

TAKE THE UNCERTAINTY OUT OF SELLING YOUR HOME. FIND OUT IF YOU QUALIFY.

You could call it a jumpstart. Or, a leg up. If you're on the move and need to sell, our ERA® team has developed a program that's designed for you. The ERA® Sellers Security® Plan* is an innovative program that gives qualified consumers, who are accepted into the plan, the assurance that your home will sell within a finite sales period. If it doesn't sell by a set time, ERA Franchise Systems LLC will buy it from you.

No surprises. Set deadlines. Clear parameters for qualification. Backed by ERA Franchise Systems LLC, a national real estate company. There's nothing else quite like the ERA® Sellers Security® Plan.



ERA® SELLERS SECURITY® PLAN

*Conditions and limitations apply; including but not limited to: seller and house must meet specific qualifications, and purchase price will be determined solely by ERA Franchise Systems LLC, based upon a discount of the home's appraised value. Additionally, a second home must be purchased through a broker designated by ERA Franchise Systems LLC. Call your local participating ERA® professional to review details. Not available in all areas.



Here's what ERA® Sellers Security® Plan brings to the table:

- 1 ASSURANCE** You'll know up front what you will be paid for your home (between 80 and 90% of the appraised value). And you'll know when your home will sell.
- 2 FLEXIBILITY** ERA® Sellers Security® Plan makes it easier to relocate for work or to move to a new home in a new development, a retirement community or an assisted living facility. Plus, in addition to the contract to sell your home to ERA Franchise Systems LLC, your home is still on the market and if you receive another offer, you can accept it. And you can opt-out of your listing agreement with your ERA broker within 21 days of being notified if you do not qualify for the ERA® Sellers Security® Plan.
- 3 CONTROL** Knowing your home will sell puts you in a strong negotiating position for your next home purchase.

It's about positioning your home to sell.

If you and your home meet certain criteria and are accepted into the plan, ERA® Sellers Security® Plan is a proven way to increase the chance of a successful sale.

TO QUALIFY, YOU NEED TO:

- Enter into an exclusive listing contract for a predetermined amount of time with your ERA agent at a price that doesn't exceed any previous listing price.
- Agree to market your home through the ERA Gold Star Property program.
- Purchase a home inspection and home appraisal after your application to the ERA® Sellers Security® Plan is reviewed.
- Agree to reduce the list price of your home at certain intervals during the finite selling period. The entire pricing schedule will be shared with you when and if an offer is extended to you by ERA Franchise Systems LLC.
- Purchase your next home through an ERA broker. (You can choose your own agent.)**
***Exceptions: Military moving into base housing, those purchasing new construction as the result of a referral to agent from the builder, those moving into a senior living facility as a result of a referral to agent from the facility.)*
- Have a minimum of 20% gross equity in your home.
- Be current on all mortgages and have no liens filed against the property. You will be responsible for mortgage payments and maintenance on the home until closing.
- Please note, employees, relatives, family members, or independent contractors associated with ERA Franchise Systems LLC or its franchisees are not eligible to participate in this program.

YOUR HOME MUST ALSO QUALIFY:

- **Must be a single-family primary residence.** Townhomes and condominiums qualify. The house can be vacant at time of applying for the program, but cannot be rented at any time during the ERA® Sellers Security® Plan listing period.
- **Have a minimum appraised value of at least \$50,000.** Maximum appraised values are based upon local statistics. Homes valued in the top 20% of sales per prior 12-month MLS data for town, city, or zip code, or exceeding \$750,000 do not qualify. (Maximum ERA Franchise Systems LLC offer: \$675,000.)
- **Be marketable.** The condition and appeal, as well as the location and structural soundness of the home, must meet or surpass typical buyer expectations for the area and price range as determined by ERA Franchise Systems LLC.
- **Meet absorption rate criteria.** The absorption rate (the approximate time it takes for a house to be sold) in the area in which the house is being sold must be 15 months or less.

DOES THE ERA® SELLERS SECURITY® PLAN FIT YOUR NEEDS?

- Do you want to buy new construction without a contingency to sell your current home?
- Are you considering a move to a retirement or assisted living community?
- Do you need to relocate within a set timeframe?
- Are you interested in getting your home in the best position to sell?

See your participating ERA broker or agent to be considered for the ERA® Sellers Security® Plan.

Continue the conversation.

If you think the ERA® Sellers Security® Plan would be a good fit, ask your broker or agent about it. To learn more visit www.ERA.com



www.ERA.com

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ERA® SELLERS SECURITY® PLAN HOME SELLER



THE ERA® SELLERS SECURITY® PLAN:

OUR SECURE, TIMELY METHOD
FOR SELLING YOUR HOME.