader, today announced the affiliation of The Russell Realty Group based in North Reading, Massachusetts. With one office and nearly 50 agents, the firm will now do business as ERA Russell Realty Group.

Established in 2011 by broker/owner Evan Russell, The Russell Realty Group primarily serves the Greater Boston area with service extending to Southern New Hampshire and all the way to Provincetown and Martha's Vineyard. In 2015, the firm was responsible for more than \$46 million in sales volume.

"The affiliation of The Russell Realty Group augments ERA's position in the Greater Boston market and the broader New England region," said Charlie Young, president and CEO of ERA Real Estate. "Evan Russell is an ambitious, strategic and results-driven leader with an eye on growth who is poised to take his firm to the next level. His emphasis on providing the opportunity to have personalized coaching for both new and seasoned sales associates and his unwavering commitment to embracing technology for the benefit of today's connected consumer are a powerful combination that has helped distinguish his firm in the marketplace."

"Affiliating with ERA Real Estate will provide many additional avenues to fuel growth for our company," said Russell. "ERA's comprehensive training platform will complement our existing program to help independent affiliated agents increase productivity and the addition of ERA's comprehensive marketing programs and proven lead management system will serve to increase market share for them," said Russell. "Additionally, with ERA's support, we will become even more focused on strategic growth to create greater opportunities for our agents," he said.

### About ERA Real Estate

ERA Real Estate is an innovative franchising leader in the residential real estate industry with 40 years of experience in developing consumer-oriented products and services. The ERA network includes approximately 35,000 brokers and sales associates and approximately 2,300 offices throughout the United States and 34 countries and territories. Each office is independently owned and operated. ERA Real Estate is a subsidiary of Realogy Holdings Corp. (NYSE:RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. ERA Real Estate information is available at: ERA.com.

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11/13/2015 9:00:42 AM

## ERA REAL ESTATE ANNOUNCES THE AFFILIATION OF REALTY ASSOCIATES IN HOUSTON

### Market Leading Firm to Operate Under the ERA Powered® Program

MADISON, N.J. (Nov. 13, 2015) - ERA Real Estate, a global franchising leader, today announced that Realty Associates, a market leader in Houston with seven offices and 1,700 agents, has affiliated with ERA Real Estate under the ERA Powered® program. As part of the announcement, Realty Associates has merged with Latter & Blum Inc., based in New Orleans, Louisiana, which operates residential real estate brokerages in the Gulf South under the ERA Powered program. The combined firm will now do business as Realty Associates ERA Powered.

The affiliation of Realty Associates significantly strengthens the ERA brand's presence in the Gulf Coast, connecting markets from Houston to New Orleans. According to the Houston Association of Realtors, Realty Associates is the No. 3 company by units in the Houston MSA, and in 2014 accounted for more than \$1 billion in sales volume.

"The ERA Powered® program continues to guide ERA's penetration and expansion in major markets," said Charlie Young, president and CEO of ERA Real Estate. "Extending the brand's footprint into Houston will fuel growth for ERA Real Estate and our affiliated broker community by building strong relocation corridors and creating a robust pipeline of referrals."

Since 2010, ERA Real Estate has focused its growth on major metropolitan areas, with entry into eight top markets in the last five years including Denver; New Orleans; San Francisco; Louisville, Kentucky; Charlotte, North Carolina; Raleigh, North Carolina; Los Angeles; Nashville, Tennessee; and now Houston. ERA entered into each of these cities with the affiliation of market-leading companies poised to grow.

Realty Associates was established in 1982 by Peter Merritt, broker/owner, who will continue to oversee the newly combined company as broker, Realty Associates ERA Powered.

Under the leadership of Bob Merrick, Chairman and CEO of Latter & Blum. Inc., Latter & Blum Inc./REALTORS ERA Powered, the firm's flagship brokerage located in New Orleans, pioneered ERA Real Estate's unique business solution for market leading firms looking to grow, ERA Powered, when they became the first company to affiliate as an ERA Powered company in 2011. Since then, the firm has more than doubled the size and scope of its operations.



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"ERA Real Estate's unique broker-first approach allows brokers the flexibility and support to build their business in a way best suited for their individual market," said Bob Merrick, chairman and CEO of Latter & Blum, Inc. "As an ERA Powered® company, Realty Associates will continue to leverage its strong local name recognition and brand cachet while tapping into the offerings of a global brand to drive growth and expansion in a market of great potential."

Houston is among the fastest-growing metropolitan areas in the United States, according to the U.S. Census, and offers an attractive cost of living complemented by steadily increasing home prices, creating a positive real estate market for both buyers and sellers. According to the Houston Association of Realtors, the region's median home price has increased nearly 35 percent since 2010.

"Joining with Realty Associates allows us to take advantage of the substantial population movement in and between all of our existing markets and Houston," stated Richard Haase, president of Latter & Blum, Inc. "As we diversify and grow our service area, we also lower our costs. That allows us to deliver more services and tools to our agents so they can better serve our clients," he added.

With significant presence in New Orleans, Lake Charles, Baton Rouge Lafayette, Alexandra and Southern Mississippi, Latter & Blum's leadership has proven experience in managing operations in multiple markets.

## **About ERA Real Estate**

[ERA Real Estate](#) is an innovative franchising leader in the residential real estate industry with 40 years of experience in developing consumer-oriented products and services. The *ERA* network includes approximately 35,000 brokers and sales associates and approximately 2,300 offices throughout the United States and 34 countries and territories. Each office is independently owned and operated. ERA Real Estate is a subsidiary of Realogy Holdings Corp. (NYSE:RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. ERA Real Estate information is available at: [ERA.com](http://ERA.com).

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11/3/2015 9:00:58 AM

## ERA REAL ESTATE FRANCHISES SERVING MILITARY COMMUNITIES REVEAL MARKET DYNAMICS

Low Inventory Pushing Prices Higher; Low Mortgage Rates Stimulating Buyer Activity  
MADISON, N.J. (November 3, 2015) - Shifting military priorities in the Middle East mirror shifts in real estate dynamics of military communities here at home, according to insights from [ERA Real Estate's 2015 Military Market spotlight](#).

ERA Real Estate, a global franchising leader and one of the nation's top franchises for military veterans according to [Franchise Business Review](#), recently analyzed market conditions in a number of key U.S. military markets, revealing both similarities and differences from national housing indicators.

"National industry reports indicate that persistent low inventory across much of the country is driving steady price appreciation, but in many military markets we are seeing that the increase is not as great," said Charlie Young, president and CEO of ERA Real Estate. "Brokers serving military markets in California, Colorado, Florida, Louisiana and Texas all report that low mortgage rates and military incentives are creating higher buyer traffic, but that inventory shortages at desired price points are delaying purchases for many servicemen and women."

Changes in year-over-year average sale price in the military markets analyzed range from a 9 percent increase in San Diego, California, to a 7.6 percent decrease in Panama City, Florida. Markets in Leesville, Louisiana, and Colorado Springs, Colorado, saw price increases averaging around 4.3 percent, while home prices in El Paso, Texas, remained relatively flat at a 1 percent increase year-over-year. This is compared to a national year-over-year sales increase of around 6 percent.

Below is a snapshot of dynamics in military markets across the country:

**El Paso, Texas**, home to Fort Bliss, has stable buyer activity. In addition a strong rental market is reflected in the high desire for new construction, which is not keeping up with buyer demand. Similarly, a strong rental market in **Panama City, Florida**, where Tyndall Air Force Base is located, is attributed to a lack of new construction in the below \$200,000 range. Also driving the rental market is an increased rate of deployment, an increasing sense of economic instability among military members, as well as an increased divorce rate.

Strong buyer activity in Denver, Colorado, a city popular among young professionals, is driving non-military buyers into **Colorado Springs, Colorado**, creating an emerging hybrid community of military and non-military residents in the area, home to Fort Carson, Peterson Air Force Base, Schriever Air Force Base and the U.S. Air Force Academy.

In **San Diego, California's** military market, where Camp Pendleton is located, multiple offers and increasing home prices are most prevalent on homes below the \$500,000 range, which is below the average sale price of \$574,000.

In **Leesville, Louisiana**, a market due to expand as a result of the recent expansion of Fort Polk's footprint, the average sales price is \$179,000, but the inventory sweet spot is considerably higher at \$240,000.

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10/21/2015 9:00:16 AM

## ERA REAL ESTATE ENTERS NEW MARKETS IN MONTANA & NORTH DAKOTA WITH NEW FRANCHISE AFFILIATE

Firm Poised to Leverage Growth Generated by Region's Expanding Fuel Industry; Open House Set for October 27th in Billings, Montana

MADISON, N.J (October 21, 2015) - ERA Real Estate, a global real estate franchisor, today announced the affiliation of American Property Brokers, based in Billings, Montana, and Watford City, North Dakota, marking entry into two new markets for the brand. The firm's two offices will now do business as ERA American Real Estate.

Established in 2002 by Jim Huskey, his son Brian Huskey and Jeff Reiter, the company was responsible for \$17 million in sales volume in 2014, involving a combination of residential, commercial, ranch and land, and new construction deals. The company's success thus far is due in large part to the many opportunities afforded by the region's growth in the oil, gas and mining industries.

"Under the leadership of this dynamic and experienced team, ERA American Real Estate has built a highly successful company by capitalizing on the ever-expanding referral corridor between Montana and North Dakota, providing counsel to energy companies on innovative ways to meet the unique housing needs of the industry's workers and collaborating with foreign investors using EB-5 visas to bring international attention to the region," said Charlie Young, president and CEO of ERA Real Estate. "The addition of ERA American Real Estate to the ERA system is poised to create new connections and significantly expand our service area into this region of immense potential."

"With an eye on growth, we affiliated with ERA Real Estate in order to bring our firm to the next level by expanding both our agent base and our footprint," said Jim Huskey, founder and owner of ERA American Real Estate. "We are confident that aligning with a forward thinking brand like ERA will accelerate our opportunities into new areas - westward to Seattle and eastward into North Dakota," he said.

An open house for residents and agents in the surrounding companies will be held at the firm's headquarters on 2725 Montana Avenue in Billings on October 27th to formally introduce ERA American Real Estate to the community.

The open house will give local agents the opportunity to learn about how the firm can help fuel growth for agents by leveraging ERA's tools, technology and marketing programs.



In addition, community members can stop by to explore real estate opportunities in the areas.

The open house will take place from 10 a.m. to 2 p.m. at the main office on 2725 Montana Avenue in Billings and feature a fall picnic and barbeque co-sponsored by Mann Mortgage and First Montana Title. A networking reception will take place next door at Wild Ginger from 5 to 7 p.m.

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7/31/2015 9:00:53 AM

## ERA MI CASA REAL ESTATE ACKNOWLEDGED AS INDIVIDUAL COMPANY WITH MOST AGENTS ON NAHREP'S TOP 250 LIST

Chicago Firm Wins the Accolade for Second Consecutive Year

MADISON, N.J. (July 6, 2015) - [ERA Real Estate](#), a leading global real estate franchisor, announced that for the second consecutive year, [ERA Mi Casa Real Estate](#) in Chicago, Illinois, is the single company with the most agents on the prestigious National Association of Hispanic Real Estate Professionals' (NAHREP) Top 250 list of Latino Agents, with 10 people named for 2015. Led by broker/owner Joe Castillo, ERA Mi Casa Real Estate's ranking as the No. 1 office on the list underscores its integral role in advancing homeownership rates in Chicago's Latino community.

The NAHREP Top 250 Latino Agents list documents the top 250 Latino real estate professionals nationwide, accounting for nearly \$4 billion in total transaction volume from agents in 26 states across the country.

"I am proud to recognize the hard-earned efforts of Joe Castillo and ERA Mi Casa," said Charlie Young, president and CEO of ERA Real Estate. "Joe's business acumen, his commitment to community and growth plans for his company combine to position ERA Mi Casa for continued success."

Together with ERA Mi Casa, ERA Real Estate is committed to fostering diversity and driving homeownership for all clients. Both believe firmly in the NAHREP mission to support the American Dream of homeownership for Hispanics nationwide.

"Diversity is critical to a company's success because diverse thinking and collaboration breed greater ideas, innovation and value to the people we serve," continued Young. "Having a diverse network of brokers and agents enables our company to better meet the needs of our customers and enrich the lives of one another."

The 10 ERA Mi Casa Real Estate agents recognized on the list are:

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Salvador Gonzalez, ERA Mi Casa Real Estate  
Joe Castillo, ERA Mi Casa Real Estate  
Maria Castillo, ERA Mi Casa Real Estate  
Natalia Martinez, ERA Mi Casa Real Estate  
Uriel Ayala, ERA Mi Casa Real Estate  
Erika Villegas, ERA Mi Casa Real Estate  
Jenny Lima, ERA Mi Casa Real Estate  
Angel Martinez, ERA Mi Casa Real Estate  
Miguel Bermudez, ERA Mi Casa Real Estate  
Ubaldo Garcia, ERA Mi Casa Real Estate

The full NAHREP Top 250 Latino Agent Report can be viewed [here](#).

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7/31/2015 9:00:50 AM

## ERA REAL ESTATE'S CHIEF OPERATING OFFICER SUE YANNACCONE NAMED TO HOUSINGWIRE'S 2015 WOMEN OF INFLUENCE LIST

MADISON, N.J. (July 31, 2015) - [ERA Real Estate](#), a leading global real estate franchisor, today announced that its chief operating officer Sue Yannaccone has been named one of [HousingWire's 2015 Women of Influence](#). In its fifth year, this list recognizes women who are leading real estate forward. Yannaccone is one of 40 honorees, representing accomplished professionals across all sectors of the housing industry.

*HousingWire's* Women of Influence honorees not only excel within their individual companies, but also demonstrate impact in the wider industry through contributions on panels, publications, mentoring and volunteering.

"With nearly 20 years of industry experience, Sue Yannaccone is no stranger to the dynamic, ever changing environment of real estate, and this recognition serves as an opportunity to acknowledge the extent to which she has influenced the industry," said Charlie Young, president and CEO of ERA Real Estate. "We are thrilled to have Sue on our senior leadership team as she continues to leverage the brand's momentum and further our organization's growth arc by enhancing our value proposition to brokers."

"I am continually amazed at the incredible pace of change we are experiencing in our industry," said Yannaccone. "It's an honor to be recognized alongside such high caliber executives and thought leaders who have all worked to move the industry forward and create exciting opportunities for the future."

"The caliber of the nominations we received this year was really stunning. Women are leading in every sector of the housing economy, and the women we recognized this year had to compete against a formidable roster of executives who are not only excelling in their respective companies, but influencing people and processes throughout our industry," said Sarah Wheeler, editor of *HousingWire* magazine.

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## About HousingWire Magazine

HousingWire Magazine is a monthly magazine that provides in-depth context and insight spanning the people, issues and data that matter in mortgage finance and real estate. The magazine offers readers insight on U.S housing and finance from leading national columnists, as well as exclusive features that tackle hard-hitting issues in real estate finance and bring to life the people that make markets.

The publication is available in print, or in digital format across multiple devices (iPad, Kindle, and more.)

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7/21/2015 11:00:57 AM

## ERA REAL ESTATE EXPANDS INTO PALM BEACH COUNTY WITH NEW FRANCHISE AFFILIATION OF HOME RUN REAL ESTATE

MADISON, N.J. (July 21, 2015) - ERA Real Estate, a global franchising leader, today announced the affiliation of Home Run Real Estate based in Lake Worth, Florida, marking entry into a new market for the brand. With four offices and more than 400 agents, the firm will now do business as ERA Home Run Real Estate.

Established in 2003 by broker/owner and president Debbie Smith, Home Run Real Estate serves Palm Beach, Broward, Miami-Dade, Martin, St. Lucie and Osceola Counties with offices in Lake Worth, Royal Palm Beach, Palm Beach Gardens and Coconut Creek. In 2014, the firm closed more than 1,500 transactions totaling more than \$250 million in sales volume.

Known as an agent-focused firm with a strong, close-knit culture, Home Run Real Estate has a highly diverse agent base representing countries and regions such as Canada, the Caribbean, China, Finland, Italy, Russia and South America.

"The affiliation of Home Run Real Estate serves to expand ERA's presence into a highly desirable market with significant growth potential and also augments the brand's deep roots in Florida and the Southeastern United States," said Charlie Young, president and CEO of ERA Real Estate. "Under Debbie Smith's energetic and enthusiastic leadership, this well-established and well-respected firm is poised to flourish."

