



ERA Real Estate Branding

TYPOGRAPHY

Our branding includes 3 distinct fonts that were strategically selected, and all complement each other.

Our primary font is red hat. This font is lighthearted and fun, much like our brand. Modern, sophisticated with playful touches without being whimsical.

Our secondary font—in all caps—is Myriad Semi-bold Condensed. It's an Adobe font. We use it in our marketing materials to draw attention to key points. It can stand alone or next to Red Hat. It's a fun alternative to Red Hat to bring new dimension to our pieces. It's a great font because it creates contrast against big rounded Red Hat and adds character.

Finally, our tertiary font is permanent marker. This font is used more sparingly. But we love it because of its humanistic quality. It brings out the brand's playfulness and it is great to use as a focus in key pieces.

Primary - Google Font

Corner Your Market

Corner Your Market

Secondary - Adobe Font

CORNER YOUR MARKET

CORNER YOUR MARKET

Situational Usage - Google Font

#TEAMERA

#TEAMERA

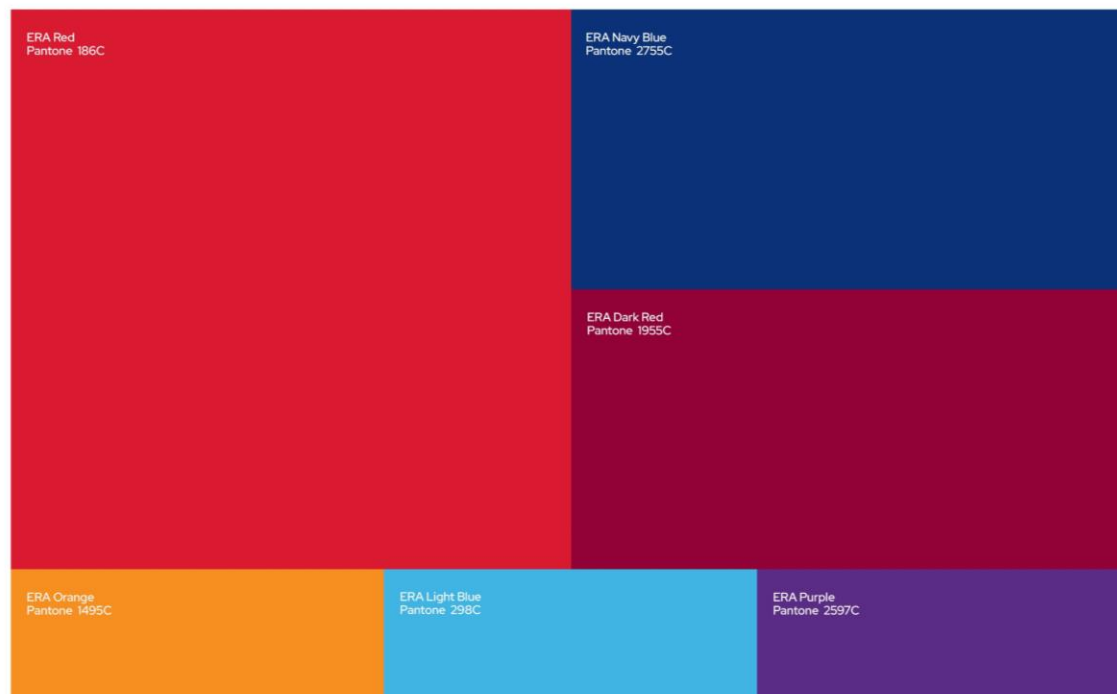
COLOR PALETTE

Historically, our color palette was simply red, white and blue.

We knew we needed to build upon the color palette to give ERA more weight in the industry, to help show the joy and vibrance of our brand through the use of color.

We selected colors that complement our palette—they can be used as accents in some pieces and be central in others. We also created a suite of neutrals to help balance the bright happy colors. These give the core colors depth.

We also created a palette of putty colors. The putty colors are an alternate to the sea of black and gray that has overshadowed real estate creative. We also have various hues/opacities of black for body copy. Which frees us up to be more thoughtful and purposeful about color.



