

our pledge

“We Will Sell  
Your House,  
Or ERA  
Will Buy It!”<sup>®</sup>



Only *ERA* Franchise Systems, Inc.  
has the Sellers Security<sup>®</sup> Plan.

Provided by:

**ERA Classic Real Estate**

**Office (586) 293-6800**



Always There For You<sup>®</sup>

**SELLERS  
SECURITY<sup>®</sup>  
PLAN**



***"I Will Sell Your House,  
Or ERA Will Buy It!"***

**Only ERA can make the strongest commitment in Real Estate.**

## **To Sell Your Home For Fair Market Value GUARANTEED!**

**ERA will make you an offer  
and then give you  
180 days to beat it!**



### **Benefits of Using the ERA Sellers Security Plan**

#### **Guaranteed Sale & Closing Date**

- You will still have 180 days to receive a higher price than ERA's offer.
- If ERA later sells your house for a price higher than the ERA offer amount, 100% of the net profit is returned to you!\*
- Ideal for Homebuyers who intend to purchase a new home before selling their existing home.

#### **Increased Buying Power**

- The ERA offer eliminates the uncertainty of contingency offers.
- You are in a better negotiating position than other buyers who may still have to sell a home.
- You have the flexibility to make a move when you want!



## Increase The Number Of Buyers For Your Home

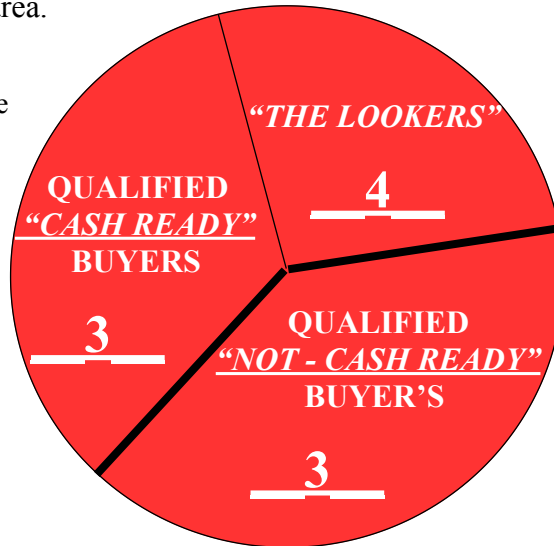
- Whether or not you make application now for the plan, by listing with your ERA, prospective buyers can often take advantage of this program in order to sell their home to buy yours!

Let's say right now there are 10 prospective buyers looking for homes like yours in the area.

How many do you think are  
"The Lookers?"

How many would be  
"Cash Ready"  
Buyers

The remaining are  
"Not-Cash Ready"  
Buyers



*To help you buy this house,  
We'll buy yours.*

*"We WILL Sell Your House, Or ERA Will Buy It"*

The ERA Sellers Security Plan assures you that we will sell your home for greater than or equal to fair market value or we will buy it.

It's that simple.



*Always There For You*  
**ERA Classic Real Estate**  
(586) 293-6800

### More Buyers = a Faster Sale and a Higher Price!

The ERA Seller Security Plan can take the "Not-Cash Ready" Buyers and turn them into "Cash Ready" Buyers. As the illustration shows we could take the 3 Qualified "not-Cash Ready Buyers and turn them into Qualified "Cash Ready" Buyers or an additional **30% MORE** Buyers which no other real estate company can give you.

### ***ERA Sellers Security® Plan SSP Five-Point Marketing Plan***

- 1) ***The house must be in move in condition.*** Complete the Move In Condition checklist - the condition and appeal of all items must meet or surpass typical buyer expectations for area and price range.
- 2) ***A general home inspection must be completed and required repairs made.*** This major component inspection will be ordered and paid by the Seller.
- 3) ***The property must be pre-qualified for financing through approved SSP vendors.*** Upon approval of the appraisal by the mortgage company, the Broker will receive promotional items from the mortgage company including a certificate indicating that the house is pre-approved for financing. In addition, with this approval, a buyer using the ERA approved mortgage company will not incur an appraisal expense.
- 4) ***The home must be covered by an ERA® Home Warranty.*** The home warranty program must be implemented immediately upon listing.
- 5) ***Strategic pricing and marketing strategies must be implemented.***
  - A) Initial list price not to exceed any prior list price and no more than 5% above the appraised value.
  - B) Lock box must be installed to ensure ease of showing property. Accessibility must be given.
  - C) Yard sign must be installed immediately upon listing.