"Our affiliation with ERA Real Estate is a key component of our growth strategy as we look to provide our agents with access to industry-leading tools, technology and training to enhance productivity and increase our market reach," said Smith. "A focus on expanding into additional markets through mergers and acquisitions and penetrating the luxury segment will fuel growth for the firm on multiple fronts."



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7/13/2015 2:00:31 PM

## ERA REAL ESTATE APPOINTS SUSAN YANNACONE AS CHIEF OPERATING OFFICER

MADISON, N.J. (July 13, 2015) - [ERA Real Estate](#), a global franchising leader, today announced the appointment of Susan Yannaccone as chief operating officer. She is a 17-year industry veteran with impressive leadership experience in franchise management and real estate brokerage operations.

Most recently, Yannaccone served as senior vice president of network services for HSF Affiliates, LLC, where she was responsible for all affiliate-facing servicing for the real estate brokerage networks Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate. Previously she served as vice president of operations for Real Living from 2010 to 2012.

In this newly created position for ERA Real Estate, Yannaccone will be a key member of the executive leadership team and play an integral role in setting the strategic direction for the brand. She will be responsible for servicing, consulting, transitions, learning, events, awards and recognition and general operations for ERA Real Estate.

"Sue will leverage her extensive career in real estate to help advance the ERA® brand along our current path and strategic direction with a focus on franchisee engagement, satisfaction and growth," said Charlie Young, president and CEO of ERA Real Estate. "Her keen understanding of the residential real estate industry and her experience leading organizations through transformational change, coupled with her innovative strategic insights, will play a significant role as she continues to articulate and advance ERA's value proposition to our existing and future customers."

"ERA Real Estate's revitalized positioning, its unique culture of collaboration and strong support from its parent company Realogy combine to create a powerful springboard to future success," said Yannaccone. "The energy and vitality of the ERA brand is unparalleled and I am excited by the great potential to help fuel growth and build market share in both new and existing markets."

A graduate of Clemson University, Yannaccone began her career in commercial real estate before assuming roles with residential real estate firm GMAC HomeServices and Brookfield Residential Property Services in Canada.

# Press Room – Press Releases



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7/8/2015 9:00:32 AM

## ERA REAL ESTATE UNVEILS HIDDEN GEM VACATION HOME ESCAPES

Real estate franchisor highlights ideal coast-to-coast markets for prospective second-home buyers MADISON, N.J. (July 8, 2015) - As the real estate market continues to improve, America's well-known vacation home locations have become increasingly more popular. [ERA Real Estate](#), a global real estate franchising leader, has identified less well-known - and just as impressive - "hidden gem" markets for prospective buyers to take advantage of right now.

### Kingsland, Georgia - A Natural Beauty

Located on the Georgia coast only three miles from the Florida state line, Kingsland, Georgia is an attractive destination for businesses, families and tourists alike. In close proximity to larger cities like Jacksonville, Florida, and Savannah, Georgia, this quaint coastal town provides locals with access to both the busy streets of a metropolis and the white sandy beaches of an untouched natural beauty. With its very mild climate, local residents can enjoy both the indoor and outdoor activities the town offers all year long.

"Being minutes from the Jacksonville airport, Kingsland and nearby St. Mary's and Woodbine have easy access to all the shopping and entertainment that can be desired," explained [ERA Kings Bay Realty](#) broker Nancy Stasinis. "With prices averaging around \$134,700 for a single-family, the area is hard to pass up. But most importantly, the friendly residents are the most valued asset to our area, and have created a welcoming environment for any newcomer."

### Kennewick, Washington - The Sunshine City

With more than 300 days of sunshine each year, it's no wonder Kennewick, Washington has quietly become not only one of the hottest tourist attractions on the west coast, but an up-and-coming residential area as well. As one of the state's famous Tri-Cities, Kennewick is located in the heart of Washington's wine country alongside the monumental Columbia River and Lewis and Clark Trail.

"Kennewick's natural attractions and exceptional sunshine provide a variety of recreational activities for local families," explained [ERA Sun River](#) broker Kris Houston. "Whether you're looking for active days filled with biking, fishing and hiking or more leisurely days spent exploring a vineyard, Kennewick has vacationers covered to the fullest. And with average home prices currently around \$215,000, it's an affordable option for many."

### Nashville, Tennessee - Big City in a Small Town Body

Known for its rich music history and old-school southern charm, Nashville, Tennessee has recently earned honors for its nightlife, restaurants, economic health, barbecue and even its friendly people. With 2,700 acres of walking and bike trails and 21 undergraduate and post-graduate colleges and universities, it's no wonder the Music City area has quietly entered into the spotlight as a second-home option.

According to Casey Brown, broker with [Reliant Realty ERA Powered](#), "Some like the modern city center while others are drawn to the nearby countryside. From music to sports teams and so much more - and median single-family home prices around \$235,000 - it's easy to see why so many people from around the country and world choose to make Nashville and Middle Tennessee their new home. And if you're looking to bring your business with you to your second home, Nashville's favorable business taxes are high on everyone's list."

## Amelia Island, Florida - A Coastal Treasure

Part of the famous Sea Islands chain in the Southeastern Atlantic, Amelia Island boasts 13 miles of pristine, quiet beaches that are easy to reach and hard to forget. The barrier island was one of Florida's first luxury tourist destinations, attracting wealthy vacationers and socialites for more than a century. But its beautiful scenery, native wildlife and crystal clear waters have since enticed a more permanent community of local residents. At only 30 miles from Jacksonville, Florida, Amelia Island provides both the comradery of a quaint town with the accessibility of a larger city.

"Amelia Island is truly a precious gem, referred to by locals simply as 'Amelia,'" said Steve Simmons, broker at [ERA Fernandina Beach Realty](#). "The island's beauty is enhanced by its natural boundaries, which provide a perfect setting for two upscale resort communities that coexist with our historical downtown waterfront community of Fernandina Beach. With average prices just under \$314,800 for a single-family home, Amelia Island offers attainable luxury for many and is quickly flourishing."

## Lake Norman, North Carolina - A City-Side Oasis

Want to go between lake and city but don't feel like driving more than an hour? Lake Norman, North Carolina, a 34-mile long man-made lake constructed only 15 miles from bustling downtown Charlotte, North Carolina, is the way to go. Whether checking out native reptiles at the Latta Plantation Nature Center or taking jet skis out for a spin from Kings Point Morningstar Marina, Lake Norman has the perfect secret destination for people of all ages.

Scott Wilkinson, broker at [ERA Wilkinson](#), believes adventure opportunities are endless in the area. "Lake Norman boasts more than 520 miles of stunning shorelines that provide local residents with the opportunity to improve their water sport skills or to simply relax with family. With an average price of about \$446,300 for a single-family home, Lake Norman is a perfect place to make memories for generations to come."

# Press Room – Press Releases



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5/5/2015 9:00:12 AM

## ERA REAL ESTATE RECOGNIZED FOR TRAINING EXCELLENCE

Live, Online and Blended Learning Delivers Results for ERA-Affiliated Brokers and Agents  
**MADISON, N.J. (May 5, 2015)** - ERA Real Estate, a global franchising leader, was recently named to *Training* magazine's prestigious "Training Top 125," an industry-wide ranking of companies excelling in "harnessing human capital."

In its 15<sup>th</sup> year, the Training Top 125 recognizes innovative and successful learning and development programs and practices from industries spanning real estate, healthcare, financial/banking, technology and consumer/retail.

ERA Real Estate was one of 27 new companies to be named to the list and was evaluated on the organization's system-wide training program including its scope, infrastructure, delivery, best practices and outstanding initiatives.

ERA's notable training accomplishments which led to earning this national ranking include:  
A 30% increase in overall engagement across live, virtual and blended training offering  
A 220% increase in enrollment for "just in time," mobile-based video learning for managers  
A broker/owner-focused Leadership Academy course has helped graduates of this one-year program increase agent productivity at a rate three times higher than non-graduates of the program.  
Live events focused on business building through generating leads and establishing appropriate listing prices have seen an increase in attendance as well as a 5% increase in sales price.  
Graduates of ERA Top Gun Academy, an eight-week online course for agents looking to bring their business to the next level, achieved a 21% YOY increase in sales

"ERA Real Estate's unique culture of collaboration and knowledge sharing is clearly evident in our robust training platform, which is specifically designed for ERA's brokers and affiliated agents fiercely determined to grow their business in an increasingly competitive market," said Shannon Poser, ERA senior director of training and development.

"Metrics matter and we are tracking the impact our programs have on both broker and agent profitability and productivity to ensure that they align with our overall strategic goals to fuel growth for the entire ERA network," said Melody Bohrer, senior vice president of strategic initiatives for ERA Real Estate. "At the end of the day, our goal is to make sure our customers are better off with us than without us and when it comes to training, we are delivering on that promise."

# Press Room – Press Releases



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4/7/2015 1:30:49 PM

## ERA REAL ESTATE WELCOMES JOUSTING REAL ESTATE IN CORONA, CALIFORNIA AS THE NEWEST MEMBER OF ITS GLOBAL BRAND NETWORK

New Affiliation Strengthens ERA Brand Presence in Southern California and Inland Empire  
**MADISON, N.J.** (April 7, 2015) - ERA Real Estate, a global real estate franchisor, today announced the affiliation of Jousting Real Estate in Corona, California. With one office and 26 independent sales associates serving the greater Inland Empire region, including San Bernardino and Riverside counties, the firm will now do business as ERA Jousting Real Estate.

Jousting Real Estate was established in 2009 by owners and executive officers Nick Fahed and Renee Allen and the firm accounted for \$97 million in sales volume in 2014.

"A seasoned investor who opened his own company to capitalize on the inherent value of real estate, Nick Fahed has created a robust real estate brokerage in tune with the region's economic needs as well as its drivers," said Charlie Young, president and CEO of ERA Real Estate. "His commitment to providing economic stimulus for the Inland Empire through domestic and international partnerships, combined with Renee Allen's management savvy is helping to fuel growth for his community and his company."

"Our affiliation with ERA Real Estate will provide our firm with access to industry-leading tools and platforms that will promote organic growth through increased productivity and provide entry into new client markets," said Fahed, owner and executive officer. "Known for our high levels of customer service, our agents will also benefit from ERA's sophisticated marketing and technology suite to enhance our clients' experience."

A bedroom community for Orange County, Corona and the surrounding area have benefited from recent infrastructure improvements, notably the Riverside Freeway and Chino Valley Freeway. It is situated at the base of the San Bernardino mountains with easy access to Lake Arrowhead, a popular summer retreat, and Big Bear lake, known for skiing and snowboarding. In addition, its proximity to Los Angeles has made it an attractive locale for celebrities. The predominantly suburban region is the third most populated in the state and expected to continue its growth trajectory.



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3/31/2015 4:30:47 PM

## ERA REAL ESTATE EXPANDS INTO NASHVILLE AND MIDDLE TENNESSEE MARKET WITH AFFILIATION OF RELIANT REALTY

A Market Leader Becomes 'ERA Powered'

**MADISON, N.J. (March 31, 2015)** - ERA Real Estate, a global franchising leader, today announced the affiliation of Reliant Realty based in Nashville, Tenn., marking entry into a new market for the brand. With five offices and more than 700 agents, the firm is a market leader in Nashville. It remains under existing ownership led by Casey Brown and the company will now do business as Reliant Realty ERA Powered.

Established in 2007, Reliant Realty has offices in Nashville, Clarksville, Franklin, Gallatin and Murfreesboro, serving the state's largest city and surrounding areas. In 2014, the firm closed more than 4,220 transactions totaling more than \$814 million in sales volume.

Within the local real estate industry, the firm is well known for a focus on organic growth fueled by increasing agent productivity. In recognition of its strong growth arc over the last five years, the company has twice earned a place on the Inc. 5000, a list of U.S. companies across all business segments achieving significant and sustained year-over-year growth.

"Reliant Realty is uniquely positioned in the Nashville and Middle Tennessee market to capitalize on the region's tremendous growth potential as not only a music and tourist center, but a stronghold of expanding healthcare companies," said Charlie Young, president and CEO of ERA Real Estate. "I am confident that under Casey Brown's leadership, Reliant Realty ERA Powered is poised to capitalize on the extensive civic and infrastructure improvements made over the last few years to accommodate current and projected growth in the greater Nashville metro area."

"Our affiliation with ERA Real Estate will provide our company with avenues for additional growth," said Casey Brown, owner. "With a focus on expanding our service area and luxury market presence, integrating ERA's industry leading tools and technology company-wide and leveraging affiliated services, we are expecting to fuel growth on multiple fronts."

Like many urban areas, Nashville and Middle Tennessee has become increasingly diverse. Reliant Realty's millennial mindset reflecting the attitudes of the next generation of buyers, sellers and real estate professionals, has led to the firm being recognized as one of Nashville's best places to work, thanks to a strong company culture, an embrace of technology and commitment to community.

# Press Room – Press Releases



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3/31/2015 4:30:47 PM

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3/30/2015 9:00:07 AM

## ERA REAL ESTATE RECOGNIZES NEWEST HALL OF FAME INDUCTEES

**MADISON, N.J.** (March 30, 2015) - [ERA Real Estate](#), a leading global real estate franchisor, recently inducted three individuals into the brand's Hall of Fame. Established in 2013, the ERA® Hall of Fame honors member companies and individuals who have consistently earned high levels of recognition and have made contributions with lasting impacts on the culture and history of the franchise system. The inductees were announced at the 2015 ERA International Business Conference in Washington, D.C.

This year's class includes: Eva Keagle, sales associate with ERA Colonial Real Estate in Harker Heights, Texas

Jim Porter, Founder, ERA Old South Properties in Pensacola, Florida (retired)

Dan Jones, Founder, ERA Dan Jones & Associates in Jacksonville, Florida (awarded posthumously)

"As we gather in the nation's capital, it is fitting to honor our own leaders and ambassadors who have played a prominent role in *ERA's* rich history," said Charlie Young, president and CEO of Real Estate. "Each of our Hall of Fame honorees has contributed to *ERA's* unique culture of collaboration, knowledge sharing and commitment to community over the past 40-plus years. Eva Keagle, Jim Porter and Dan Jones are an integral part of the *ERA* family as their efforts and accomplishments continue to help us shape our brand's future."

Eva Keagle  
ERA Colonial Real Estate Harker  
Heights, Texas

Specializing in relocation clients, Eva Keagle primarily serves military families and is often seen wearing red, white and blue. She is known for her incredible drive and her ability to manage an impressive client roster thanks to her embrace of technology, her savvy marketing and her skilled team, which includes her husband Rick. Generous in her time to her clients, her community and her industry, she is an active volunteer with many military focused groups, and is highly regarded within her community as a patriot.

Keagle also serves as a shining example of the power of collaboration and knowledge sharing, hallmarks of *ERA's* unique culture.

"Ever since she became part of the *ERA* community in 1997, Eva Keagle tapped into *ERA's* unique network, learning from her *ERA* colleagues across the country. Her drive to succeed, fueled by *ERA* friends near and far, led her to become a nationally recognized top producer," said Young.

# Press Room – Press Releases



She returned those favors by paying it forward, participating in countless idea sharing sessions and traveling thousands of miles to counsel, advise and mentor her *ERA* colleagues across the country.

A seven-time nominee for ERA Real Estate's Brenda W. Casserly Memorial Award for Top All-Around Sales Associate, Keagle won the award in 2005. A true brand ambassador known for her incredible customer service, she is also a two-time Jim Jackson Memorial for 1st IN SERVICE award winner at ERA Real Estate.

Jim Porter  
ERA Old South Properties  
Pensacola, Florida

A former naval pilot and instructor, Jim Porter began his real estate career in 1972 and started his company in 1974. Looking to grow his business, he joined the *ERA* system in 1977. Today, ERA Old South Properties is run by Porter's two sons Mark and Scott, who continue their father's legacy of serving military families.

"Jim Porter was instrumental in cementing *ERA's* unique collaborative culture, working with his broker colleagues across the country and pioneering this entirely new concept in the real estate industry. He has never viewed life as a win or lose proposition, and during his career with ERA Real Estate took every opportunity to share what he had, whether that be his time or his talents, to further the success of others," said Young.

Highly regarded for his unwavering ethical business standards and integrity, Porter was also well known for his impeccable customer service and for consistently exceeding client expectations.

Now retired, Porter's dedication to his profession was evident in the many leadership roles he held over the years. He has served as President of Pensacola Association of Realtors and the ERA Gulf Coast Council, and in 1992, he was named Pensacola Realtor of the Year.