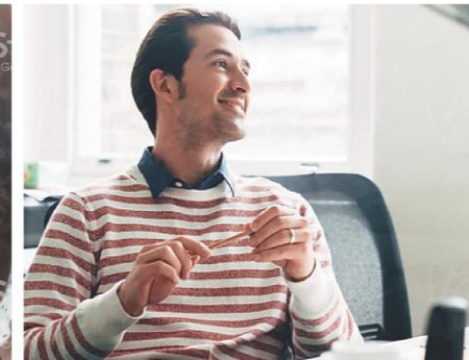
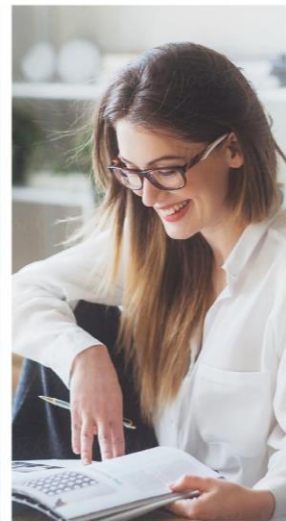
IMAGERY

Imagery is core to our brand because our brand is about people. We like to say that our brand is a “who”, not a “what”.

The qualities and characteristics that we look for bring a cinematic quality to our visual identity.

CHARACTERISTICS

- Happy
- Light
- Airy
- Natural
- Candid
- Compelling
- Depth of field
- Shoot through blur
- Relaxed



Corner Your Market

TAGLINE

"Corner Your Market" is more than a tagline – it's a rally cry for our brokers and agents. Because they're the experts in their local markets, we're just here to support them with tools, technology, platforms and programs to help them grow their business.

We know that you know your area better than anyone else. That's why we let you do you, in your corner of our global community. Real Estate has always been local – and ERA is always in your corner.

We're here to navigate and provide you with the tools and expertise to help you – Corner Your Market.

FLEXIBLE BRANDING

We believe that real estate is local. Sometimes the best choice for a broker is to use the resources of the brand but retain their own local marketing strength and individuality.

It's because of this belief, that ERA Real Estate offers two branding options – Classic and Powered.

Our Classic branding is created using the red and blue color palette most associated with ERA Real Estate.

Our Powered branding, is an ingredient brand strategy that allows brokers to retain their local logo – for those brokers, all of our materials are also created in a neutral palette that works well no matter the colors in the brokers' logo.

Examples of both branding options are on the following pages...

Materials

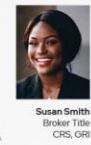


Corner your market

TEXT YOUR WAY TO THE TOP

Our TextERA tool means interested buyers can text you directly—and instantly—from the front yard of your listing, turning ordinary yard signs into powerful lead generators. Plus, the leads we drive to ERA.com directly boost your business, allowing clients to search for homes with your help. All while you prioritize leads, market to your clients through data-driven follow-up plans and seamlessly guide them through their experience from any device.

Let us focus on you – so you can focus on what really matters. As an extension of your team we'll offer guidance and support – helping you corner your market.



Tap into tech

ERA OFFERS NEXT LEVEL TECHNOLOGY

Corner Your Market

Corner Your Market

TOP 5 REASONS TO JOIN

- TRAINING & BENEFITS**
Go-getters never stop growing. ERA Real Estate offers online and in-person training to fuel your business – as well as courses to help you with listings, buyers, productivity, sphere of influence, business planning, social media and more. And since peace of mind is just as important as professional growth, ERA-affiliated agents have the opportunity to join SPARK, a membership association that provides access to personal and business benefits, including top-tier insurance solutions, agent safety tools, travel discounts, retirement planning solutions and much more.
- TECHNOLOGY**
designed around you
From custom mobile websites to CRM to next-gen tools like TextERA – a platform for texting potential buyers – our technology and lead generation tools are here to help you thrive. And since voice is the new mobile, just Ask Alexa for info on your listings and market intelligence.
- MARKETING**
that propels your brand
Stay top of mind with digital, social media and print assets for your listings. Plus, access our customizable materials and targeted mailing lists of 200 million contacts that help position you as the local expert. There's also the support of paid search campaigns, digital ads and valuable resources to help fuel your business.
- CONNECTIONS**
built on relationships
Take your local relationships to the next level with programs, tools and marketing designed to open doors long after properties have closed, including hassle-free moving programs, landscaper and contractor recommendations, and service referrals. Plus, follow-up programs that deliver personally branded, hyperlocal offers to former clients on your behalf. All designed to keep your brand in the conversation.
- SUPPORT**
from a team that never sleeps
Get by with a little help from 20,000 ERA friends. Our global network is always here to give you a hand, from daily inspiration and social media tips to peer-to-peer support from all over the world. There are also in-person events and meet-ups that help you stay connected. That's having ERA in your corner.

