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Charlie Young, President & CEO of ERA Real Estate

**IT'S A
NEW ERA**

A changing real estate industry. A fully revitalized brand.
The evolution of ERA Real Estate

A large audience is seated in a conference hall, looking towards a stage. The ceiling is filled with falling red confetti. The stage features a large screen displaying the ERA logo and several smaller screens. The overall atmosphere is celebratory and professional.

IT'S A NEW ERA

A changing real estate industry. A fully revitalized brand.
The next evolution of ERA Real Estate

It's a New Direction

Change is constant. And while homeownership remains an important goal for the majority of Americans, dynamic changes in the real estate industry have transformed how we do business, from the Internet to IDX, from smartphones to Facebook.

ERA Real Estate has always been at the forefront of that change. In 1971, the newly established brand pioneered the use of the fax machine to connect buyers and sellers across the country. In 1981, ERA Real Estate became the first real estate franchise to expand internationally. Keeping pace with industry advances, ERA Real Estate was the first franchise to post listings online in 1994. In 2000, the *ERA*® eCampus online training program launched, providing virtual, self-directed professional development courses for the entire *ERA*® system.

ERA Real Estate revealed the new brand identity to great fanfare at the 2014 ERA International Business Conference held in Los Angeles, California.

It's a New Energy

Charlie Young, president and CEO of ERA Real Estate, assumed the helm in 2009. Over the next five years, he directed the renovation of the brand from the inside out with a relentless focus on growth. With feedback and input from brokers, technology, tools and systems were introduced, enhanced or retired. A focus on one-on-one consulting, business planning and profitability positioned brokers for the future. A significant investment in an industry-first technology platform has increased website leads to brokers nearly 75 percent since its launch. And a new responsive design for ERA.com capitalizes on the growing segment of mobile users, making it easier for people on-the-go to conduct their home search and connect with an ERA-affiliated independent agent.

Young's focus on growth also resulted in an aggressive expansion of the brand's national footprint and distribution channels. In fact, five of the six largest companies in the ERA system joined under Young's leadership.

Young's tireless focus on innovation, growth and a broker-first approach has increased customer satisfaction of ERA franchisees with each subsequent year. "As the industry has evolved, we have evolved, all the while defining and redefining our brand promise," says Young.

It's a New Way

While much has changed at ERA Real Estate over the years, the public's perception of the brand was no longer consistent with all the changes that had taken place. To complete the transformation and create a visual cue to take a new look at the new ERA Real Estate, the brand introduced a refreshed identity to better align with a revitalized brand. According to Chris Trick, senior vice president of



marketing and product development for ERA Real Estate, the more modern and contemporary look provides a new take on the brand's iconic roof symbol and clearly communicates the upward direction and positive momentum of the brand.

It's a New Opportunity

ERA Real Estate's new identity capitalizes on the internal momentum to capture the attention of brokers, agents and consumers. According to Young, a new look provides the perfect opportunity to connect with clients, potential buyers and sellers, prospective recruits and brokers interested

in learning more about how ERA Real Estate can position their company for the future. "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."

An aggressive media campaign in support of the reimagining speaks to both real estate and consumer audiences, highlighting all that's new at the brand. "We've increased our media spend for the year in order to maximize the momentum and



Chris Trick, senior vice president of marketing and product development, and Charlie Young, upper right, introduced a refreshed identity to better align with a revitalized brand.

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Charlie Young, President & CEO, ERA Real Estate



“As the real estate industry continues to evolve, ERA Real Estate’s legacy of innovation will inform everything we do.”

Chris Trick, Senior Vice President of Marketing and Product Development, ERA Real Estate

excitement of our new identity,” says Trick.

Joe Boniakowski, broker/owner of ERA E.A. Boniakowski Agency, Inc. of Green Brook, New Jersey, agrees. “I definitely think the reimagining campaign will enhance brand recognition.”

And Peter Hunt, president of HUNT Real Estate ERA in Depew, New York, sees an opportunity to reposition or CREATE a position in the minds of the public.