A humble and generous man, Porter started and still runs the Men's Barn Ministry, a monthly program which serves steak dinners and spiritual messages to hundreds of homeless men. He was also known for buying breakfast for the person behind him in the fast food drive through long before "paying it forward" was the thing to do.

# Press Room – Press Releases



Dan Jones (awarded posthumously)  
ERA Dan Jones & Associates  
Jacksonville, Florida

The late Dan Jones and his wife Sandra, who accepted the award on her husband's behalf, founded their real estate company in 1970, affiliating with ERA Real Estate in 1977. Serving the community for nearly 45 years, ERA Dan Jones & Associates is consistently recognized as a top performing regional real estate company in the Jacksonville area as well as within the *ERA* system.

Jones, who was honored posthumously, passed away in 2003. Sandra, who started as an agent before taking over responsibility of the firm's finances, retired when their son Gene took over the company.

"During the early years of ERA Real Estate, it took the commitment of a relatively small staff to grow the brand, selling franchises in one small town after another," said Young. "The incredible growth ERA experienced in the state of Florida would not have been possible without the commitment of Jones."

According to his son Gene Jones, who is now president of the company, Jones believed strongly in *ERA's* products and services; he also believed in the team spirit of the "family brand" and felt passionately that this unique approach truly contributed to the company's success. Gene underscored that this is still a defining philosophy and plays a significant role in the company's recruiting efforts.

Larger than life, Jones was a gifted leader who was beloved by all and truly made a difference in so many lives. A former president of the Northeast Florida Association of Realtors, he was awarded the Humanitarian award by the Florida Association of Realtors in 1993. Active with the Boy Scouts of America, he served on the organization's Board of Directors and as president of the Mohawk District, receiving the organization's highest award, the Silver Beaver, in recognition of his service and dedication.

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3/16/2015 9:00:37 AM

## ERA AMERICAN REAL ESTATE RECEIVES 2014 CIRCLE OF LIGHT FOR COMMUNITY LEADERSHIP AWARD

**MADISON, N.J.** (March 16, 2015) - ERA Real Estate, a leading global real estate franchisor, has named ERA American Real Estate of Shalimar, Fla., winner of the 2014 Circle of Light for Community Leadership Award in honor of the company's consistent commitment to both community service and business.

Gloria Frazier, broker/owner of ERA American Real Estate, accepted the award on behalf of the company during the ERA Real Estate International Business Conference held Feb. 15-18 in Washington, D.C.

The Circle of Light for Community Leadership Award recognizes ERA companies for extraordinary commitment to community. These affiliates give time, raise funds and provide resources to worthy causes, thereby creating a culture of civic service within their companies and establishing themselves as a philanthropic leader in the areas they serve.

"For almost 34 years, ERA American Real Estate has not only advanced the profession of real estate through their collaborative culture, they have also enhanced the lives of the people they serve through their community-focused philanthropic efforts," said Charlie Young, president and CEO of ERA Real Estate. "ERA American Real Estate truly embodies the commitment to community that is part of our brand's DNA and I am deeply proud of their accomplishments."

ERA American Real Estate has a legacy of contributing to its local community, as well as national charitable organizations, raising nearly \$40,000 and donating more than 300 volunteer hours to more than 50 organizations in 2014. [Click hereto view a video of their efforts.](#)

The bond they have cemented with their community over the years through their generous spirit was graciously reciprocated this year when several of their own were in need.

"Since our company was established, giving back has been an integral part of our culture," said Frazier. "This year, we challenged ourselves to rise higher and do even more. Imagine how we felt when the community rose up in support for two of our ERA family members, one whose three-year-old child is battling cancer and another who succumbed to ALS in late 2014. We are all humbled and honored to accept this award, which reflects the true spirit of community."

As a long-time supporter of the Muscular Dystrophy Association, ERA American Real Estate raised \$17,000 last year to support research and support for people living with neuromuscular disease. Additionally, the company makes a difference in the community by dedicating time to a wide range of causes including the American Cancer Society, youth sports teams and health organizations, and its American Realty Charitable Foundation that supports many noteworthy efforts.

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3/10/2015 2:00:35 PM

## ERA REAL ESTATE LAUNCHES CAMPAIGN TO SEND 1,000 CHILDREN WITH MUSCULAR DISEASE TO MDA SUMMER CAMPS

Real estate franchisor showcases brand's continued commitment to helping kids with Muscular Dystrophy by launching the ERA® MDA Summer Camp Challenge

**MADISON, N.J.** (March 9, 2015) - [ERA Real Estate](#), a global real estate franchising leader, recently announced the launch of the *ERA* MDA Summer Camp Challenge, a highly actionable campaign fueled by a franchise-wide commitment to the Muscular Dystrophy Association. The *ERA* brand's goal is to rally its affiliated brokers and agents to help send 1,000 children in their communities across the nation to MDA Summer Camps over the course of three years by raising \$1 million.

Charlie Young, president and CEO of ERA Real Estate, announced the challenge at the brand's 2015 International Business Conference (IBC) in Washington, D.C. to an enthusiastic crowd of nearly 2,000 of its affiliated brokers and agents. Recognizing the positive effect MDA camps has on children who attend them, *ERA* is leading this campaign to underscore its ongoing commitment to the [Muscular Dystrophy Association](#) (MDA). Since 1977, ERA Real Estate has united to raise nearly \$35 million for MDA.

"I was excited to make the rally cry to our tremendously generous brokers and agents when I was on stage at this year's IBC," said Young. "During the conference, I also heard Ben Cumbo IV explain how MDA camp has helped him and kids like him establish a sense of solidarity. Ben is a former camper and National Goodwill Ambassador. He credits that solidarity with giving him the courage to speak on Capitol Hill for increased support of dystrophy diseases, and the confidence to write a book about the subject."

According to one parent, the emotional impact of the *ERA* campaign on those served by MDA will be invaluable.

"Until attending MDA Summer Camp, our daughter Lexi wanted nothing to do with her disease," explained Lexi's mother, Keila Nolan. "It felt like she was in denial. During her camp experience, she was no longer 'the physically handicapped kid' and she realized for the first time that her disease does not define her. She came home wanting to know everything about it - and she wants to help others understand too." "We are not just sending kids to camp," said Young.

"We are giving them the opportunity to enjoy new experiences, make new friends, discover their strengths and passions, and build the confidence to achieve their goals."

Muscular dystrophy and related life-threatening diseases often take away people's ability to walk, move, talk, smile and even breathe. MDA Summer Camps offer the amenities and activities of a traditional summer camp, but are designed to meet the unique physical needs of children living with muscle diseases in a fun, safe environment.

The *ERA* MDA Summer Camp Challenge encourages the entire *ERA* community of brokers and agents to support the effort through various activities in their local markets, including donations, fundraisers and events. Just one day after making this announcement, pledges were made by approximately one-third of the *ERANetwork*. The funds raised will be sent directly to local chapters of MDA for the camps in their communities.

"Dedication to community is at the core of the ERA Real Estate brand," said Young. "While the real estate industry continues to evolve and *ERA* focuses on innovating to keep pace with the changes, the core of what we represent doesn't alter. We help others in need, from buying and selling a home, to raising charitable contributions and awareness of charitable causes."

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## **About MDA**

The [Muscular Dystrophy Association](#) is the world's leading nonprofit health agency dedicated to saving and improving the lives of people with muscle disease, including muscular dystrophy, amyotrophic lateral sclerosis (ALS) and other neuromuscular diseases. It does so by funding worldwide research to find treatments and cures; by providing comprehensive health care services and support to MDA families nationwide; and by rallying communities to fight back through advocacy, fundraising and local engagement. Visit [mda.org](#) and follow us at [facebook.com/MDAnational](#) and [@MDAnews](#). Learn more about MDA's mission by watching this [video](#).

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3/5/2015 9:00:08 AM

## ERA REAL ESTATE NAMES DENISE ANDRES 2014 TOP ALL-AROUND SALES ASSOCIATE ANDRES ALSO RECOGNIZED FOR ACHIEVEMENTS IN LUXURY MARKETPLACE

MADISON, N.J. (March 5, 2015) - [ERA Real Estate](#), a leading global real estate franchisor, named affiliated real estate agent Denise Andres of ERA Landmark Real Estate in Bozeman, Mont., winner of the 2014 Brenda W. Casserly Memorial Award. Named after late ERA Real Estate president Brenda Casserly, the award is the brand's highest honor for an independent sales associate and is presented annually to the system's top all-around agent. Andres also received ERA's Distinctive Properties Sapphire Award in recognition of her achievements in the luxury marketplace. In addition, Andres earned the coveted spot at ERA's No.1 top producing real estate professional, capping off a sweep of ERA's top agent awards.

Andres accepted the awards during the ERA Real Estate International Business Conference in Washington, D.C., held Feb. 15-18.

"Denise Andres serves as a remarkable role model not just for ERA Real Estate's affiliated professionals, but for the entire industry. She has successfully leveraged the many innovative enhancements ERA has introduced to our members to amplify the brand's value to consumers and her results have been impressive," said Charlie Young, president and CEO of ERA Franchise Systems LLC. "From sales and year-over-year growth to customer satisfaction and excellent use of *ERA* tools and services, Denise delivers exceptional service with an unwavering commitment to customer satisfaction."

"I couldn't be more proud of Denise and her tremendous achievements that speak volumes about her professionalism, passion and market knowledge," said Robyn Erlenbush, owner of ERA Landmark Real Estate. "For the past 17 years, she has been an invaluable member of our team and an outstanding representative for our firm."

The Brenda W. Casserly Memorial Award for Top All-Around Sales Associate is based on the following criteria: total units closed, total adjusted gross commission, usage of technology tools, closings with the ERA Home Protection Plan<sup>®</sup>, participation in *ERA* Mortgage, participation in the *ERA* Select Services<sup>®</sup>Program and customer satisfaction survey results.

The ERA Distinctive Properties Sapphire Award recognizes sales associates who have distinguished themselves as a leader in the competitive luxury marketplace. Andres is recognized for her luxury market expertise and her successful sales record in properties priced among the top 10 percent of her market during 2014.





## **About ERA Real Estate**

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# Press Room – Press Releases



2/19/2015 6:45:56 PM

ERA REAL ESTATE NAMES ERA KEY REALTY SERVICES NATIONAL COMPANY OF THE YEAR

**MADISON, N.J. (Feb. 19, 2015)** - [ERA Real Estate](#), a leading global real estate franchisor, has named [ERA Key Realty Services](#) of Whitinsville, Mass., as its national company of the year. The Gene Francis Memorial Award, given annually by ERA Real Estate to its top all-around company, was presented at the ERA®2015 International Business Conference, held Feb. 15-18 in Washington, D.C.

The award, named after ERA Real Estate co-founder Gene Francis, is the highest honor given to an *ERA* company, and reflects the qualities most respected throughout the global *ERA* system and the real estate industry. Known for his forward-thinking business acumen as well as his philanthropic spirit, Francis established a defining culture of service to which all *ERA* companies aspire. Factored into the award selection are: high customer satisfaction ratings, strong brand engagement and use of *ERA* resources, and sales and company growth.

"Since joining the *ERA* franchise system in 1993, ERA Key Realty Services has continuously been one of our top-performing brokerage companies, leveraging the many innovative enhancements we have introduced to our members over the years to fuel growth and amplify the brand's value to consumers," said Charlie Young, president and CEO of ERA Real Estate. "The firm's strong focus on growing organically through training and coaching, as well as their impressive acquisition strategy, are just a few of the things that have helped them achieve their status as a true market leader and a model *ERA* company."

Serving Massachusetts, Connecticut, New Hampshire and Rhode Island, ERA Key Realty Services is comprised of 17 offices and more than 350 agents.

"Our 22-year affiliation with ERA Real Estate has proved critical to distinguishing our firm in the marketplace, and all of us at ERA Key Realty Services are deeply honored to be earn *ERA*'s highest award," said Bruce Taylor, president of ERA Key Realty Services, who owns the brokerage along with his wife Cheryl, Mike Seaver and Nelson Zide. "Through *ERA*'s industry-leading technology, innovative marketing tools, proven training platforms and most importantly the highly collaborative *ERA* network, we've been able grown into one of the largest brokerages in Massachusetts and become a first-choice firm for top agents in the region."

ERA Key Realty Services has a history of maintaining high personal and ethical standards, demonstrating a strong business sense and modeling a commitment to ERA Real Estate and its community - all while driving measurable growth in transactions, sales volume, per person productivity and sales rate.

Finalists for the Gene Francis Memorial Award include:

**ERA Davis & Linn of Jacksonville, Fla.** - Owners Carole Davis and Jim Linn are widely known their disciplined adherence to business planning and maintaining a company culture committed to service excellence.

**ERA Real Solutions Realty of Cincinnati/Columbus, Ohio** - Under the leadership of Jeremy Raby, the firm has significantly expanded its service area through strategic merger and acquisitions. Since joining the *ERA* system in 2011, the brokerage has doubled its agent count and tripled its revenue.

**ERA Team VP Real Estate of Chautauqua, N.Y.** - President and owner Bill Soffel's unique approach to business planning and a history of strategic mergers and acquisitions have fueled significant growth for the firm. In addition, a strong focus on maintaining a collaborative company culture creates a highly engaged team that contributes to the firm's success.

**ERA Wilder Realty of Columbia, S.C.** - Under the leadership of Eddie Wilder, the firm is a consistent leader in a competitive market, leveraging savvy lead management tactics to fuel agent productivity and support recruiting and retention.

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# Press Room – Press Releases



1/26/2015 3:00:53 PM

## ERA REAL ESTATE PROMOTES CHRIS TRICK TO CHIEF MARKETING OFFICER

MADISON, N.J. (Jan. 26, 2015) - [ERA Real Estate](#), a leading global real estate franchisor, today announced the promotion of Chris Trick to chief marketing officer. Trick's previous title was senior vice president of marketing and product development.

"Chris's invaluable contributions to our 2014 [reimaging campaign](#) - from strategy to execution - truly moved the needle for ERA Real Estate," said Charlie Young, president and CEO of ERA Real Estate. "His in-depth understanding of branding within a franchise environment and his ability to articulate the benefits and ROI to multiple stakeholders across the organization resulted in a seamless transition and renewed excitement among our customers and the real estate industry."

Since joining ERA Real Estate in 2012, Trick's efforts have focused on strengthening the organization's value proposition by introducing [innovative marketing strategies](#) as well as [enhancing tools and technology](#) to make the brand more relevant to brokers, agents and consumers.

"As a solution seeker with a proven track record of building marketing programs that enhance brands from the inside out, Chris continues to help further our organization's aggressive growth goals," said Young. "In 2015, Chris will play a key role in the [roll out of Zap](#), another game-changing development for ERA Real Estate."

Zap is the turnkey technology platform from ZipRealty that will provide Realogy franchisees with branded websites and a customer relationship management system as well as tools for transaction management, digital marketing and agent coaching.

With a long tenure in the hotel industry, Trick served as vice president of marketing for Marriott ExecuStay before joining ERA Real Estate. Prior to working for Marriott, he held senior marketing positions with Days Inn, Howard Johnson, La Quinta Inns and Intercontinental Hotels Group where he authored integrated marketing strategies to increase customer engagement and drive revenue.



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12/11/2014 1:00:14 PM

## ERA REAL ESTATE EXPANDS BAY AREA PRESENCE WITH AFFILIATION OF MICHAEL JAMES REAL ESTATE IN OAKLAND, CALIFORNIA

MADISON, N.J. (December 11, 2014) - ERA Real Estate, a global real estate franchisor, today announced the affiliation of Michael James Real Estate in Oakland, California expanding the brand's presence in Northern California. With one office and 16 independent sales associates, the firm will now do business as ERA MICHAEL JAMES Co.

Established in 2003 by Vinny and Denise MaNguyen, the firm serves the San Francisco/Oakland Bay area; last year, the company was responsible for approximately \$55 million in sales volume.

"Vinny and Denise MaNguyen have worked tirelessly to distinguish their firm as a company focused on results and superior service, and their affiliation with ERA Real Estate expands the brand's service area in a dynamic market with excellent growth opportunities," said Charlie Young, president and CEO of ERA Real Estate.

With strong ties to the community, Vinny MaNguyen is president of the Asian Real Estate Association of America's Greater East Bay chapter. He previously served as a mortgage loan originator for Wells Fargo Home Mortgage.