Build your business your way – with ERA

Corner Your Market

We're all about you

We all know that real estate is as local as it gets. That's why ERA Real Estate keeps you in control of your business with the resources and support of a national brand built on flexibility. All backed by game-changing technology, products, and powerful lead generation. Plus, innovative tools and learning programs designed to supercharge your productivity. The best part? You'll be part of a powerful network of like-minded entrepreneurs supported by a brand dedicated to helping you grow without sacrificing your individuality.

Boosting your business

WITH TECHNOLOGY, PRODUCTS, PROGRAMS & SUPPORT

Corner Your Market

TAKE YOUR CAREER FURTHER WITH ERA REAL ESTATE

Learning is earning

Simply put, you're the most important part of your business. ERA Real Estate is here to help drive your success with learning programs that are the best in the business. We cover everything from technology to tools, business planning to winning listings, and everything in between. Learn your way with live and on-demand courses, so you can grow at your own pace and in the direction you choose. No matter your experience level we have the learning to fuel your business.

Top 6 ERA® courses to help grow your business

- PRODUCTIVITY COURSE**
Whether you're a new agent or just need a refresh, our Productivity course teaches the basics to build and sustain your business. We like to say that it's "learning while doing" because in this course you'll actually be building your sphere and expanding leads with the goal of creating new contacts and booking appointments.
- OPEN HOUSE COURSE**
Top agents know that open houses are a great way to strengthen relationships with the sellers. In this Open House course, you'll uncover strategies to utilize open houses to drive traffic and generate leads for your business.
- SOI COURSE**
Your sphere of influence has the potential to be your most profitable source of prospecting, but your sphere can't work for you if you're not working your sphere. Our SOI course will show you how to set the number of daily contacts you need to make in order to keep your business growing.
- LISTINGS COURSE**
Listings are the surest way to build a big business with the lowest costs and the highest net. In our Listings course, you'll explore the attitudes of successful listing agents, set transaction goals, build your listing presentation and learn how to differentiate yourself through metrics.
- FARMING COURSE**
Whether you know it or not, you're a farmer, and your crop is your business. Another hands-on experience, our Farming course will teach you how to think bigger. You'll no longer restrict yourself to geographic areas and just direct mail campaigns.
- BUSINESS PLANNING COURSE**
Our Business Planning course helps agents avoid the ups and downs of the "income roller coaster" by setting realistic goals and planning daily, weekly, and monthly activities around achieving them – giving you powerful tools to drive your business from transaction-focused to more goal-focused.

Benefits that go beyond

SPARK

Association of Real Estate Professionals

ERA® affiliated agents have the opportunity to join SPARK®, a membership association that provides access to personal and business benefits including top-tier insurance solutions, agent safety tools, travel discounts, retirement planning solutions and much more. Benefits counselors are also available via chat, email, and phone to walk you through the decision process.



Training & benefits

ERA Real Estate offers online and in-person training to fuel your business – as well as courses to help you with listings, buyers, productivity, sphere of influence, business planning, social media and more. And since peace of mind is just as important as professional growth, ERA-affiliated agents have the opportunity to join SPARK, a membership association that provides access to personal and business benefits, including top-tier insurance solutions, agent safety tools, travel discounts, retirement planning solutions and much more.

We're here to support you professionally, as well as personally. Learn more at [brokerwebsite.com](#) or call XXX-XXX-XXXX.



