ERA PLATINUM

Sellers' Package





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Words from our CEO

When it comes to selling your home, there are so many things that you need to take into consideration that it's easy to get overwhelmed. That's where we, ERA Real Estate, come in.


ERA

Based on how we are witnessing the real estate industry progressing, here at ERA we wanted to create something unique and exclusive, just for you. We created this package with the sole purpose of giving a controlled and smooth ride to you, as a seller.

Everything is taken care of by our team of professionals who have years of experience and success in helping our customers acing the selling process. With the right marketing tools and expert knowledge in the field, our team are able to sell any type of real estate in Malta and Gozo, putting your property on the pedestal that it deserves while you can sell and watch the whole process from the comfort of your own home.

Our franchise is also built on the principle of collaboration. We have one simple underlying ethos: by working together in a collaborative environment, and helping one another, we can achieve a stronger community built up of real estate agents and happy sellers. That is our driving force and we take immense pride in it.

This feeling of collaboration and unity is present from top to bottom at ERA. Apart from that, we want to be transparent about our work process and property in general. We believe that a collaborative approach can only work if knowledge is shared with all parties.

That is why we created these packages with YOUR interest in mind. We want to reduce frustration while, all in all, making that sale! We want to provide you with the proper tools to seal the deal without any tricks or hidden agendas.

Choosing to sell your property with ERA Real Estate ensures that your home will be on the top list of every potential buyer on the market.

We are eager to get to know you and your property.
But first, we here's what we will need from you!

"We believe that results drive us forward, but we are also interested and highly invested in the journey and process. We want you to succeed, sell your property, and be able to move into your next home as swiftly as possible."



First Things First

Here's what we will need from you.

- We will advise you to **hand over any required documents.**
- We value **transparency.** We insist on sellers being transparent in every part of the process and you can trust our agents to do the same.
- Motivation is key and we need you to be just that...**a motivated seller!**
- We like to achieve goals so we highly value when our **open house policies are met.** In the event of an open house, your collaboration is vital.
- Properties need to be over **€250,000.**
- Once you seal the deal, we will require all **Text ERA boards to be returned to us.**
- We value teamwork, so if any other clients/agents approach you personally, they are to be **diverted to the agent handling the process.**
- We require **invoices to be paid by you the owner** for all additional professional help that was requested.
- We need to **ensure that all legal framework is in place** to be able to sell the property.
- Any advice/consultancy given is to be **implemented by you,** the seller.
- The **price has to fall within the bracket of the evaluation** that was provided.



We're only interested in making things easier for you!

SO HERE IS WHAT IT'S ALL ABOUT!

01

EVALUATING YOUR PROPERTY

Getting the best out of your deal.

02

COLLECTING AND ANALYSING ALL DOCUMENTS

Making sure you can sell tomorrow.

03

MEETING INTERMEDIARIES

Taking the driver's seat and getting things done.

04

MARKETING YOUR PROPERTY

Standing out from the crowd.

05

MONTHLY FEEDBACK

Communication is key.

06

ATTENDING CONTRACT ON YOUR BEHALF

With you every step of the way.





Now, that the nitty-gritty details are out of the way...
Let's get this show on the road!

01 Evaluating your property

Getting the best out of your deal



However, now that you're here and you decided that you want to sell, we can assure you that you made the right decision by choosing ERA to sell your beloved property.

Upon viewing your home, one of our ERA agents will evaluate your property via a comparative analysis approach to ensure that you get the most out of this deal.

As a seller, you will have your own **ERA-dedicated listing agent** to be your main point of contact. Your agent will be present at all viewings, granting you peace of mind that all the groundwork will be taken care of.

02 Collecting and analysing all documents

Making sure you can sell tomorrow



Let’s get things moving! After an agent has been assigned to you, he/she will collect all the required documents, analyse them and provide any feedback on findings which need to be addressed.

Main required documents to be collected

I. Contract of Acquisition

A contract between the buyer and the seller detailing when you bought your property. This is needed because it allows us to calculate tax, ground rent if any, or if it’s freehold, or any other obligations on the said property.

II. Site Plan

An overview plan provided by the land registry to mark the site perimeter of your property.

III. Permits, Plans and Regularisation

These are plans as issued by the Planning Authority which prove that your property is in line with permits and regulations. If your property is not within permits, ERA will assist you, together with your architect, to regularise your position and get your property in tip-top shape.

IV. Energy Performance Certificate (EPC)

A certificate provided by the engineer or architect which shows that the building is built with all energy efficiency requirements set out by the authorities. This is a required document for a sale of property.

V. Power of Attorney

A document giving the holder the right to act on behalf of any person needing to be involved in the sale of the property (if needed).

VI. Documents of Inheritance/Donation

If your property was not purchased but was received through inheritance or donation you will be required to provide your proof of ownership through the inheritance or donation documents.

03 Meeting intermediaries

Taking the driver's seat and getting things done



Once all documents have been analysed, the real work begins!