"With access to ERA Real Estate's top-notch technology platform, state-of-the-art training programs and innovative marketing programs, we are excited to leverage these tools to assist in fueling growth for our agents well as broadening our firm's service offerings into traditional residential sales and the luxury market," said Vinny MaNguuyen.

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11/18/2014 9:00:47 AM

## ERA REAL ESTATE EXPANDS INTO RALEIGH-DURHAM MARKET WITH AFFILIATION OF DREAM LIVING REALTY

MADISON, N.J. (November 18, 2014) - ERA Real Estate, a global real estate franchisor, today announced the affiliation of Dream Living Realty in Raleigh, N.C., marking the brand's entry into a new market. With one office and 20 independent sales associates, the firm will now do business as ERA Dream Living Realty.

Founder Ray Williamson began his real estate career in 2003 and opened Dream Living Realty in 2006, serving the Raleigh, Durham and Chapel Hill "Triangle." Last year, the company was responsible for approximately \$35 million in sales volume.

"We are thrilled to expand the ERA Real Estate brand into the Raleigh-Durham market, a thriving region with tremendous growth opportunities," said Charlie Young, president and CEO of ERA Real Estate. "Ray's technology-driven focus and commitment to innovative marketing strategies have proven highly successful in the Triangle region and are perfectly aligned with ERA Real Estate's core values."

A full-service boutique brokerage, ERA Dream Living Realty has experience in new homes, REO management, REO sales, re-sales, investment properties and property management.

Williamson focuses on using technology to generate high interest in listings, creating more demand for clients so that they can get the highest price possible for their homes. Dream Living Realty properties consistently outperform the market in both list-to-sale ratio and days on market.

"Leveraging ERA Real Estate's cutting edge technology, state-of-the-art training and sophisticated marketing programs will enable us to focus on increasing agent productivity and fueling growth for the company," said Williamson.

"We are excited to be able to offer our agents access to nearly 500 training courses as well as conferences and other professional development resources to help enhance their career," said co-founder Jamie Dawson. "As a member of ERA Real Estate's global community, we will have access to robust tools to bring our company to the next level and enhance our strong local heritage and superior client service."

# Press Room – Press Releases



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11/10/2014 10:00:10 AM

## ERA REAL ESTATE AND HGTV IDENTIFY TOP TRENDS IN SMART HOME TECHNOLOGY

Survey finds that consumers of all generations value smart technology features in both current and future homes

MADISON, N.J. (November 10, 2014) - According to a survey conducted by ERA Real Estate and HGTV, nearly half (46 percent) of consumers believe it is important that their current home or next home they purchase be equipped with smart home technology. Not only do they see the value in smart home technology for their own benefit (e.g., comfort, safety, cost-savings), but consumers also see the impact it serves for resale - more than half (51 percent) would consider installing smart home technology in their home to make it more appealing to future homebuyers. The most willing to spend of all the generations? Millennials. Despite their younger age, they were 10 times more likely than Generation Xers to consider the update.

"While still a growing trend, smart home enhancements have the potential to increase savings, safety and re-sale value," explained Charlie Young, president and CEO of ERA Real Estate. "As we have seen through this survey and our one-on-one interactions with buyers and sellers, a smart home is one that is well-positioned for the future and aligns with a growing reliance on mobile technology."

The national consumer survey also found that mobile technology and control are rising to the top, particularly with Millennials. Seven in 10 Millennials believe it is important that smart home technology integrates with their smartphone, underscoring the generation's preference for mobile-savvy apps and brands.

Though the pioneers of the smart home space were home security system providers, only 5 in 10 Americans reported having a security system in their current home. Demonstrating consumers' practical preferences, the most commonly found technologies were those that could help homeowners save money, including automated climate control, energy management, remote home monitoring and lighting control systems.

Additional findings include:

**Green-Minded Millennials:** Nearly half of Millennials have energy management technology in their homes, compared to just one-third of Gen X and Baby Boomers.

**Security Systems - A Thing of the Past?:** Baby Boomers are most likely to have a security system in their home than any other age group surveyed (60 percent of them do).

**Mood Lighting Over Mood Music:** Consumers value smart lighting over a smart home audio system.

**Comfort is Key:** Consumers of all ages agree they would automate their thermostats before their lighting or security systems.

**TV Over Security?:** 1 in 10 Americans would choose to automate their TV over their lighting or security systems.

# Press Room – Press Releases



To view an infographic, click [here](#).

Take the survey [here](#).

Methodology: ERA Real Estate, in conjunction with HGTV, surveyed consumers participating in HGTV's "Under the Roof" national focus group to uncover attitudes and opinions about smart home technology. The survey was fielded from August 12-18, 2014; a total of 2,437 consumers participated.

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9/29/2014 10:00:38 AM

## ERA REAL ESTATE SURVEY REVEALS EMERGING TECHNOLOGY BLIND SPOT

MADISON, N.J. (September 29, 2014) - A recent survey from ERA Real Estate reveals that consumers and real estate professionals have eagerly adopted technology into the business but that a technology blind spot is developing.

Today's savvy consumers have seamlessly incorporated technology into their purchasing behaviors. From coupon sites, to service provider ranking sites, to crowd-sourced recommendations, consumers can comparison shop, read reviews, search for discounts all from their phone making it easy to point, click and buy.

But those behaviors don't always carry over into what is typically the largest purchase a consumer will make: a home. What is emerging in the real estate space are two distinct phases of the process: shopping and buying.

"While our survey revealed that real estate professionals have expanded their communication channels and adopted an "always-on" mentality to meet the changing consumer demands growing out of a technology-enabled *shopping* landscape, once consumers enter the *buying* phase of the transaction, they realize the benefit of the personal, face-to-face service a sales professional can provide to ensure a smooth transaction process," said Charlie Young, president and CEO of ERA Real Estate. According to the ERA REAL Insights survey, brokers report that in addition to technology-enabled communication, consumers value flexible scheduling and informal meetings as well as personal advice and counsel.

Consumers report a high level of confidence at the onset of their home buying or selling experience, with 84% of respondents feeling confident about the process. However, once their search was underway, 43% of respondents report that they struggled with lack of market knowledge and not understanding the process. To that end, an overwhelmingly 91% of respondents said their relationship with their sales professional was important to them.

"This technology 'blind spot' is perpetuated by the 'swipe and go' coffee experience, but as we all know, buying a home is far more involved," said Young. "The good news is that today's homebuyers and sellers can access a wealth of information from a variety of platforms, whether that be desktop, mobile or tablet. In this technology-assisted environment, well-informed consumers are collaborating with experienced sales associates to work together in achieving the dream of home ownership."

## Survey Methodology

This survey was conducted online nationally by Google Consumer Surveys on behalf of ERA Real Estate to both consumers and real estate professionals. The consumer survey was fielded to 1,000 consumers ages 18-64. The real estate professionals survey collected 1,829 responses from professionals, also ages 18-64. Both were conducted July 3, 2014 to July 13, 2014 and weighed against the U.S. Census Bureau Current Population Survey based on age and gender.

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8/4/2014 9:00:57 AM

## ERA REAL ESTATE WELCOMES DONAHOE TOBIAS REAL ESTATE IN CALIFORNIA AS THE NEWEST MEMBER OF ITS GLOBAL BRAND NETWORK

### Affiliation Marks Entry into Temecula Market

MADISON, N.J. (Aug. 4, 2014) - ERA Real Estate, a global real estate franchisor, today announced the affiliation of Donahoe Tobias Real Estate in Temecula, California, marking the brand's entry into a new market. With one office and 20 independent sales associates servicing the greater Inland Empire region, the firm will now do business as ERA Donahoe Realty.

Located at 27232 Via Industrial, Donahoe Tobias Real Estate was established in 2007 by broker/owner Grattan Donahoe and accounted for \$31 million in sales volume in 2013.

In an area hard hit by foreclosures, the brokerage has played an integral role in the real estate rehabilitation of the region through an innovative servicing approach to buyers interested in purchasing foreclosed homes. In addition to a property management division, the firm offers access to area contractors to assist in rehabilitating homes.

As a three-time "Best of Temecula Award" recipient in the real estate agent category, the company has been consistently recognized for implementing best practices to generate competitive advantages and long-term value for consumers.

"Grattan and Sarah's innovative approach to serving a community devastated by the housing market downturn not only reflects a high degree of business acumen, but a commitment to community that aligns perfectly with ERA Real Estate's core values," said Charlie Young, president and CEO of ERA Real Estate. "With a forward thinking approach that has positioned the firm for the future, Grattan and Sarah are poised to capitalize on the momentum of a recovering market and fuel growth for their agents, company and community."

"Since our founding in 2007, we have worked diligently to provide service that is both high tech and high touch," said Grattan Donahoe. "Our affiliation with ERA Real Estate provides us access to an unparalleled technology suite from a robust website platform to lead generation and management tools to the ERA®-exclusive Sellers Security® Plan to a buyer follow-up program."

"As a local business, we have always embraced a collaborative approach, which aligns perfectly with ERA Real Estate's culture," said Sarah Donahoe, REALTOR® and co-owner. "We are excited to bring our company to the next level through our affiliation with ERA Real Estate."



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7/14/2014 10:21:23 AM

## ERA REAL ESTATE DEBUTS NEW BRAND IDENTITY

Real estate franchisor showcases brand's evolution with new look and feel

**MADISON, N.J. (July 14, 2014)** - This week, [ERA Real Estate](#), a global real estate franchising leader, will begin to deploy a refreshed image for its 43-year strong brand with the kickoff of a new, contemporary logo and brand identity. The new *ERA* logo is the visual representation of a comprehensive brand revitalization that reflects the dynamic enhancements introduced over the last five years to not only fuel growth for the brand and its brokers but to position ERA Real Estate for the future.

The new [ERA Real Estate logo](#) retains many of the positive equities of the previous brand mark, such as the iconic roof symbol, while infusing a modern and contemporary element that is consistent with the brand today and clearly communicates the upward direction and positive momentum of the brand.

"At a time when the real estate industry has undergone vast changes in the way business is done, ERA Real Estate has kept pace with the industry's rapid evolution. The new visual representation of the brand reflects the journey that has been taken," said Charlie Young, president and CEO of ERA Real Estate. "Today, we welcome prospective home buyers, sellers, brokers and independent sales associates to the new era of ERA Real Estate."

This week's official launch marks the start of the new imagery being fully integrated into all visual assets across the country and around the world - including building and yard signs, technology and digital platforms - and most notably, [ERA.com's](#) new look and mobile-friendly responsive design, which will be deployed in coming weeks to capitalize on the increasing use of mobile devices to conduct real estate related activities.

Also this week, ERA Real Estate is launching a national consumer and trade advertising campaign that invites real estate professionals and consumers alike to take a fresh look at ERA Real Estate. One of the advertisements show an image of ERA's new yard sign, accompanied by copy stating that a sign is more than a sign when it reflects progress and possibility and movement in a new direction.

"We have been looking forward to sharing the visual aspect of this rebranding with the public since announcing it to our brokers and agents earlier this year so that we can convey the brand's positive momentum," said Chris Trick, senior vice president of marketing and product development for ERA Real Estate. "Using a thorough, collaborative process throughout the course of the reimage was key to our success, and we believe the new logo is one that brokers and consumers alike will be proud to display - not just as a physical sign, but as a sign of change."

In support of the launch, Young will be a featured speaker at Inman News' [Real Estate Connect Conference](#), held July 16-18 in San Francisco. On Tuesday, July 15, as part of the CEO Summit, he will participate in a panel led by Inman News founder and publisher Brad Inman on the "uberfication" of the real estate industry. On Thursday, July 17, Young will discuss the topic of brand relevance during the conference general session.

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# Press Room – Press Releases



6/30/2014 1:30:54 PM

## ERA REAL ESTATE AGENTS NAMED TO PRESTIGIOUS RANKING BY REAL TRENDS / THE WALL STREET JOURNAL AGENT IMPROVES RANKING BY 100 SPOTS, ERA® TEAM RECOGNIZED IN TWO CATEGORIES

MADISON, N.J. (June 30, 2014) - Twelve ERA Real Estate affiliated sales professionals and one ERA team have been identified amongst America's top real estate sales professionals according to the 2014 REAL Trends / The Wall Street Journal "The Thousand" ranking. The report ranks America's top 1,000 residential real estate agents and teams based on 2013 annual sales volume and transaction sides.

Most notably, real estate agent Becky Babcock with ERA Sunrise Realty in Canton, Georgia climbed 100 spots versus prior year in the Top 250 Agents by Transaction Sides category and the Greg Kurzner Team, with ERA Atlantic Realty in Lawrenceville, Georgia earned rankings in both the Sales Volume and Transaction Sides categories for teams.

"ERA Real Estate continues to be proudly represented on this distinguished list of top real estate professionals," said Charlie Young, president and CEO of ERA Real Estate. "I applaud the accomplishments of this year's honorees; their success reflects ERA Real Estate's commitment to professional development, growth and service excellence. And to see professionals such as Becky Babcock and Greg Kurzner and team excel in the rankings this year makes this 2014 honor an even greater source of pride for our brand."

The 2014 ERA Real Estate affiliated honorees are:

### Top 250 Sales Professionals by Transaction Sides

10. Scott Cohara, ERA Lentz Associates, Inc., Parma, Ohio
36. Larry Magguilli, Hunt Real Estate ERA, Rochester, New York
39. Larry Strother, ERA Strother Real Estate, Fayetteville, North Carolina
68. Rebecca Demastus, ERA First Advantage Realty, Inc., Newburgh, Indiana
77. Becky Babcock, ERA Sunrise Realty, Canton, Georgia
84. Amanda Wiley, ERA All in One Realty of Albany, Albany, Georgia
100. Jennifer Davis, ERA Realty Center, Cedar City, Utah
122. Kyla Standing, ERA All in One Realty of Albany, Albany, Georgia
143. Penny Crick, ERA First Advantage Realty, Evansville, Indiana
192. Deetie Rahn, ERA Southeast Coastal Real Estate, Savannah, Georgia
212. Greg Martin, ERA Sunrise Realty, Lawrenceville, Georgia

# Press Room – Press Releases



## Top 250 Teams by Transaction Sides

11. Greg Kurzner Team, ERA Atlantic Realty, Alpharetta, Georgia

## Top 250 Sales Professionals by Transaction Volume

118. Linda Feinstein, ERA Team Feinstein LLC, Hinsdale, Illinois

## Top 250 Teams by Transaction Volume

84. Greg Kurzner Team, ERA Atlantic Realty, Alpharetta, Georgia

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6/24/2014 9:00:22 AM

ERA REAL ESTATE AGENTS RECEIVE NATIONAL ASSOCIATION OF HISPANIC REAL ESTATE PROFESSIONALS TOP 250 HONOR ERA MI CASA REAL ESTATE, INC. RECOGNIZED AS TOP OFFICE REPRESENTED ON TOP 250 LIST

MADISON, N.J. (June 24, 2014) - ERA Mi Casa Real Estate, Inc. of Chicago, Illinois has been recognized as the top office represented on the National Association of Hispanic Real Estate Professionals, or NAHREP, 2014 Latino Real Estate Agents Top 250 list. Twelve real estate professionals from the company, led by broker/owner Joe Castillo, were honored in the recent NAHREP report which recognizes U.S. top-producing Latino residential real estate agents.

"This is an outstanding accomplishment for Joe and his company and I commend them for embracing ERA Real Estate's dedication to fostering diversity," said Charlie Young, president and CEO of ERA Franchise Systems LLC. "Diverse thinking and collaboration breeds greater ideas, innovation and value to our customers. I am very proud that ERA Mi Casa Real Estate, Inc. is leading the way in creating a more diverse network of brokers and agents because it enables our business to better meet the needs of our customers."

Two additional real estate professionals affiliated with the ERA Real Estate brand were honored on the Top 250 list which is compiled through broker affirmed self-nomination and a review of local market, Multiple Listing Service data by NAHREP. Ranked agents are distinguished among more than 50,000 Latinos in the real estate industry.

"I am thrilled that fourteen members of our diverse network of brokers and agents have been acknowledged," said Young. "The designation not only speaks volumes to our focus on diversity - it is also great proof of our brand's continuous progression to provide optimal customer service to buyers and sellers."

