



## ERA® GOLD STAR PROPERTY OFFERS VERY CLEAR ADVANTAGES FOR YOU AND THE BUYER:



**ERA® GOLD STAR  
PROPERTY**

- Provides a comprehensive plan for showcasing a property's attributes.
- Provides peace of mind for everyone.
- Encourages quicker sales at attractive prices.
- Stands out in *ERA.com* online search.

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



[www.ERA.com/GoldStar](http://www.ERA.com/GoldStar)

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<sup>1</sup> Completed in addition to the buyer's home inspection to determine if there are any issues the seller should address and/or repair before home is offered for sale. This is a recommended component of an ERA® Gold Star Property. Listings that do not participate can still be marketed as an ERA® Gold Star Property.

<sup>2</sup> Based upon a survey conducted by The International Association of House Staging Professionals® and StagedHomes.com® of over 1,000 houses (62% vacant, 38% occupied) across the Continental US and Canada prepared for sale by Accredited Staging Professionals (ASP®) in today's market.

<sup>3</sup> ERA Mortgage, 1 Mortgage Way, Mt. Laurel, NJ 08054. NMLS #2726. Alaska Licensed Mortgage Lender #100176, 800-446-0964; Arizona Residential Mortgage Licensee #BK 0903622; Licensed by the Department of Corporations under the California Residential Mortgage Lending Act; To check the Colorado license status of your mortgage loan originator, visit <http://www.dora.state.co.us/real-estate/index.htm>; Georgia Residential Mortgage Licensee #6266; Illinois Residential Mortgage Licensee #MB.0005941, 122 S. Michigan Avenue, Suite 1900, Chicago, IL 60603, 312-793-3000; Kansas Licensed Mortgage Company #SL0000792; Massachusetts Licensed Lender #ML1945, NMLS #2857; Minnesota—This is not an offer to enter an interest rate lock-in agreement; Licensed by the Mississippi Department of Banking and Consumer Finance; Montana Licensed Mortgage Lender #2726; Licensed by the New Hampshire Banking Department; Licensed by the New Jersey Department of Banking and Insurance; Licensed Mortgage Banker—NYS Banking Department; Oregon Mortgage Lender #ML-355; Licensed First Mortgage Banker and Secondary Mortgage Lender by Pennsylvania Department of Banking; Rhode Island Licensed Lender; Licensed by the Virginia State Corporation Commission, Lic. No. MC-2362. In Virginia and Massachusetts, mortgage services provided by ERA Mortgage Corporation. ERA® and the ERA Logo are registered trademarks licensed to ERA Franchise Systems LLC and used with permission. Equal Housing Lender.

\* Source: American Home Shield.

\*\* Based on competitive market analysis.

ERA® GOLD STAR PROPERTY HOME SELLER



**ERA® GOLD STAR  
PROPERTY**  
A SMART MOVE.

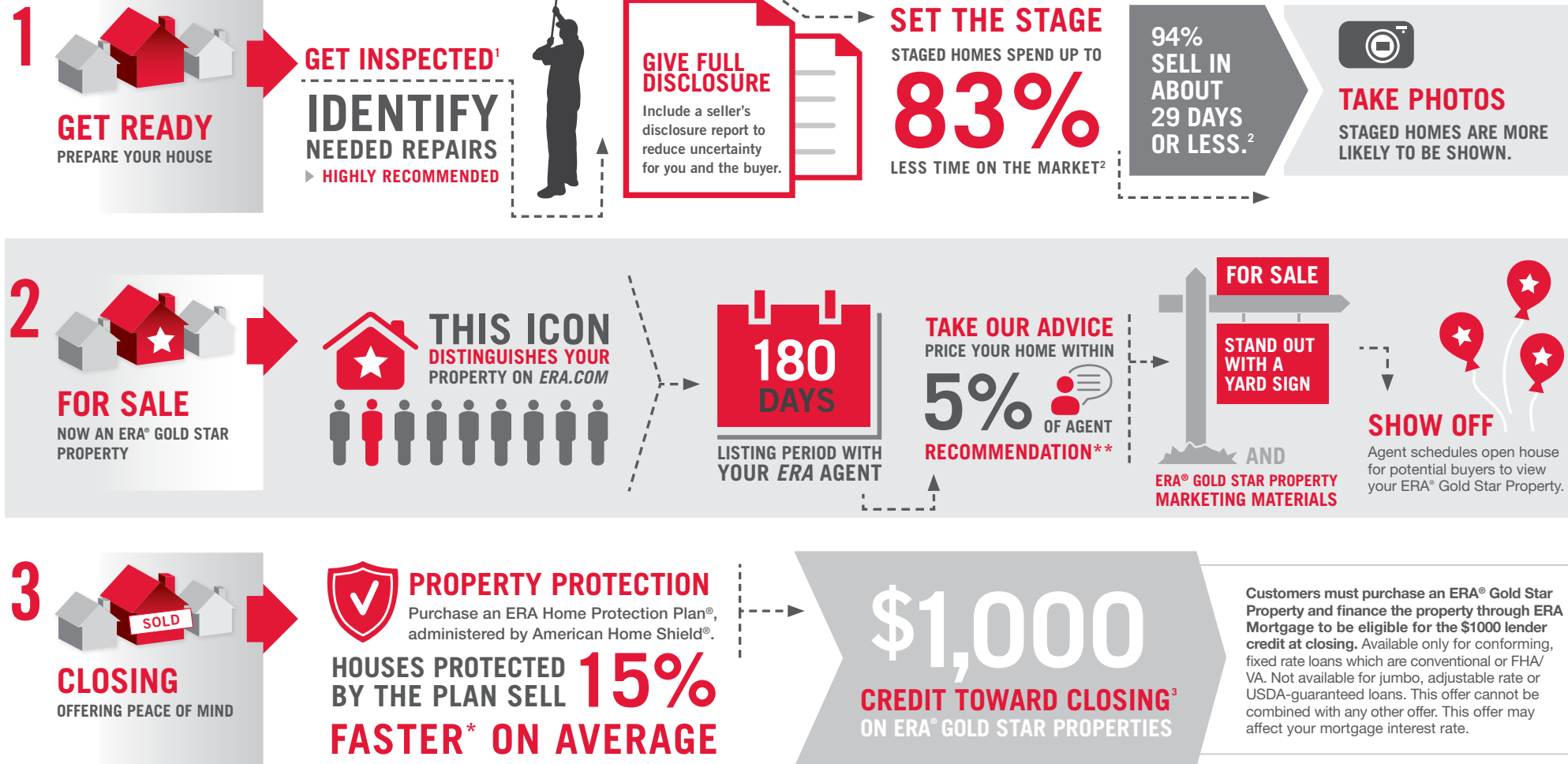


## ERA® GOLD STAR PROPERTY

### TAKE A SMARTER APPROACH TO SELLING YOUR HOME.

Once you make the decision to sell your home, it's time to start preparing it for sale. You want to maximize its value and minimize the amount of time your house sits on the market. It may seem like an easy task, but it may be more challenging than it appears. We can help.

ERA® Gold Star Property is designed to help you prepare your property so it will appeal to a larger pool of buyers and attract offers. This comprehensive program from ERA Real Estate gives you access to invaluable insights and provides a clearly defined action plan to help you implement our most effective techniques. Your ERA Real Estate sales associate will work closely with you to help you complete each step in the process.



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

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

### GET STARTED TODAY.

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



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