We can now start implementing our process which involves agents contacting and visiting any intermediaries necessary while also corresponding with you the sellers to solve any problems or proceed on to the next steps.

04 Marketing your property

Standing out from the crowd.



Powered by...

ERA STUDIOS

The moment is finally here...all things are in place and your property is ready to be presented for the whole world to see. Here at ERA, we'll make sure that your property is seen by the right kind of buyers.

We're not only interested in placing your property on the market. We want to make it stand out from the crowd...we want to give it the display and prominence that it deserves.

Marketing your property is an important step and your listing deserves only the very best. Our agents address marketing strongly and are eager to deliver and communicate in an effective way.

Our aim is to include different channels of communications to target specific audiences.

Here's how we can boost your property:

I. A **high-quality video walkthrough** of your property that showcases your listing in the most bespoke way.

II. Professional **photo gallery** displaying your property.

III. **Premium placement on our ERA website** for all to see, including a display in our offices.

IV. **Organic and paid posts** on social media to ensure that your property gets maximum visibility to your target audience.

V. Your property to be included in ***Text ERA.***

VI. **Dedicated templates** to advertise your property.

VII. **Open house** to be planned accordingly if necessary by your listing agent accordingly.

VIII. Listing on **other property**

IX. **Virtual staging and floor plan renders** to be provided if necessary

X. **Virtual 3D walkthrough** to be provided if the property is in shell form or still on plan.

**Staging for property can be added as an extra service against payment.*

05 Monthly feedback

Communication is key



Any objections and feedback that you might have, including concerns about qualifying buyers and/or negotiations, can also be directed to your ERA listing agent.

In fact, feedback is shared by the listing agent to you the seller, monthly, via e-mail, as part of the service. You are further encouraged to sign up to our monthly newsletter to receive insights and stay informed on ERA's latest services and schemes that may be beneficial.

06 Attending contracts on your behalf

With you every step of the way



And it's done! We told you that the process will be smooth sailing!

Upon signing the final deed, clients have the possibility of sending us on their behalf by signing a power of attorney. Our team will send the contract to you to go through, make changes, and give us the go-ahead to move forward. we will make sure to get things done and dusted in a smooth and professional manner.

Our commitment to service

Request a cancellation if our commitment is not met



We can guarantee smooth service throughout.

So much so, that if our commitment is not met, you as a seller, are entitled to request a cancellation of the agreement on the specified service that you feel was not given to you. *

*Terms & conditions apply to the agreement.

ERA Comfort Guarantee

Taking care of your buyers after you're gone!



Setbacks are part of life but we're here to make them as comfortable as possible, at least when it comes to those related to selling your property. Sometimes these issues are unavoidable and these disruptions might cause hassle for owners/buyers.

We are happy to launch our first-ever Comfort Guarantee, a guarantee service, free of charge, providing 24/7 service that gives comfort to both you the sellers and buyers. This service includes guaranteed assistance towards specific emergencies throughout the first year of purchase on any finished or furnished property.

Now isn't that the peace of mind you NEED in your life?!

What is covered by the ERA Comfort Guarantee?

The following is included in this package:

- Burst pipes* & leak detection
- Failure of electrical supply*
- Loss or theft of keys
- Breakage of glass

Service is **FREE** for both you the sellers and buyers.

Terms and conditons apply,for more information ask your listing agent.

Text ERA

Getting your property information into your client's finger tips



Just recently, the franchise has introduced a tool specifically designed for the real estate industry, called Text ERA.

This tool is a robust platform that allows you the sellers to transform static sales boards into interactive property marketing, attracting new leads from potential customers.

By texting a simple code that is unique to each property, potential home buyers can express interest in their property and receive an immediate response with photos, price and other useful property information, making it easier for home buyers to find their dream home.



Your Investment

We're excited to get you on board! **Let's get started!**

Investment when choosing to list With our ERA platinum package:

- **Step 1:** Creation of evaluation report - €200
- **Step 2/3:** Collection and analysing of documents and meeting with intermediaries (if applicable) - €200
- **Step 4:** Marketing your property:
  - High quality video and photos - €1500
  - Organic posts - €100 / month
  - Open house (if applicable) - €200
  - Virtual staging and renders - €600
  - Virtual 3D walk through - €600
- **Step 5:** Monthly feedback - €50 / month

Exclusive ERA Tools

Text ERA - €350 for board plus messaging usage that was done though out.(invoice will be issued accordingly)

Welcome to the ERA family!


Comfort
Guarantee

Our Story



Since its official launch in the United States back in 1971, ERA has grown into a real pioneer in the property retail industry. In a milestone move in 1993, the company, now named ERA Franchise Systems LLC, launched its European expansion with the first European office being set up in France.