# Press Room – Press Releases



The fourteen ERA Real Estate sales professionals are:

- #46: Ray Duran, L.A.R.E. Network ERA, Montebello, California
- #70: Salvador Gonzalez, ERA Mi Casa Real Estate, Chicago, Illinois
- #80: Maria Castillo, ERA Mi Casa Real Estate, Chicago, Illinois
- #84: Joe Castillo, ERA Mi Casa Real Estate, Chicago, Illinois
- #123: Uriel Ayala, ERA Mi Casa Real Estate, Chicago, Illinois
- #132: Erika Villegas, ERA Mi Casa Real Estate, Chicago, Illinois
- #157: Natalia Martinez, ERA Mi Casa Real Estate, Chicago, Illinois
- #171: Ubaldo Garcia, ERA Mi Casa Real Estate, Chicago, Illinois
- #189: Miguel Bermudez, ERA Mi Casa Real Estate, Chicago, Illinois
- #198: Angel Martinez, ERA Mi Casa Real Estate, Chicago, Illinois
- #219: Martha Lopez, ERA Mi Casa Real Estate, Chicago, Illinois
- #231: Suzy Esquivel, ERA Select Real Estate, Lexington, Kentucky
- #239: Jenny Lima, ERA Mi Casa Real Estate, Chicago, Illinois
- #243: Maria Salinas, ERA Mi Casa Real Estate, Chicago, Illinois

## **About ERA Real Estate**

[ERA Real Estate](#) is an innovative franchising leader in the residential real estate industry with 40 years of experience in developing consumer-oriented products and services.

The *ERA* network includes approximately 31,000 brokers and sales associates and approximately 2,300 offices throughout the United States and 33 countries and territories. Each office is independently owned and operated. ERA Real Estate is a subsidiary of Realogy Holdings Corp. (NYSE:RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services.

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6/17/2014 9:00:58 AM

## IN THE MARKET FOR A VACATION PROPERTY? ERA REAL ESTATE PICKS THE TOP FOUR 'UNDER THE RADAR' DESTINATIONS FOR A SECOND HOME

### Affordable Vacation Homes Are Within Reach Across the Country

MADISON, N.J. (June 17, 2014) - On the heels of a long, cold winter, summer is top of mind for Americans, many of whom are looking for a new home away from home. Global real estate franchisor [ERA Real Estate](#) has identified four under-the-radar U.S. vacation home markets that deliver the same attractions and amenities as the pricier destinations - but with greater affordability.

#### Cedar City, Utah

Close proximity to both Las Vegas and a number of national parks gives Cedar City its "something-for-everyone" feel. Home to Southern Utah University, the small college town is often referred to as the "Festival City" thanks to a variety of prestigious art, music and theatre festivals, including a renowned Shakespeare Festival. There are a wealth of outdoor options in Cedar City no matter the season, including golf courses nestled among the mountains and ski slopes to enjoy in the winter.

"Options abound in Cedar City - for an average of \$160,500 in the first quarter of 2014, prospective homebuyers have their pick of cabins, condos and townhomes," said Heather Roundy, broker with [ERA Realty Center](#). "Our market was somewhat insulated from the volatility in many metros around the country - our inventory is solid, though there is an uptick in building because much of our inventory is older. Outdoor spaces for entertaining are what buyers look for here, along with space. Thanks to the small population of Cedar City we have plenty of space, making this a great option for city dwellers looking for a second home to spread out in during their down time."

#### Chautauqua, New York

Voted Smithsonian's Best Small Town to Visit in 2014, Chautauqua is situated on a beautiful lake and home to the Chautauqua Institution, a lakefront community with activities to suit any interest - from arts and entertainment, recreational activities and a cultural center that operates a 9-week season during the summer. Location is key for those looking to buy a second home in Chautauqua, thanks to close proximity to a number of major metro markets, including Cleveland, Pittsburgh and Toronto.

Prices run the gamut depending on the home and location to the lake. Single family homes near the lake or with a lakefront view can range anywhere from \$150,000 to more than a million dollars - but the majority in the Chautauqua community fall within the range of \$200,000-\$500,000.

# Press Room – Press Releases



Bill Soffel, broker with [ERA Team VP Real Estate](#), attributes the attraction of Chautauqua to its wide variety of offerings. "While we offer the more traditional vacation amenities like a lake and skiing, it's the arts and cultural aspect that the Institution offers combined with the beautiful countryside and wineries that round out Chautauqua. There's no commercial feel here; visitors appreciate that they can golf and fish but also take a pottery class, hit up the local wineries or drive out to Amish country."

## Virginia Beach, Virginia

A year-round resort town, nearly every home in Virginia Beach provides easy access to both the Atlantic Ocean and the Chesapeake Bay. Virginia Beach is also a history buff's dream, just a short drive away from both Jamestown and Williamsburg, two of the earliest towns in the nation. Plus, Virginia Beach's military roots run deep with three military bases - a number of which are open for tours of ships and planes.

"Similar to most of the country, inventory is tight for the \$250,000 to \$400,000 range but there are a lot of options for the waterfront residences above the \$600,000 threshold," said Betsy Atkinson, broker with [Atkinson Realty, Inc.-ERA](#). "Crystal clean beaches, a seemingly endless boardwalk and some of the nation's best historical sites in the near vicinity make this a great option for east coasters looking for a second home."

## Jacksonville, Florida

Also a year-round destination for vacationers thanks to an average of 270 days of sunshine, Jacksonville is centered on the banks of the St. John's River with beaches on the Atlantic Coast. Considered Florida's largest city, Jacksonville is home to the largest urban park system in the country, with 10 state and national parks ripe with adventure. Younger vacation home buyers will feel at home too in Jacksonville, with the city's young median age of 35.

"Second home purchases are picking up in Jacksonville," said Jim Linn, broker with [ERA Davis & Linn](#). "Following the housing bubble, prices are lower making it a great time to take the plunge into buying a vacation home. Buyers can expect to pay within the range of \$200,000 to \$400,000 for an older, oceanfront condo in Jacksonville."

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4/30/2014 9:00:54 AM

## ERA REAL ESTATE'S TOP COMPANY MAKES "THE CUT" TWICE IN ONE MONTH

ERA Real Estate Announces Top Affiliate of the Year; Broker Ceremoniously Cuts Epic Hair Growth to Raise Funds for Wounded Warrior Project

**MADISON, N.J.** (April 30, 2014) - In February 2013, co-owner / broker Douglas Van Nortwick vowed not to cut his hair until the company he owns with brother John Van Nortwick - [ERA Sellers Buyers & Associates](#) / [Pargin Realty ERA](#) in El Paso, Texas and Albuquerque, New Mexico - won the coveted [ERA Real Estate](#) Gene Francis Memorial Award for "Top All-Around Company." The Gene Francis Memorial Award, named after ERA Real Estate co-founder Gene Francis, is the highest honor given to an *ERA* company, and reflects the qualities most respected throughout the global *ERA* system and the real estate industry. Known for his forward-thinking business acumen as well as his philanthropic spirit, Francis established a defining culture of service to which all *ERA* companies aspire.

At the recent 2014 *ERA*® International Business Conference in Los Angeles, Calif. the brothers' aspiration came to fruition as they made the cut as a finalist and then won and accepted the award on stage. It was a momentous occasion as the company has been nominated for this honor five times in the last six years, ultimately culminating in this year's win. And, it sparked an idea for another momentous occasion - the cutting of Douglas Van Nortwick's hair, which reached a length of seven inches, for charity.

"ERA Sellers Buyers & Associates / Pargin Realty ERA have been a consistent top performer in the *ERA* system for years," said Charlie Young, president and CEO of ERA Franchise Systems LLC. "They experienced significant changes to their businesses, presenting them with unique challenges. And yet, with a laser focus on innovative recruiting and sales solutions to achieve optimal operational performance, coupled with some good-natured ribbing regarding Doug's hair to infuse some humor and keep spirits high - their business rapidly adapted to change and thrived as a result. We are very proud to recognize them as ERA Real Estate's top all-around company."

ERA Sellers Buyers & Associates / Pargin Realty ERA has a history of maintaining high personal and ethical standards, demonstrating a strong business sense and modeling a commitment to ERA Real Estate and its community - all while driving measurable growth in transactions, sales volume, per person productivity and sales rate. The company also earned the Commitment to Excellence designation, which celebrates companies that make full use of *ERA* resources to achieve outstanding and improved operational performance.

In addition, they have exhibited a strong commitment to community service over the years. In fact, just last year, Douglas Van Nortwick joined fellow *ERA* colleagues in competing in the [Tough Mudder](#) event in Jacksonville, Florida, raising more than \$7,500 for [Wounded Warrior Project](#), which deploys combat stress recovery, benefits orientation and employment assistance to returning U.S. military troops.

"John and I, along with our loyal teams, have worked so hard for this distinction, and in a year where we met, embraced and leveraged change, it's especially gratifying to be recognized," said Douglas Van Nortwick. "We couldn't be prouder to be a part of this system, to have such great teams in El Paso and Albuquerque and to receive this tremendous award."

To pay it forward, Douglas Van Nortwick is commemorating the occasion with the ceremonious clipping of his hair, which he has grown quite fond of, at the ERA Franchise Systems LLC headquarters today in Madison, N.J. Many of his fellow ERA owners and brokers have generously donated to help the Van Nortwick company honor Wounded Warrior Project.

"We raised \$17,000," said Douglas Van Nortwick. "However, my new hairstyle turned into a shaved head as many of our colleagues have quite a sense of humor. But that's what we enjoy most about being a part of the ERA network - the support, collaboration, camaraderie and good old-fashioned fun."

This year's Gene Francis Memorial Award finalists also included:

Anna and Everett King, co-owners of [ERA King Real Estate](#), Anniston, Ala. The Kings have been recognized as true ERA brand ambassadors since joining the system in 1994. They continually drive innovation through creating and sharing unique business ideas and making outstanding use of the ERA Home Protection Plan®.

Robyn Erlenbush, owner, [ERA Landmark Real Estate](#), Bozeman, Mont. Erlenbush has affected higher per-person productivity leading to outstanding sales growth. The company won the award in 1998 and earned finalist designations in 1994, 2008 and this year.

William Hurt, owner, [ERA Shields Real Estate](#), Colorado Springs, Colo. Hurt drove strong year-over-year growth and high per-person productivity in 2013. The firm is known for providing superior customer service and for its extraordinary commitment to community service and charitable works.

Bill Soffel, owner, [ERA Team VP Real Estate](#), Chautauqua, N.Y. Soffel exhibits and practices strong business acumen through serious business planning and strategic use of brand resources. Under his leadership, the company is active in their community and pays attention to growing their business through operational performance and innovative recruiting.

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4/23/2014 9:00:40 AM

## ERA REAL ESTATE TESTS CONSUMERS' REAL ESTATE IQ

### Scores Reveal Consumers' Knowledge Gap; Information Needs Vary by Segment

MADISON, N.J. (April 23, 2014) - Homeowners and people over 30 scored higher on a 13-question "Real Estate IQ" quiz than non-homeowners and people under 30, according to ERA Real Estate, a global franchising leader. Among all respondents, the average score was 73%, demonstrating a consumer knowledge gap that underscores the importance of working with a real estate professional.

The majority of respondents were familiar with foreclosures, short sales and homeowner's insurance, but the survey results indicate that real estate agents have an opportunity to serve as a resource to help consumers better understand the mortgage process as it relates to appraisals, credit scores and federal loan programs.

"The business of buying and selling a home has become increasingly complex and multi-faceted as we contend with the checks and balances put in place following the Great Recession," said Charlie Young, president and CEO of ERA Real Estate. "Our findings suggest that real estate professionals can provide an invaluable service to their clients by not only educating them on many of the processes involved in buying or selling a home but also by connecting them with experts in related industry services."

While the majority of respondents (95%) knew what a foreclosure was, only 25% knew that the Case-Shiller Index tracked home prices. This knowledge gap in terms of real estate market indicators provides real estate agents with an opportunity to educate their clients about local market conditions to inform both the buying and selling of homes.

Surprisingly, homeowners who bought a home within the past year scored five points lower than those who had bought a home more than two years ago. Young believes this is likely a reflection of last year's more fast-paced market characterized by rapid price increases, bidding wars and a summer spike in mortgage rates which created a greater sense of urgency in completing a deal, leaving less time for understanding the process.

Other findings from the ERA Real Estate IQ quiz include:

Overall, the younger the respondent, the less knowledgeable he/she is about the topics. Conversely, the older the respondent, the more he/she knew. In addition, people who do not own a home are less knowledgeable than home-owners.

More than 90 percent of respondents knew the difference between home owner's insurance and a home warranty, and knew that home owners' insurance was different than PMI.

Only 67 percent of non-homeowners knew what an appraisal was compared to 81 percent of homeowners, another indication that education on the mortgage process is an opportunity for agents to provide superior service.

Overall score on the quiz was 73%. Respondents under 30 scored an average of 62%, while people over 60 averaged 78%. Homeowners scored an average of 76%; non-homeowners averaged 64%.

Take the ERA Real Estate IQ Quiz: Click [here](#) to take the quiz to find out your Real Estate IQ.

Methodology: ERA Real Estate, in conjunction with Test Track, Inc., a consumer research company, conducted an online survey of consumers aged 21-75 to ascertain respondents' knowledge in various aspects of the real estate industry and transaction. The survey was fielded between from Jan. 13-20, 2014 and the results are based on responses from 1,000 respondents across the country.

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# Press Room – Press Releases



4/22/2014 9:00:37 AM

For Immediate Release ERA REAL ESTATE NAMES NATIONAL EXCELLENCE IN CUSTOMER SERVICE AWARD WINNERS

ERA Courtyard Real Estate and ERA Levinson Realtors Win Prestigious Jim Jackson Memorial Award for 1st IN SERVICE®

**MADISON, N.J. (April 22, 2014)** - [ERA Real Estate](#), a global real estate franchisor, named [ERA Courtyard Real Estate](#) and [ERA Levinson Realtors](#) the 2013 winners of the organization's prestigious Jim Jackson Memorial Award for 1st IN SERVICE® named after the ERA Real Estate founder and former president.

The Jim Jackson Memorial Award for 1st IN SERVICE® is presented annually to the company that upholds Jackson's legacy of superior customer service and sales productivity. The award is divided into two categories. Category One recognizes companies with 500 or more transactions and Category Two recognizes companies with 100-499 transactions.

During the ERA Real Estate International Business Conference in Los Angeles, Calif., brokers / owners Jim Carr, Jeff Langum and Drury Roberts accepted the Category One award on behalf of ERA Courtyard Real Estate, which has offices in Amarillo, Plainview and Waco, Texas as well as Oklahoma City, Okla. Scott Lauri, broker/owner of ERA Levinson Realtors, accepted the Category Two award on behalf of his company, located in Monroe Township, N.J.

"It has been a momentous year for both companies," said Charlie Young, president and CEO, ERA Franchise Systems LLC. "ERA Courtyard Real Estate achieved a year-over-year sales volume increase of 13 percent in 2013 while ERA Levinson Realtors nearly tripled the size of its firm following the acquisition of a neighboring company, becoming a clear market leader," said Young.

Nominees are honored based on their consistent demonstration of high customer service as reported on customer satisfaction survey results as well as sales productivity. Both companies had a customer satisfaction rating of over 95% last year.

"While they continued their growth, neither company lost sight of one of the key components to success: quality customer service," said Young. "ERA Courtyard Real Estate and ERA Levinson Realtors embody the dedication, hard work and professionalism required to deliver value to consumers that exceeds their expectations. This honor is well deserved and I was thrilled to honor Jim, Jeff, Drury, Scott and their companies this year."



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4/17/2014 9:00:47 AM

## ERA REAL ESTATE NAMES ERA JUSTIN REALTY WINNER OF THE 2013 CIRCLE OF LIGHT FOR COMMUNITY LEADERSHIP AWARD

**MADISON, N.J. (April 17, 2014)** - [ERA Real Estate](#), a leading global real estate franchisor, has named ERA Justin Realty, Co. of Rutherford, N.J., winner of the 2013 Circle of Light for Community Leadership Award in honor of the company's consistent commitment to both community service and business.

Ronald and Carol Darby and Jennifer Darby Metzger, broker/owners of ERA Justin Realty, Co. accepted the award on behalf of their company during the ERA Real Estate International Business Conference in Los Angeles, Calif.

The Circle of Light for Community Leadership Award recognizes *ERA* companies for extraordinary commitment to community. These affiliates give time, raise funds and provide resources to worthy causes, thereby creating a culture of civic service within their companies and establishing themselves as a philanthropic leader in the areas they serve.