It’s a New Direction

Tapping into the changing demographics on both the consumer and industry side, ERA Real Estate is focused on the next generation of homebuyers and sellers. A clean, contemporary look not only reflects ERA Real Estate’s fresh approach, it resonates with today’s sophisticated, informed consumers and tech-savvy agents.

▶ MKTG 4.0 is a comprehensive suite of lead-gen-

erating tools and technology offered to agents to assist them in getting from listing to close, including an industry-first property video micro-site to showcase agent listings online.

▶ Last year, the brand’s online learning hub processed thousands of registrations for professional development courses, reflecting an engaged agent base committed to growing. A new focus on business planning for agents allows them the flexibility to learn on-the-go with mobile-friendly training videos.

▶ Social prospecting tools and content help create and enhance connections that allow ERA-affiliated brokers and agents to participate in the online community.

▶ To extend the brand’s online presence, the newly launched ERA Distinctive Properties marketing program redefines luxury marketing to include broader lifestyle components, reflecting chang-

ing consumer preferences.

▶ ERA’s Leadership Academy, a master’s-level class in real estate leadership and management taught by prominent industry experts, provides ERA brokers with a year-long course focused on growth, professional development and organizational effectiveness. Graduates are using the knowledge gained from the course to help grow their businesses through increased agent productivity and sales volume.

According to Barbara Schmidt, president of Jack Gaughen REALTOR® ERA in Harrisburg, Pennsylvania, “ERA Real Estate has always been on the cutting edge; the reimagining allows us to make that statement in a bigger way.”

It’s a New Level of Support

ERA Real Estate’s value proposition is about placing brokers first, supporting their needs and empowering them to grow. And it’s one that resonates with ERA-affiliated franchisees, whose average tenure with the brand is nearly 20 years.

A focus on adding new companies to expand the referral pipeline resulted in the addition of market-leading companies in top-tier markets, such as: Denver; New Orleans; Silicon Valley; Charlotte, North Carolina; Atlanta; Louisville, Kentucky;

and Manhattan Beach, California.

Strategic M&A support for existing ERA-affiliated brokers led to significant expansion in current and new markets; in many cases, ERA brokers doubled or even tripled the size of their companies.

In addition to increasing the ERA footprint and adding yard signs across the country, the brand’s focus on productivity has made an impact as well. In the last five years, the number of highly productive ERA-affiliated independent agents has steadily increased.

According to Doug VanNortwick, broker/owner of ERA Sellers Buyers & Associates/Pargin Realty ERA – El Paso, Texas and Albuquerque, New Mexico, “The reimagining gives me the opportunity to reach out to agents and say, ‘Did you hear what we are doing?’”

It’s a New Definition of Smart

Because of ERA Real Estate’s focus on growth, technology and the future, agents are more productive and brokers are more satisfied with the brand, according to satisfaction surveys. “The introduction of a new brand identity will propel us to another level of growth, making ERA-affiliated brokers and agents more competitive in their local markets,” says Young.

Janice Miller, broker/owner of ERA First Advantage Realty, Inc. in Newburgh, Indiana, agrees. “I think it will make a huge impact on our business.”

But since change is constant, the brand’s leadership will continue to keep an eye on the horizon.

“As the real estate industry continues to evolve, ERA Real Estate’s legacy of innovation will inform everything we do,” says Trick.

Positioned for the future. Poised for success. It’s a new standard. It’s a new direction. It’s the new ERA Real Estate. **RE**

To learn more about what’s new at ERA Real Estate, visit teamera.com/branding.





ERA
REAL ESTATE

**WHEN IS A SIGN
MORE THAN JUST A SIGN?**

When it's a sign of progress and possibility. When collaboration becomes a business advantage and breeds success. When it's a sign of real estate moving in a new direction.

WELCOME TO THE **NEW ERA**

teamERA.com/welcome

Each ERA[®] office is independently owned and operated