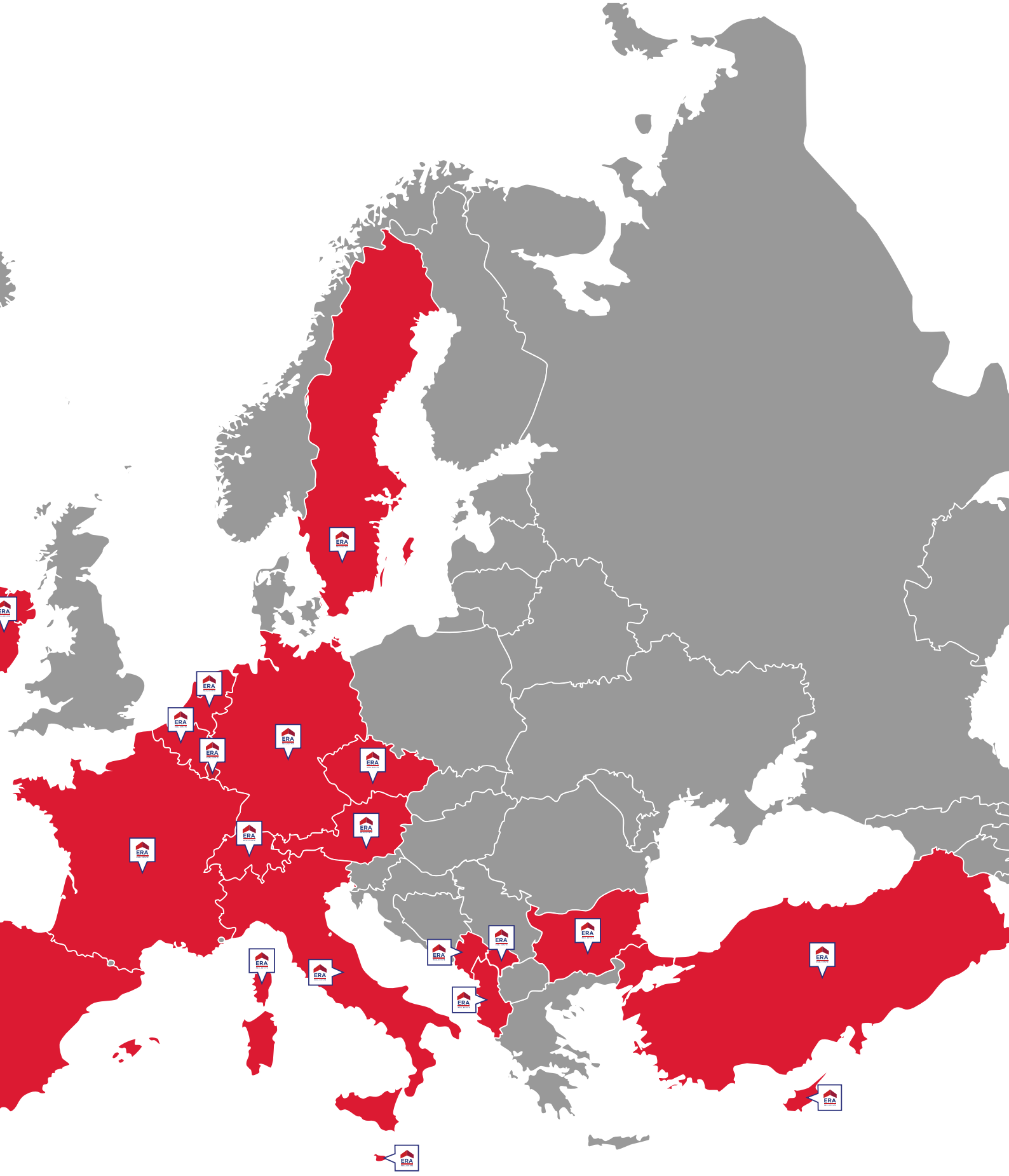
Today, ERA Europe is one of the fastest growing residential real estate networks in Europe with more than 1,108 offices operating in no less than 17 European countries. Now ERA can be found in Albania, Austria, Belgium, Bulgaria, Cyprus, Czech Republic, France, Germany, Kosovo, Luxembourg, Malta, Montenegro, the Netherlands, Portugal, Sweden, Switzerland and Turkey. Earlier in 2022, ERA Real Estate set up shop locally, in the beautiful island of Gozo.

ERA's network includes approximately 39,000 sales associates worldwide and 2,350 offices in 39 countries and territories worldwide. Each office is independently owned and operated. Buyers and sellers of real estate across Europe can easily access the comprehensive services of ERA in most major and medium size cities, hence the collaborative approach by ERA's team and associates. To accomplish a high-quality service and efficient product delivery, ERA Real Estate integrates its ERA System and services over the ERA Internet System.

ERA Real Estate focuses on staying one step ahead, learning from its successes and mistakes. The company uses its global resources to understand what cultural adjustments are needed, to ensure methods, tools and systems are seamlessly integrated and well in place for better results.






ERA

More about our Services

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