ERA Justin Realty, Co. has a legacy of contributing to its local community, as well as national charitable organizations. The firm continues to uphold its annual commitment to the Muscular Dystrophy Association by contributing time and money to fund programs such as the MDA Summer Camp. Additionally, the company recently launched The *ERA* Starfish Project, through which it strives to make a difference in the community by dedicating time to a wide range of charities including the American Cancer Society, local softball teams, Girl Scout troops and the Rutherford Theatre Company - to name a few.

"Every member of the ERA Justin Realty team embodies the commitment to community that is part of our brand's DNA," said Charlie Young, president and CEO of ERA Franchise Systems LLC. "Under Ron, Carol and Jen's leadership, the firm not only advances the profession of real estate through their collaborative culture; they also enhance the lives of the people they serve through their philanthropic efforts. I have always admired the genuine kindness exhibited by the members of ERA Justin Realty and I am honored to recognize the company as the 2013 Circle of Light for Community Leadership Award."

In 2013, ERA Justin Realty, Co. also launched its own organic co-op program with the goal of encouraging healthier lifestyles in the areas in which they serve while also supporting local farmers. And, on April 13, 2014, the company led the charge in a local American Cancer Society Color Run 5k. In the spirit of ERA Real Estate's collaborative culture, they rallied runners from their firm, other *ERA* companies and the *ERA* corporate office.

# Press Room – Press Releases



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# Press Room – Press Releases



4/17/2014 9:00:14 AM

ERA REAL ESTATE NAMES BECKY BABCOCK 2013 TOP ALL-AROUND SALES ASSOCIATE AND NATIONAL EXCELLENCE IN SERVICE AWARD WINNER

**MADISON, N.J. (April 17, 2014)** - [ERA Real Estate](#), a leading global real estate franchisor, named real estate agent [Becky Babcock](#) of [ERA Sunrise Realty](#) in Canton, Ga., winner of the 2013 Brenda W. Casserly Memorial Award. Named after former ERA Real Estate president Brenda Casserly, the award is the brand's highest honor for an independent sales associate. The award is presented annually to the system's top all-around agent. Babcock also won the Jim Jackson Memorial Award for 1st IN SERVICE®, named after the ERA Real Estate co-founder and former president.

Babcock accepted the awards during the ERA Real Estate International Business Conference in Los Angeles, Calif. She is the leader of her own real estate team, the Path & Post Becky Babcock Team.

"Becky is highly respected in her market and embodies ERA Real Estate's core values of collaboration, community and innovation," said Charlie Young, president and CEO of ERA Franchise Systems LLC. "From sales and year-over-year growth to customer satisfaction and excellent use of *ERA* tools and services, Becky and her team demonstrate the height of real estate knowledge and professionalism on a daily basis. It is a privilege to present her with this honor."

Last year, Babcock led her team to an impressive 47% year-over-year increase in properties sold. She credits her growth to a customer-centric business model that focuses on understanding and enriching her clients' lives by providing them with a great experience while they make one of the biggest decisions in their lives, buying a home.

For Babcock, it is about more than just a real estate transaction. Babcock's Path & Post team members are known for their cutting edge marketing, unique branding and extensive communication with clients to build long term relationships.

"Becky is an extremely knowledgeable and collaborative team player," said ERA Sunrise Realty owner and broker David Moody. "We are fortunate and honored to have this strategic, market-savvy professional associated with our firm as her continued outstanding performance inspires us all."

The Brenda W. Casserly Memorial Award for Top All-Around Sales Associate is based on the following criteria: total units closed, total AGC, usage of technology tools, closings with the ERA Home Protection Plan®, participation in *ERA* Mortgage, participation in the *ERA* Select Services® Program and customer satisfaction survey results.

# Press Room – Press Releases



Jim Jackson winners are honored for their consistent demonstration of high customer service qualities, based on customer satisfaction survey results and sales productivity. Finalists must have achieved an average 20 percent or better survey return and an overall satisfaction rating of 95 percent or higher.

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3/25/2014 12:30:38 PM

## ERA REAL ESTATE UNVEILS NEW BRAND IDENTITY

Global Brand and Brokers Well-Positioned for the Future

MADISON, N.J. (March 25, 2014) - [ERA Real Estate](#), a global real estate franchising leader, unveiled a new brand identity today at its 2014 International Business Conference in Los Angeles, Calif. The new look and feel is the culmination of a five-year strategic process that strengthened ERA Real Estate's value proposition and drove growth for the brand.

"Capitalizing on the momentum of a recovering economy, our new branding is a visual cue signaling dynamic enhancements we have introduced over the last five years to fuel growth for our brand and our brokers," said Charlie Young, president and CEO of ERA Real Estate. "We are well-positioned to increase the ERA® footprint in new and existing markets, optimize the organic growth of our network through recruiting and retention of brokers and independent sales associates, as well as help our existing franchisees expand via mergers and acquisitions."

Since taking the helm five years ago, Young's tireless focus on innovation, growth and a broker-first approach has increased customer satisfaction of ERA franchisees each subsequent year. Infusing new energy into the ERA broker community, he developed unique and innovative business solutions to attract new franchisees in top-tier markets, expanding the brand's geographic footprint in the U.S. and internationally, and strengthening the brand's collaborative broker network. Today, five of the six top performing companies in the ERA system joined under Young's leadership, representing entry into new markets for the brand.

"From IDX (Internet Data Exchange) and aggregators, to smartphones and social media, the real estate industry has undergone tremendous change," said Chris Trick, senior vice president of marketing and business development for ERA Real Estate. "Concurrently, our brand has undergone significant enhancements; and now as we unveil a new identity to reflect those changes, it's time to take a fresh look at ERA Real Estate."

According to Trick, the new ERA logo is the visual representation of a comprehensive brand revitalization. It retains many of the positive equities of the previous brand mark, while infusing a modern and contemporary element that is consistent with the brand today. This bolder look provides a new take on the brand's iconic roof symbol and clearly communicates the upward direction and positive momentum of the brand. Unique graphics will help distinguish the brand in the local marketplace and a custom font makes yard signs easier to read. Together, these elements provide a strong visual association with ERA Real Estate and convey a new level of approachability to the brand.

# Press Room – Press Releases



ERA Real Estate will activate its new look beginning in July 2014 with the launch of a national consumer and trade advertising campaign which will coincide with local roll-out at *ERA* brokerages across the country and the world. The new identity will be fully integrated into all branded assets, from building and yard signs, to ERA Real Estate's technology and digital platforms and across all marketing resources.

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3/12/2014 9:00:32 AM

## ERA REAL ESTATE FINDS NEARLY 50 PERCENT OF WOMEN WOULD PREFER A HOME TO AN ENGAGEMENT RING

Survey Reveals How the Home-Buying Process Affects – and Strengthens – Relationships  
MADISON, N.J. (March 12, 2014) - In a recent survey from [ERA Real Estate](#), a global franchising leader, nearly 50 percent of women said they would be willing to forgo a big engagement ring to use the money on a down payment for a home - with 17 percent saying they have already made the swap. When it comes to honeymoons, nearly 60 percent of respondents said they would forgo a honeymoon for a down payment, with more than 16 percent reporting they already have done so.

ERA surveyed 1,000 people in committed relationships to uncover the effect that buying a home has on a relationship and found 89 percent of couples felt their bond was strengthened by purchasing a home together.

"Buying a home is a major decision for a couple and one that can reveal a lot about a partner, especially in today's market where the home-buying process has become even more complex," said Charlie Young, president and CEO of ERA Real Estate. "Our findings suggest that homeownership is an increasingly important part of a relationship, especially among the first-time homebuyer generation who are investing in their future."

While many might expect life learnings from the home buying process, such as how many children a significant other might want or financial standing, organizational skills were deemed the biggest learning for couples in the survey.

Other significant findings from the survey include:

Location, location, location: 73 percent of couples find location is the easiest thing to agree on when buying a home, ahead of price, home size and how long to own a home

What to toss and what to keep: Deciding which stuff to keep or donate was the most difficult part of merging two households, over finances, decorating and paperwork

Safety first: 62 percent responded that crime rate and neighborhood safety were the most important part of choosing the location of a new home, followed by proximity to work and quality of schools.



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3/10/2014 9:00:28 AM

## ERA REAL ESTATE ANNOUNCES THE AFFILIATION OF SHOREWOOD REALTORS IN LOS ANGELES COUNTY

### Firm to Retain Storied Brand Name and Operate Under ERA Powered® Program

MADISON, N.J. (March 10, 2014) - ERA Real Estate, a global franchising leader, today announced that LBH National Corp., owned by Roger Herman, has acquired Shorewood Realtors, a market leader in Los Angeles County's South Bay region. The firm will continue to serve Manhattan Beach, Hermosa Beach Palos Verdes, El Segundo and Redondo Beach. Herman is also the owner of ERA Herman Group Real Estate, which operates in Boulder, Colorado Springs and Denver, Colo.; Miami, Fort Lauderdale and Palm Beach, Fla.; and Las Vegas.

With nine offices and 250 agents, Shorewood Realtors accounted for \$1.7 billion in sales volume in 2013. The company was ranked among the top 100 companies nationwide in the 2013 REAL Trends 500 report, which was based on 2012 sales data.

"The affiliation of Shorewood Realtors as an ERA Powered company significantly expands ERA Real Estate's presence in the Los Angeles market and the prestigious South Bay region," said Charlie Young, president and CEO of ERA Real Estate. "Roger Herman's commitment to growth aligns perfectly with our brand's vision for the future as we provide strong corporate support for brokers to build their business through unique business solutions such as the ERA Powered® program, which provides prominent regional firms that have leading market share with access to the resources of a global brand while retaining their strong local identity."

"As an ERA Powered® company, we will continue to leverage our own strong local name recognition and brand cachet while tapping into the tools, technology and expanded broker community of the global ERA brand to drive growth and expansion," said Herman, who will serve as CEO while Shorewood founder [Arnold Goldstein](#) has been named chairman emeritus. "Understanding that real estate is local, ERA Real Estate's unique broker-first approach allows brokers the flexibility and support to build their business in a way best suited for their individual market."

This acquisition is the largest ever for an ERA Real Estate affiliated broker and was facilitated by the ERA Real Estate franchise sales team, which identified the transaction as an opportunity that would benefit both firms. With the addition of the South Bay firm, Herman has tripled the size of his real estate brokerage-related operations, which include presence in Colorado, Florida and Las Vegas.

Herman's proven ability to expertly manage brokerage operations in multiple markets has helped fuel growth for ERA Real Estate and its affiliated broker community by building strong relocation corridors and creating a robust pipeline of referrals.



## **About ERA Real Estate**

[ERA Real Estate](#) is an innovative franchising leader in the residential real estate industry with 40 years of experience in developing consumer-oriented products and services.

The *ERA* network includes approximately 31,000 brokers and sales associates and approximately 2,300 offices throughout the United States and 33 countries and territories.

Each office is independently owned and operated. ERA Real Estate is a subsidiary of Realogy Holdings Corp. (NYSE:RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services.

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# Press Room – Press Releases



2/12/2014 9:00:04 AM

## ERA REAL ESTATE ENTERS NORTHERN ARIZONA MARKET

ERA Real Estate Professionals in Prescott and Sedona Becomes Newest Affiliate of ERA Real Estate's Global Network

PRESCOTT, ARIZ. (Feb. 12, 2014) - ERA Real Estate, a global real estate franchising leader, today announced that the former Prudential Northern Arizona in Prescott and Sedona is now the newest affiliate of the ERA Real Estate global franchise system. With two offices and 90 agents, the firm will now do business as ERA Real Estate Professionals.

Led by Steve Irwin, the company was responsible for approximately \$80 million in sales volume in 2013. Since founding the firm in 2007, Irwin and his wife Kim have effected significant growth with a focus on recruiting, productivity and market share.

"Steve Irwin has built an impressive business in the Northern Arizona region," said Charlie Young, president and CEO of ERA Real Estate. "His company's affiliation with ERA Real Estate expands the ERA® network's service area into this important market for relocation, retirement and new residential development."

"As we looked to the future, we knew we wanted to align ourselves with a partner that was as progressive and technologically savvy as our clients and independent sales professionals," said Steve Irwin. "ERA Real Estate's robust education platform helps agents bring their business to the next level while we leverage the brand's proprietary leads management system and robust marketing distribution program to fuel growth."

In addition to a strong agent retention rate, ERA Real Estate Professionals is well known for its experienced sales team. The company's agents have an average of 10 years of experience in the real estate industry. Kim Irwin has consistently been recognized as an elite sales associate, earning top accolades for production.

### **About ERA Real Estate**

[ERA Real Estate](#) is an innovative franchising leader in the residential real estate industry with 40 years of experience in developing consumer-oriented products and services. The ERA network includes approximately 31,000 brokers and sales associates and approximately 2,300 offices throughout the United States and 35 countries and territories. Each office is independently owned and operated. ERA Real Estate is a subsidiary of Realogy Holdings Corp. (NYSE:RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services.

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3/01/2016 9:00:00 AM

ERA REAL ESTATE ENTERS BEVERLY HILLS MARKET WITH AFFILIATION OF NELSON SHELTON & ASSOCIATES ESTABLISHED FIRM BECOMES 'ERA POWERED'

**MADISON, N.J. (March 1, 2016)** - ERA Real Estate, a global franchising leader, today announced the affiliation of Nelson Shelton & Associates based in Beverly Hills, Calif., marking entry into a new market for the brand. The firm was responsible for more than \$320 million in sales volume in 2015.

Based at 355 North Canon Drive, the company will now do business as Nelson Shelton Real Estate ERA Powered and continue to serve the Beverly Hills and surrounding markets under the leadership of Elsa Nelson who founded the company 25 years ago.

“Nelson Shelton & Associates commands an impressive reputation in the greater Beverly Hills area in large part due to the highly personal leadership of Elsa Nelson,” said Charlie Young, president and CEO of ERA Real Estate. “With an eye on fueling growth for the firm and its agents, I am confident the company will excel even higher as part of the ERA network in their service to homebuyers and sellers across Los Angeles and Orange County as they expand the company’s footprint in the region.”

Established in 1991 with a vision of assembling the best team of real estate professionals committed to a unified standard of service excellence, Nelson Shelton Real Estate ERA Powered and its more than 300 affiliated agents serve a wide variety of clients, particularly a growing international buyer segment.

“As an ERA Powered company, we will be able to offer service that is characteristically high touch but also high tech as we leverage ERA’s comprehensive suite of technology offerings, and tap into the vast marketing distribution channels of ERA’s global network,” said Nelson. “At the same time, we will be able to help fuel growth for our independent sales associates through ERA’s robust learning and professional development platform.”

## **About ERA Real Estate**

[ERA Real Estate](#) is an innovative franchising leader in the residential real estate industry with more than 40 years of experience in developing consumer-oriented products and services. The *ERA* network includes approximately 33,000 brokers and sales associates and approximately 2,300 offices throughout the United States and 34 countries and territories. Each office is independently owned and operated. ERA Real Estate is a subsidiary of Realogy Holdings Corp. (NYSE:RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services.

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3/31/2016 9:00:00 AM

## ERA REAL ESTATE RECOGNIZES NEWEST HALL OF FAME INDUCTEES

**MADISON, N.J.** (March 31, 2016) – [ERA Real Estate](#), a leading global real estate franchisor, recently inducted four individuals and two ERA® companies into the brand's Hall of Fame. Established in 2013, the ERA Hall of Fame honors member companies and individuals who have consistently earned high levels of recognition and have made contributions with lasting impacts on the culture and history of the franchise system. The inductees were announced at the 2016 ERA International Business Conference in Orlando, Florida.

This year's class includes:

Individuals:

Tom Grizzard – ERA Tom Grizzard/Leesburg, Florida

Mike Harrington, Sr. – ERA Harrington Realty, Inc./Dover, Delaware

Sandra McDaniel – ERA Davis & Linn/Jacksonville, Florida

Jeff Riber, Vice President, Strategic Consulting, ERA Real Estate (awarded posthumously)

Companies:

ERA American Real Estate/Shalimar, Florida; Gloria Frazier, Broker/Owner

ERA Brokers Consolidated/Saint George, Utah; Thayne Houston/Mark Walter Broker/Owners

"The enduring success of ERA Real Estate is due in large part to the many and considerable contributions of this year's Hall of Fame inductees who have helped shape and sustain our unique culture of collaboration, knowledge sharing and commitment to community over the last four decades," said Charlie Young, president and CEO of Real Estate. "We are fortunate to have these standard bearers and brand ambassadors in our midst and will continue to build upon their contributions as we endeavor to further advance the brand."