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Susan Smith
Broker Title
CRS, GRI

Driving your success

WITH NEXT LEVEL TRAINING & BENEFITS



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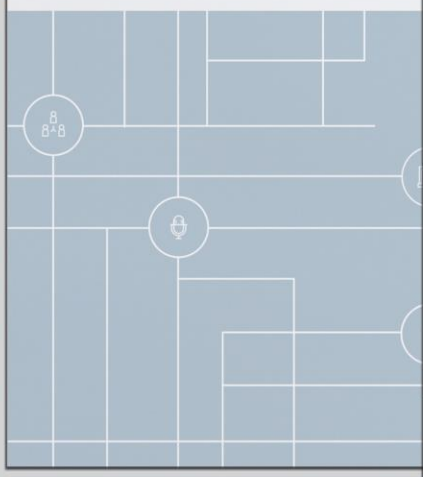


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Corner Your Market

TAKE YOUR CAREER FURTHER WITH ERA REAL ESTATE

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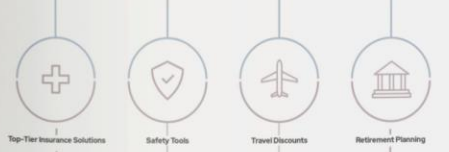
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Agent Name
Agent Title
CRS, GRI

As a real estate agent and a member of this community, I believe that diversity and inclusion help shape our neighborhoods and our lives. The Fair Housing Act is one of our country's greatest achievements, allowing for equality when buying, selling, and renting homes. It's my duty to treat everyone throughout my business equally, to uphold fairness, to be a positive force that impacts change so that we can build a society that everyone can benefit from.

Learn more at [insert agent website] or call XXXX-XXXX-XXXX.

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In Your Corner

Equality
I BELIEVE IN DIVERSITY AND INCLUSION



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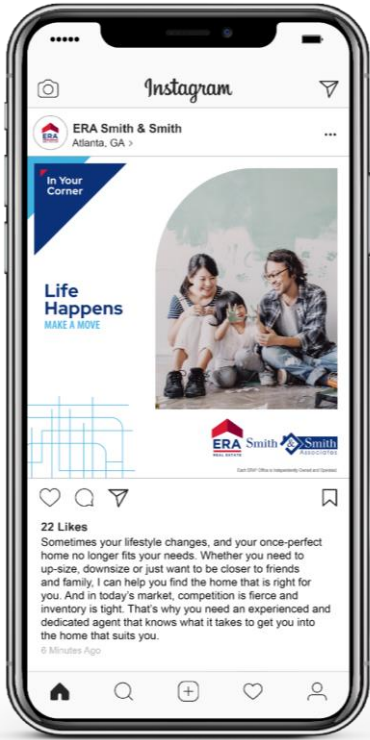
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In Your Corner

On your corner and across the globe
THE LOCAL BRAND WITH INTERNATIONAL REACH

Your buyer could be anywhere - your town, your state, another state or across the globe. That's why it's important to select an agent who has access to an international network. That's the ERA. Real Estate network every state and in 20 countries. Which means that he's connected to a growing network of over 20,000 agents, wherever they're near or far can help find your buyer - thanks to a localized with international reach.

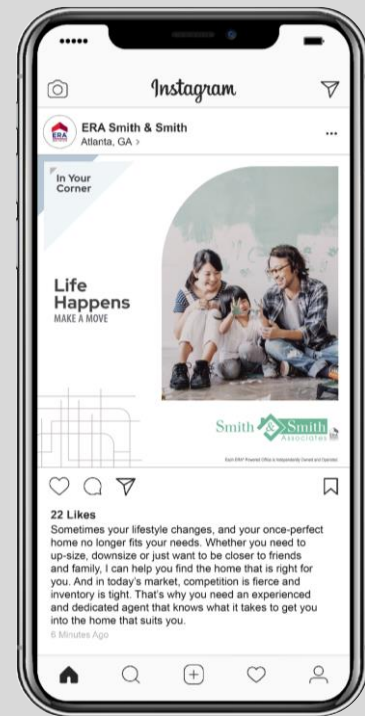
Tired of your 4 small walls?
NOW'S A GREAT TIME TO BUY A NEW HOME

The world certainly has changed. Open floor plans were great until work and school became remote. Do you need more space or more walls? Are you thinking about buying your office - at least until "remote" is behind you, you need to find out how much space you need for you also have to be ready to purchase when you find it. Let's talk to see what I can do to help. I'll be in your corner, every step of the way.

Agent Name
Agent Title
CRS, GRI

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