## Commonly Asked Questions . . .

### **What will ERA offer for my house?**

If your home qualifies for the plan, there will be one independent appraisal done by an appraiser selected by you from a list provided by ERA. The ERA offer will be 90% of the appraised value.

### **What will I be required to do?**

- Agree to implement the Five-Point Marketing Plan. (See attached)
- List your house with ERA Classic Real Estate for at least 180 days, not to exceed any prior list price.
- Buy another house through a designated ERA Broker.

*(Not required for sellers age 55+ moving to a rental property or Independent living)*

### **Is my house still on the market even if I accept the ERA offer?**

Yes. That's the beautiful part of the plan. We give you maximum market exposure for you to sell your house at the best price.

### **If I do not close immediately with ERA, where do I obtain the funds needed for my new purchase?**

You have an optional program available through ERA Mortgage\*\*. If you qualify they can advance you up to \$500,000 of your available equity to help you close on your next home financed through ERA Mortgage.

\*\* Other lenders may have a similar mortgage programs available so check around.

## About the Program

### **What expenses will I have?**

Your cost for participation in the SSP will include the same expenses due in any other home sale, including the sales commission and other closing costs customary in your market area.

In addition there are certain other expenses including:

- An independent appraisal and home inspection. This is to determine price and conditions and ERA can provide an offer to you.
- You will be required to pay the cost of title commitment, survey, home warranty, wood boring insect certification, well and septic test, and any environmental inspections (if requested) prior to closing with ERA.

### **Am I required to submit an application immediately upon listing my house with ERA?**

No, one of the benefits listing with ERA is this program remains an option for you to use at a later date. Also keep in mind that by listing with ERA this program can be used by a prospective buyer who needs to sell their current home to buy yours! This could eliminate you having to take a contingent offer.



## Sellers Security<sup>®</sup> Plan Time Line

Encourage your seller to implement the Five-Point Marketing Plan as soon as possible to maximize impact.

- Day 1
- List your house with an ERA<sup>®</sup> Broker for 180 days, not to exceed any prior list price.
  - Complete SSP application.
  - Implement Home Warranty Program.
  - Install lockbox and yard sign.

- Week 1
- Paperwork received by SSP Department.
  - SSP Department orders appraisal and home inspection at sellers sole expense.

- Week 3
- Appraisal received and sent to an approved ERA<sup>®</sup> mortgage company by SSP Department for property to be pre-approved for financing.

- Day 30-40
- Offer made, or notification of no offer.
  - Offer accepted – Agree to close on a new home purchased through a broker designated by ERA Franchise Systems, Inc. by the 180th day.
  - Agree to implement the Five-Point Marketing Plan
  - List price adjusts to no more than 5% above appraisal.
  - Offer declined – You have no further obligations under the terms of SSP.

- Day 75
- Second price adjustment. Price adjustments outlined in Real Estate Sale Contract to gradually adjust to ERA<sup>®</sup> offer price.

- Day 120
- Third price adjustment.

- Day 150
- Final price adjustment.

- Up to 180 days
- House may sell to private buyer up to this time. The ERA Franchise Systems Inc. Sales Contract becomes null and void upon sale to private buyer.

- Day 180
- Your house is SOLD if you opt to close with ERA Franchise Systems Inc.

- After 180 days
- ERA Franchise Systems, Inc. resells your house –  
**100% of any net profit returned to you!**  
Any loss assumed by ERA Franchise Systems, Inc.