### **Tom Grizzard**

#### **ERA Grizzard Real Estate**

#### **Leesburg, Florida**

Drawn to *ERA's* embrace of innovation and technology, a new concept in the 1976 when he affiliated with the brand, Tom Grizzard leveraged *ERA's* tools and systems to grow his firm, which now consists of seven offices. He also created a unique position in his marketplace by tapping into the franchisor's spirit of collaboration and team work. With a commitment to business planning, Grizzard led his company with integrity and professionalism while maintaining a close-knit, family culture. Grizzard's son Gus took over the leadership of the firm several years ago, but he and his wife Linda remain active in the commercial real estate sector. Thanks to Grizzard's leadership and careful succession planning, the company earned *ERA's* Top All-Around Company award in 2010 and again in 2011.

**Mike Harrington, Sr.**  
**ERA Harrington Realty, Inc.**  
**Dover, Delaware**

A keen businessman, Mike Harrington coupled his love of historic homes with an innovative financing program to build a large portfolio of investment properties. When he decided to open a real estate brokerage in 1978, he knew aligning with a franchise would fuel his growth and was drawn to *ERA's* spirit of innovation and culture of collaboration. A member of *ERA's* National Advisory Council, Harrington is a regular at *ERA* national events as both an attendee and a speaker. Consistently a top performing company within the *ERA* system, ERA Harrington Realty has grown considerably thanks to Harrington's expertise in mergers and acquisitions and creating complementary lines of business. The firm earned *ERA's* Top All-Around Company award in 1989 and has been named a finalist in 2004 and 2006.

**Sandra McDaniel**  
**ERA Davis & Linn**  
**Jacksonville, Florida**

A former *ERA* franchisee, Sandra McDaniel and her husband Jeff met fellow *ERA* owners Carole Davis and Jim Linn who ran a neighboring *ERA* brokerage in the early 1980s. The four formed a friendship that eventually resulted in merging their firms. McDaniel focused on sales, while Davis and Linn ran the company, allowing Jeff to pursue his desire to retire from real estate. McDaniel eventually leveraged her success as a sales associate into a second career as a learning professional, leading company-sponsored courses designed to help the firm's independent agents be more successful. She has been tapped as a national trainer for *ERA's* Acceleration class and has served on numerous panels, sharing her knowledge and insights with her fellow *ERA* colleagues.

**Jeff Riber (awarded posthumously)**  
**Vice President, Strategic Consulting**  
**ERA Real Estate**

Jeff Riber possessed an uncanny combination of gifts: a passion for real estate, incredible accounting acumen and the ability to not only share his knowledge but make learning fun and impressionable. And he leveraged these gifts for the benefit of the *ERA* family for more than 30 years. As *ERA's* Vice President, Strategic Consulting, Riber touched thousands of people in the *ERA* community from personalized, one-on-one consultations with brokers to standing room only classes on accounting best practices. With CPI and CRI certifications, Riber was also a licensed real estate broker and licensed mortgage broker and possessed a vast body of knowledge that he tirelessly shared. In fact, many of his financial management tools and processes have been implemented company-wide as standard operating procedure.

**Gloria Frazier**  
**ERA American Real Estate**  
**Shalimar, Florida**

Celebrating its 35<sup>th</sup> year with the brand, ERA American Real Estate was founded by Gloria Frazier and a fellow female partner in 1981, a time in which women business owners were even more scarce. To help their firm stand out in a crowded marketplace, they affiliated with ERA Real Estate and weathered the challenging market, emerging three years later as the sole real estate firm in their area. A member of ERA's National Advisory Committee, Frazier has consistently embraced innovation and change to keep the firm competitive and fuel sustained growth. Under her leadership, the company was named ERA's top all-around company in 1991, and earned recognition as a finalist for the top company award in 2007.

**Thayne Houston/Mark Walter**  
**ERA Brokers Consolidated**  
**Saint George, Utah**

Affiliating in 1982, ERA Brokers Consolidated was formed by the merger of five Utah-area business owners, an unprecedented business move at the time. A shining example of ERA's collaborative culture, members of the firm came to be known as the real estate "rat pack" for their practice of traveling to other ERA companies and regional meetings to share best practices. Growing from one office and 25 agents to six locations and 100 agents, the company leverages the experience of its founders with the next generation of leadership to ensure a strong future for the firm, one that continues its strong family culture built upon the principles of integrity, trust and delivering value to the company's affiliated agents and clients.

**About ERA Real Estate**

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# Press Room – Press Releases



3/31/2016 9:00:00 AM

ERA REAL ESTATE NAMES ERA REARDON REALTY

## **NATIONAL COMPANY OF THE YEAR**

**MADISON, N.J. (March 31, 2016)** - [ERA Real Estate](#), a leading global real estate franchisor, has named ERA Reardon Realty of Jackson, Michigan, as its national company of the year. The Gene Francis Memorial Award, given annually by ERA Real Estate to its top all-around company, was presented to ERA Reardon Realty at the ERA® 2016 International Business Conference, held March 30 to April 1 in Orlando, Florida.

The award, named after ERA Real Estate co-founder Gene Francis, is the highest honor given to an *ERA* company, and reflects the qualities most respected throughout the global *ERA* system and the real estate industry. Known for his forward-thinking business acumen as well as his philanthropic spirit, Francis established a defining culture of service to which all *ERA* companies aspire. Factored into the award selection are: high customer satisfaction ratings, strong brand engagement and use of *ERA* resources, and sales and company growth.

"Since joining the *ERA* franchise system in 2000, ERA Reardon Realty has leveraged formal business planning, tailored lead management practices and fostered a collaborative, agent-centric culture to fuel productivity and growth for the firm," said Charlie Young, president and CEO of ERA Real Estate.

"Under the leadership of Rick Reardon, the company has created a reputation for superior service above all else, which not only creates an exceptionally strong value proposition for both agents and clients, it also uniquely positions ERA Reardon Realty in their marketplace. The firm's strong focus on growing organically through learning and coaching are just a few of the things that have helped them achieve their status as a true market leader and a model *ERA* company."

With three offices and 60 agents, ERA Reardon Realty previously was a finalist for the Gene Francis Memorial Award in 2011 and 2012.

"Our 15-year affiliation with ERA Real Estate has played a key role in fueling incredible growth for the firm, and all of us at ERA Reardon Realty are deeply honored to earn *ERA*'s highest and most prestigious company award," said Reardon, owner of ERA Reardon Realty. "Through *ERA*'s industry-leading technology, innovative marketing tools, proven learning platforms and most importantly the highly collaborative *ERA* network, we've been able to achieve the leading position in our market by sales volume and establish ourselves as a first-choice firm for top agents in the region."

ERA Reardon Realty has a history of maintaining high personal and ethical standards, demonstrating a strong business sense and modeling a commitment to ERA Real Estate and its community – all while driving measurable growth in transactions, sales volume, per person productivity and sales rate.

The other four finalists for the 2015 Gene Francis Memorial Award include:

**ERA American Real Estate of Shalimar, Florida** – Under the leadership of Gloria Frazier, the company balances a strong focus on recruiting with a specialized support team to maximize productivity. Part of the *ERA* system for more than 35 years, the company was named ERA's top all-around company in 1991.

# Press Room – Press Releases



**ERA Davis & Linn of Jacksonville, Florida** – Owners Carole Davis and Jim Linn are widely known for their disciplined adherence to business planning and maintaining a company culture committed to service excellence. Together, this leadership team has sustained high levels of performance, earning Gene Francis Memorial Award finalist honors five times to date.

**ERA Colonial Real Estate of Harker Heights, Texas** – Dennis DeWine and his son Tom DeWine drive performance with a focus on winning listings and providing company support to deliver unparalleled service. A strong commitment to maintaining a collaborative company culture creates a highly engaged team that further contributes to the firm’s success. A former Gene Francis Memorial Award winner in 2003, the company was named a finalist in 2007.

**ERA King Real Estate Company, Inc. of Anniston, Alabama** – Under the leadership of Everett and Anna King, the firm is a consistent leader in a competitive market, leveraging savvy lead management tactics to fuel agent productivity and support recruiting and retention. This year marks the fifth time the company has been recognized as one of ERA’s top all-around company finalists.

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# Press Room – Press Releases



4/4/2016 9:00:00 AM

**ERA REAL ESTATE ACHIEVES INDUSTRY MILESTONE:** System-wide implementation of ZAP connects the entire ERA community on a single platform

**MADISON, N.J. (April 4, 2016)** – ERA Real Estate, a global franchising leader, has reached a significant industry milestone by being the first real estate franchise to connect its entire system on the innovative ZAP<sup>SM</sup> platform. By connecting thousands of ERA-affiliated brokers and agent websites into an integrated network that is relevant to search engines both nationally and locally, ERA has created a unique, competitive positioning for its network.

The seamless integration of consumer-facing websites with an online customer relationship management system driven by predictive analytics allows ERA brokers and agents to leverage the ZAP technology platform to reach consumers in a more efficient fashion. Consumer activity on the ZAP platform informs the proprietary ZAP score which helps agents deliver the right information at the right time to their prospective clients.

“ZAP is an industry game-changer,” said Charlie Young, president and CEO of ERA Real Estate. “And ERA’s ability to deftly deploy this enhanced technology solution to our customers has placed the ERA network at the forefront of a new way of doing business for real estate professionals.” In 2015, ERA Real Estate became the first Realogy franchise brand to begin deploying ZAP to its affiliated companies, and within nine months implemented the platform across the entire ERA system. ERA customer traffic and agent engagement continues to grow as a result of this cohesive approach to the online consumer.

“A national roll-out with ERA is a successful step in building a network of connected broker sites that offers a seamless experience for online consumers, and gives real estate practitioners a boost in online business,” said Jamie Wilson, president and CEO of ZipRealty. “ZAP will continue to deliver high-value solutions focused on the full home-buying experience: search, personalization, listings, customer relationship and more – both on desktop and mobile,” he continued.

Because the power of the ZAP platform is amplified significantly with increased consumer activity, ERA Real Estate is priming the pump with a significant increase in lead generation-focused online media spend in order to drive leads to the system.

ERA also announced an innovative co-op media campaign to provide ERA brokers with dollar for dollar, brand-matched funds to drive online traffic to participating brokers’ websites in support of further lead generation. The campaign, called “Light It Up,” was unveiled at ERA’s 2016 International Business Conference, and is designed to move customers from consideration to conversion.

“The power of ZAP is proven,” said Chris Trick, chief marketing officer for ERA Real Estate. “Not only is ZAP driving more leads than the three leading aggregators combined, it is delivering those leads effectively and more efficiently. ERA’s legacy of innovation informs a smarter approach to supporting our franchisees which precisely targets what is driving business into our ERA-affiliated companies.”

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Positioned not as a product, but a process, ZAP is ever-evolving thanks to ongoing feedback from ERA brokers and agents. ERA's parent company Realogy Holdings Corp. (NYSE: RLGY) acquired ZipRealty, the company that created ZAP, in 2014.

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4/5/2016 9:00:00 AM

## ERA REAL ESTATE REACHES MILESTONE IN COMMITMENT TO SENDING 1,000 KIDS TO MDA SUMMER CAMP

**MADISON, N.J. (April 5, 2016)** – [ERA Real Estate](#), a leading global real estate franchisor, recently announced its latest milestone in the ERA MDA Summer Camp Challenge. Last year at the brand's annual International Business Conference, president and CEO Charlie Young challenged the organization to rally together to send 1,000 children with muscular diseases to a Muscular Dystrophy Association summer camp over the next three years. Now, just one year in, *ERA's* community has reached 67 percent of its goal.

"When introducing the challenge to our enthusiastic network of real estate professionals last year, I encouraged them to pledge based on number of children they would like to send to camp, as opposed to a dollar amount," reflected Young. "The response has been exceptional. Not only have we reached 67 percent of our pledge goal – or 673 kids."

Dedication to community is at the core of ERA Real Estate's mission, and *ERA* brokers and agents have formed close relationships with MDA Goodwill Ambassadors and their families within their own communities. Thus, it was natural for brokerages from coast to coast to take a grassroots approach to fundraising – hosting events such as carnivals, golf tournaments, art shows and countless more. At this week's *ERA* conference, team members participated in a "Riber Run and Dance Party" fundraiser for MDA, in honor of the late Jeff Riber Sr., raising more than \$25,000. Riber was a long-standing and well-respected member of the ERA management team, and an avid runner and dance lover, who passed away last year.

"Our fundraising momentum is so great that, at our 2016 International Business Conference last week, I challenged our team members to meet 100 percent of the pledge goal in two years rather than three," Young explained. "We are not just sending kids to camp. We are giving them the opportunity to enjoy new experiences, make new friends, discover their strengths and passions, and build the confidence to achieve their goals."

MDA Summer Camps offer the amenities and activities of a traditional summer camp, but are designed to meet the unique physical needs of children living with muscle diseases. For many children living with these afflictions, camp is considered by them to be the best week of the year. Over the past 35 years, ERA Real Estate has raised nearly \$35 million for MDA. In 2014, *ERA* introduced a new branding campaign designed to energize the network, and simultaneously, a renewed dedication to the cause. Recently, ERA has been recognized for its ERA MDA Summer Camp Challenge by the PR News CSR Awards and the Ragan Communications CSR Employee Communications awards.



# Press Room – Press Releases



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## **About MDA**

The [Muscular Dystrophy Association](#) is the world's leading nonprofit health agency dedicated to saving and improving the lives of people with muscle disease, including muscular dystrophy, amyotrophic lateral sclerosis (ALS) and other neuromuscular diseases. It does so by funding worldwide research to find treatments and cures; by providing comprehensive health care services and support to MDA families nationwide; and by rallying communities to fight back through advocacy, fundraising and local engagement. Visit [mda.org](http://mda.org) and follow us at [facebook.com/MDAnational](https://facebook.com/MDAnational) and [@MDAnews](https://twitter.com/MDAnews).

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# Press Room – Press Releases



4/4/2016 9:30:00 AM

## ERA® 2016 INTERNATIONAL BUSINESS CONFERENCE

**Madison, N.J. (April 4, 2016) – ERA Real Estate, a leading global real estate franchisor, recently concluded its 2016 ERA® International Business Conference (IBC) held March 30 to April 1 at the Walt Disney World Dolphin Hotel in Orlando, Florida.**

The four-day conference titled “Transform Tomorrow” provided more than 2,000 ERA-affiliated participants with the opportunity to celebrate professional achievements, acquire new knowledge and network with ERA colleagues from across the country and around the world.

“Inspired by the innovative spirit and forward-thinking culture of Disney, we used this year’s conference as an opportunity to provide our customers with an unparalleled experience that reflects ERA’s compelling value proposition and reinforces our customers’ belief that they operate at a greater advantage because of their association with ERA Real Estate,” said Charlie Young, president and CEO of ERA Real Estate.

Highlights of the event included:

The Starlight Gala, an evening of dinner, dancing and celebration during which the most prestigious ERA awards were presented.

The Inaugural Jeff Riber Fun Run and Dance Party drew more than 1,000 participants in a celebration of the life and spirit of ERA’s vice president of strategic consulting who dedicated his 32-year career to the brand. The event tied together Riber’s love for running, dancing and philanthropy and raised awareness and funds for the brand’s signature charity, the Muscular Dystrophy Association (MDA).

Actor and activist Marlee Maitlin’s keynote address which challenged the ERA network to advocate for inclusion, acceptance and access for all people and to endeavor to live a life without judgement of others.

Industry thought leader and New York Times best-selling author Stefan Swanepoel’s keynote address offered unique insights into current trends shaping the real estate industry.

Ample opportunities for hands on learning on a variety of game changing technology platforms and tools helped real estate professional transform the way they interact with and serve clients.

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One-on-one consulting sessions on ERA's proprietary technology platform, Zap.

A comprehensive array of lectures, panels, and certification courses featuring industry experts such as Dan Elzner and Matt Ferrara, served to help ERA brokers and agents transform their business through learning.

Throughout the conference, ERA Real Estate also celebrated the success and contributions of key companies and sales associates with coveted, time-honored awards for top companies and agents as well induction of two *ERA* companies and four ERA-affiliated individuals into the *ERA* Hall of Fame.

## **About ERA Real Estate**

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4/6/2016 9:00:00 AM

## ERA REAL ESTATE RECOGNIZES NEWEST PHILANTHROPIC AWARD WINNERS MADISON, N.J. (April 6, 2016)

[ERA Real Estate](#), a leading global real estate franchisor, recently recognized two of its companies for their outstanding corporate social responsibility (CSR) efforts over the past year. ERA Sellers & Buyers Real Estate was awarded the 2015 Ed Bilinkas Memorial Award and ERA King Real Estate was awarded the 2015 ERA Circle of Light for Community Leadership Award. The award winners were announced at the 2016 ERA International Business Conference in Orlando, Florida.

“Commitment to community has long been one of our core values at *ERA*,” said Charlie Young, president and CEO of ERA Real Estate. “It is my honor to recognize such outstanding examples of that commitment with this year’s Ed Bilinkas Memorial and Circle of Light for Community Leadership award winners. ERA Sellers & Buyers Real Estate and ERA King Real Estate truly embody the essence of giving back to the communities in which we operate, and thus are extremely deserving of this recognition.”

### **Ed Bilinkas Memorial Award Winner: ERA Sellers & Buyers Real Estate**

Presented annually, the Ed Bilinkas Memorial Award recognizes the *ERA* system’s top fundraiser for the Muscular Dystrophy Association (MDA). *ERA* as a network has partnered with MDA for more than 35 years and in 2014 created the ERA MDA Summer Camp Challenge: to send 1,000 children to MDA Summer Camp over the next three years. The network has already achieved more than 60 percent of its goal in year one of the Challenge.

As the top fundraiser for the ERA MDA Summer Camp Challenge, ERA Sellers & Buyers Real Estate, led by brokers Doug and John Van Nortwick and based in El Paso, Texas, and Albuquerque, New Mexico, raised more than \$52,000 to send 51 children to camp. As a way to raise funds, the El Paso office hosted an old-fashioned cookout, featuring an office tour, local fire engine visit, live music, raffle prizes and lunch. They rallied local volunteers and more than 20 local sponsors to raise over \$9,000. The company’s Albuquerque office raised more than \$20,000 during their fundraising raffle, doubling their goal and sending 20 children to MDA Summer Camp.

“We are honored and humbled to receive the Ed Bilinkas Memorial Award,” said broker Doug Van Nortwick of ERA Sellers & Buyers Real Estate. “It was extremely rewarding to see the tremendous response and support from our local community to fundraise for such a worthy cause.”

# Press Room – Press Releases



The Ed Bilinkas Memorial Award honors the memory of ERA broker Ed Bilinkas who spent the last 15 years of his life tirelessly raising funds and support for a cause he held dear to his heart. Often quoted as saying: “I never met a stranger I wouldn’t ask for a donation for MDA,” Bilinkas helped raise more than half a million dollars for the organization.

## **Circle of Light for Community Leadership Award Winner: ERA King Real Estate**

ERA King Real Estate of Anniston, Alabama is the 2015 Circle of Light for Community Leadership Award Winner because of its extraordinary commitment to community service and engagement

The Circle of Light for Community Leadership Award recognizes *ERA* companies who give time, raise funds and provide resources to worthy causes. Circle of Light award winners create a culture of civic service within their companies and establish themselves as a philanthropic leader in the areas they serve.

In 2015 alone, ERA King Real Estate, led by Everett and Anna King, donated nearly \$50,000 to 48 worthy causes and organizations. Through its 12 Months of Giving initiative, the ERA King team gave back to its local community on a monthly basis throughout the year. From hosting a golf tournament to raise \$17,000 for United Cerebral Palsy, to supporting youth sports teams, to volunteering at local soup kitchens and food pantries, the team spent more than 700 hours supporting its community.

“On behalf of my team of 115 agents and 24 support staff, we are thrilled and honored to have been awarded the Circle of Light for Community Leadership Award this year,” said broker/owner Everett King. “I am so proud of our team and their continued commitment to helping our friends and neighbors. Service is truly a part of our day-to-day life at ERA King, and it is wonderful to be fortunate enough to give back the way that we do.”

## **About ERA Real Estate**

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4/7/2016 9:00:00 AM

## ERA REAL SOLUTIONS REALTY ACQUIRES HILLSBORO MARKET LEADER Donald E. Fender Realtors Joins ERA Network

**CINCINNATI, OHIO (April 7, 2016)** – ERA Real Solutions Realty, a leading real estate brokerage serving the Cincinnati/Columbus corridor, has acquired Donald E. Fender Realtors in Hillsboro. The addition of this Hillsboro market leader expands the firm’s service area into the Highland County and Lake Waynoka area, popular second-home markets with tremendous economic growth potential.

Jeremy Raby, broker/owner of ERA Real Solutions Realty, acquired the 68-year old firm to help drive growth into the company by tapping into the dynamic real estate environment, which is poised to benefit from the addition of an air distribution center for an Amazon subsidiary later this year.

Owners Joe Bryan and Amy Fulkerson will continue to manage the office, located at 221 N. High Street, leveraging their local expertise and ensuring a seamless transition for consumers.

“I’m excited to welcome the Donald E. Fender team as we expand ERA Real Solutions Realty’s service area, which stretches from Cincinnati to Columbus, and tap into the opportunities inherent in the Hillsboro market,” said Raby. “Strategically located between our two anchor markets, the Hillsboro location will serve as the hub for additional expansion into Wilmington and Lake Waynoka as we expand our second home and relocation opportunities.”

“Jeremy’s successful path of acquisitions and his success with the ERA brand instilled a high level of confidence in me, knowing that the company we worked so hard to build would continue to thrive under his leadership,” said Joe Bryan, co-owner of Donald E. Fender Realty. “ERA’s expanded online presence and extensive listing syndications provide amplified online exposure for our agents that is unparalleled in our market,” said Bryan.

“ERA’s culture of collaboration, coupled with industry-leading technology will play a key role in expanding our sphere of engaged agents and serve to help attract new, tech-savvy agents to the firm,” said Amy Fulkerson, co-owner of Donald E. Fender Realty. “In addition, ERA’s Sellers Security Plan, which guarantees the sale of a home, is also a compelling competitive advantage for our agents.”

Since joining the ERA network in 2010, Raby has fueled growth for his company through strategic mergers and acquisitions, which have brought new business opportunities to his team of more than 180 agents through corporate and affinity relocation partnerships and enhanced marketing strategies to attract new customer segments

For more information, contact ERA REAL Solutions Realty at 513-891-9300 or visit <https://www.era.com/ERA-Real-Solutions-Realty-287c>.

# Press Room – Press Releases



4/27/2016 9:00:00 AM

## ERA REAL ESTATE NAMES SUE FRYE 2015 TOP ALL-AROUND SALES ASSOCIATE FRYE ALSO RECOGNIZED FOR ACHIEVEMENTS IN LUXURY MARKETPLACE

**MADISON, N.J.** (April 27, 2015) – [ERA Real Estate](#), a leading global real estate franchisor, named real estate sales associate [Sue Frye](#) of [ERA Landmark Real Estate](#) in [Bozeman, Montana](#), winner of the 2015 Brenda W. Casserly Memorial Award. Named after late ERA Real Estate president Brenda Casserly, the award is the brand's highest honor for an independent sales associate and is presented annually to the system's top all-around real estate agent. Frye also received [ERA's Distinctive Properties](#) Sapphire Award in recognition of her achievements in the [luxury](#) marketplace.

Among all *ERA* agents nationwide, Frye was also ranked 4th in adjusted gross commission (AGC) and 14th in number of transactions. The awards were presented to Frye during the 2016 ERA International Business Conference held March 30 - April 1 in Orlando, Florida.

"Throughout her extensive career with ERA Landmark Real Estate, Sue has fully embraced providing stellar customer service to her clients with honesty, dignity and extensive knowledge of her market," said Charlie Young, president and CEO of ERA Real Estate. "Her professionalism and engagement positively impacts her local real estate market as well as the *ERA* network and the real estate industry as a whole. Her collaboration, dedication, experience and ability to leverage *ERA's* technology and innovation sets her apart both locally and nationally. Her success raises the bar for all real estate professionals nationwide and her feedback and collaboration has helped *ERA* shape its [Distinctive Properties](#) offering to help other *ERA* sales professionals become key players in the luxury market." The Brenda W. Casserly Memorial Award for Top All-Around Sales Associate is based on the following criteria: total units closed, total adjusted gross commission, usage of technology tools, closings with the *ERA* Home Protection Plan<sup>®</sup>, participation in *ERA* Mortgage, participation in the *ERA* Select Services<sup>®</sup> Program and customer satisfaction survey results.

The *ERA* Distinctive Properties Sapphire Award recognizes sales associates who have distinguished themselves as leaders in the competitive luxury marketplace. Frye is recognized for her expertise and sales record with properties priced among the top 10 percent of her market during 2015.

"Sue is a true inspiration to our office and our industry," said ERA Landmark Real Estate broker / owner Robyn Erlenbush. "Her work ethic and dedication to her clients is highly admirable. She loves her career and takes great satisfaction in finding her clients the perfect property. She works tirelessly and has enormous energy and passion for real estate."



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# Press Room – Press Releases



4/27/2016 9:00:00 AM

ERA REAL ESTATE NAMES ERA HOME RUN REAL ESTATE 2015 UNITY AWARD WINNER

**MADISON, N.J. (April 27, 2016)** – [ERA Real Estate](#), a leading global real estate franchisor, recognized Palm Beach County, Florida based [ERA Home Run Real Estate](#) for its commitment to diversity with the 2015 Unity Award for inclusiveness in business practices. Broker [Debbie Smith](#) accepted the award on her team’s behalf at the 2016 *ERA* International Business Conference held March 30 – April 1, 2016 in Orlando, Florida.

The Unity Award honors the *ERA* company that demonstrates inclusiveness in their business practices by working to achieve and sustain minority home ownership, and transacting business in a culturally competent manner. This includes bilingual marketing efforts, commitment to a diverse workforce and client base, and volunteer work to educate the community on home ownership.

Representing Canada, the Caribbean, China, Finland, Italy, Russia and South America, [ERA Home Run Real Estate’s](#) sales associate base speak various languages with clients and value professionalism above all else. They have created long-lasting agent – client relationships built on trust and expertise, with the goal of helping buyers and sellers from all cultures and backgrounds realize the dream of owning their perfect home.

“I am proud of ERA Real Estate’s keen focus on promoting homeownership in diverse markets and thrilled that ERA Home Run Real Estate represents our network so well in these markets,” said Charlie Young, president and CEO of ERA Real Estate. “As the real estate industry continues to evolve, adapting to clients’ unique needs is imperative. The 2015 Unity Award recognition was well-earned by Debbie Smith and her enthusiastic team. Through relentless dedication, they work to create a diverse community both within their firm and the areas they serve with excellence.”

“From our inception in 2003, we have worked tirelessly to build a strong foundation of support for our community, Realtors and staff,” said Smith. “When you unite a motivated group of culturally diverse people, you produce opportunities for industry barrier breaking. We are proud to be honored and recognized by *ERA* with the Unity Award because it affirms that our efforts and strong beliefs are paying off. And, we thank ERA Real Estate for the technological and training support provided to us; these programs help propel us toward continued success as buyers from around the world flock to Florida.”

This year’s Unity Award runner-up was ERA Queen City Realty of Scotch Plains, New Jersey. The firm was last year’s winner.



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4/28/2016 9:00:00 AM

ERA REAL ESTATE NAMES 2015 JIM JACKSON MEMORIAL AWARD COMPANY WINNERS

## **ERA First Advantage Realty and ERA Real Estate Professionals Recognized for Superior Customer Service and Sales Productivity**

**MADISON, N.J. (April 28, 2016)** – [ERA Real Estate](#), a leading global real estate franchisor, recently recognized ERA First Advantage Realty of Newburgh, Indiana and ERA Real Estate Professionals of Virginia Beach, Virginia, as the winners of the organization’s prestigious Jim Jackson Memorial Award for 1<sup>st</sup> IN SERVICE™. Brokers Janice Miller of ERA First Advantage Realty and Tom Groves of ERA Real Estate Professionals both accepted the award on behalf of their teams at the 2016 ERA® International Business Conference held in Orlando, Florida, March 30 to April 1.

The Jim Jackson Memorial Award for 1<sup>st</sup> IN SERVICE™ is named in honor of the late *ERA* co-founder and former president and is presented annually to the company that upholds Jackson’s legacy of superior customer service and sales productivity. The award is divided into two categories based on transaction volume: Category One (companies with 500 or more transactions) and Category Two (companies with 100-499 transactions).

“Today’s connected consumers are not only incredibly tech-savvy, they are also highly discerning when it comes to customer service, and *ERA*’s focus on creating a culture aligned with both performance and personalized attention to client needs is paramount in maintaining a high degree of relevance in a competitive marketplace,” said Charlie Young, president and CEO of ERA Real Estate. “It is my pleasure to highlight the outstanding commitment to service ERA First Advantage Realty and ERA Real Estate Professionals provide by honoring them with this year’s Jim Jackson Memorial Award, one of *ERA*’s highest accolades.”

### **Category One: ERA Advantage Realty**

Miller and her team have a history of unparalleled customer service, boasting numerous agent finalists in the past. This year, ERA First Advantage Realty sales associate Penny Crick was a finalist for the Jim Jackson Memorial Award for 1<sup>st</sup> IN SERVICE™ in the individual category. Additionally, Melinda Luntsford of ERA First Advantage Realty was a finalist for the Rookie of the Year award. ERA First Advantage Realty was also named *ERA*’s top all-around company for 2012.

“It is such a thrill to win the Jim Jackson Memorial Award,” said Miller, who is widely known for her energetic leadership. “Our firm’s focus on driving results through the lens of service creates an unrivalled work ethic and level of professionalism that keeps our clients top-of-mind and serves to distinguish us in the Southwest Indiana market.”

## **Category Two: ERA Real Estate Professionals**

Founded in 1996 with the mission to be “the best in client service,” ERA Real Estate Professionals has brought their goal to life and has become a proven leader in both customer service and sales volume excellence. Both strengths led the way to the firm’s Jim Jackson Memorial Award win. While continuing to grow rapidly, the high-performing company, now with four locations across Virginia, continues to excel at providing the highest level of service to both civilian and military communities.

“Our company is honored because this award is the result of true teamwork,” said Groves. “Together, we strive to deliver the best service to our customers and even role play and use the *ERA* learning and development programs to educate our sales professionals on what our clients need and how to meet their expectations. I am most proud of the fact that everyone on our team gets along. Our top agents set aside time to help other agents and all of us hold ourselves to the highest standards so that every single customer is treated with the utmost respect and professionalism. Your company is only as good as your agents and I am very thankful to have a very strong, skilled and kind team.”

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# Press Room – Press Releases



5/10/2016 12:00 PM

ERA REAL ESTATE EXPANDS PRESENCE IN GREATER RALEIGH AREA  
WITH NEW FRANCHISE AFFILIATION OF PARRISH REALTY INC.

**MADISON, N.J. (May 10, 2016)** - ERA Real Estate, a global franchising leader, today announced the affiliation of Parrish Realty Inc. based in Wendell, North Carolina. With two offices and nearly 30 affiliated agents serving the greater Raleigh area, the firm will now do business as ERA Parrish Realty Legacy Group.

Established in 1970, the firm is led by broker/owner Renee Baker, a second generation broker with deep roots in the community.

“The affiliation of Parrish Realty Inc. augments ERA’s position in the multi-faceted and dynamic greater Raleigh-Durham market,” said Charlie Young, president and CEO of ERA Real Estate. “Renee Baker’s vision for increasing her company’s presence in this highly desirable region driven by the innovative spirit of Research Triangle Park aligns perfectly with our brand’s overall growth strategy as we extend ERA’s service area in opportunity markets across the country.”

With a balanced base of first time buyers and move-up buyers, the region is also benefiting from strength in new home development. ERA Parrish Realty Legacy Group, one of the oldest brokerages in the area known for its experience and knowledge in land deals, will look to capitalize on the new home market, particularly in the Triangle area.

“Our affiliation with ERA Real Estate will play a significant role in positioning the firm for future growth and expansion as we combine our legacy of personal service with the strength of a global brand,” said Baker. “ERA’s array of marketing resources in conjunction with a robust listings distribution platform will distinguish our independent sales associates in the marketplace, and a comprehensive offering of professional learning courses focusing on productivity will create an attractive platform for talent attraction. Additionally, with ERA’s support, we will become even more focused on strategic growth in and around the Research Triangle Park to help create greater opportunities for our sales associates.”

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# Press Room – Press Releases

