YOUR ERA PLAYBOOK

Unlock Your Potential with ERA

Where Success Meets Opportunity



ERA®
REAL ESTATE



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Our Story & What Drives Us

The Journey and Values Behind Our Franchise




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Welcome to your ERA Playbook

This playbook offers a comprehensive overview of ERA Real Estate Malta and what you can expect as a potential franchisee. Inside, you'll find detailed information about our brand, the tools and resources we provide, and the strategies that will give you a competitive edge in the market. It's a snapshot of how we support our franchisees and the unique benefits of joining our network.

As you explore this playbook, you'll also find insights into the qualities we value in our franchise partners. We seek individuals who share our commitment to excellence and are ready to leverage our resources for mutual success. We hope this guide gives you a clear picture of the opportunities with ERA and what we look for in those who join us.




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How We Became a Worldwide Real Estate Favorite

ERA Real Estate boasts a storied history that spans several decades, marked by innovation, expansion, and a steadfast commitment to excellence in the real estate industry.

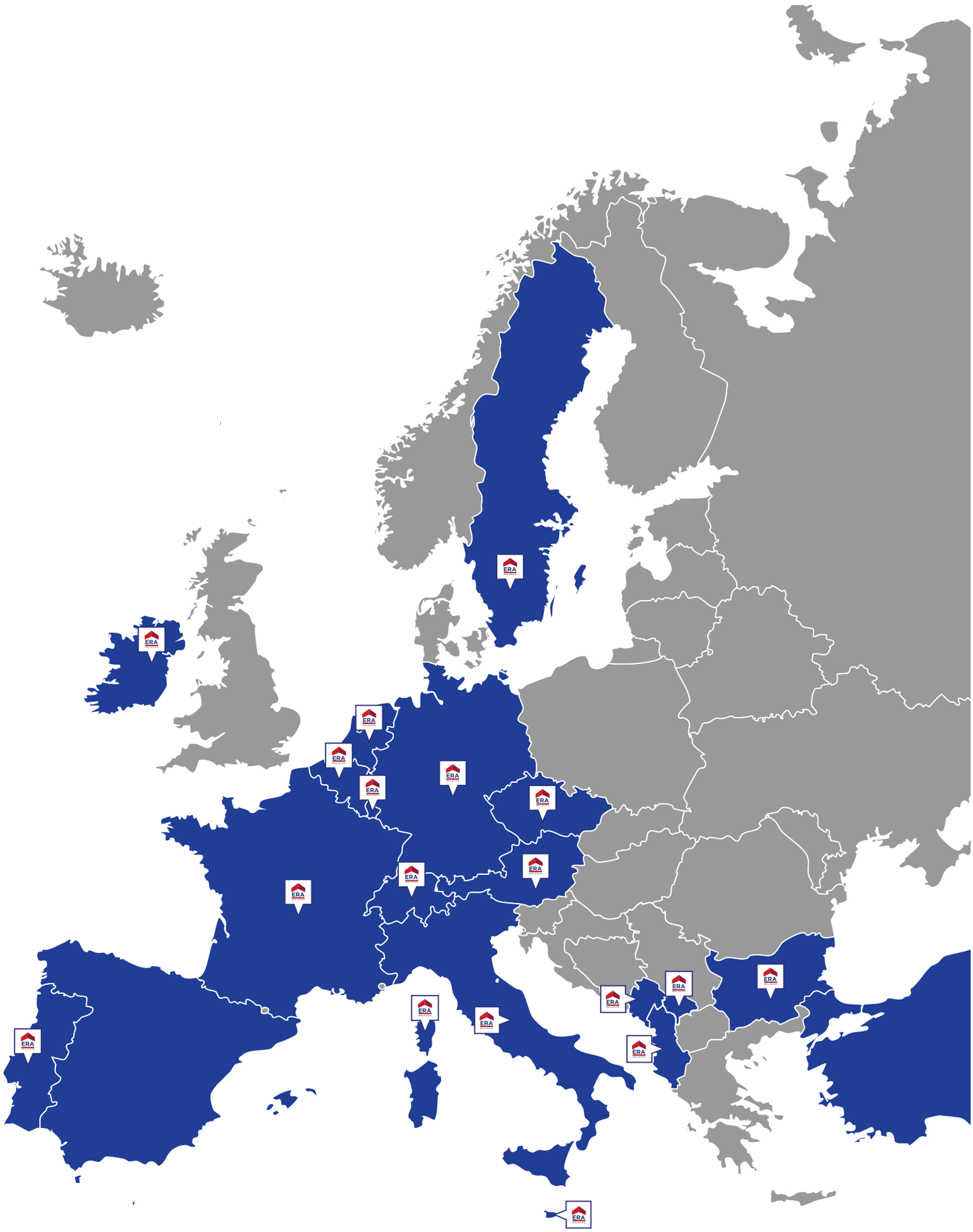
Founded in 1971 by visionary entrepreneur Jim Jackson in the United States, ERA Real Estate was established with a pioneering approach to real estate. Jackson's vision was to create a dynamic, client-focused franchise system that empowered local professionals while providing the support of a global network. This forward-thinking approach quickly gained traction, leading to rapid expansion.

As ERA Real Estate's reputation grew in the U.S., the brand began its international journey, making significant inroads into European markets. The demand for exceptional real estate services across Europe prompted ERA Real Estate to establish operations in key countries, including Spain, Germany, and Italy. These expansions have reinforced ERA's position as a leading real estate brand in Europe.
Today, ERA Real Estate operates globally, with a robust network of franchise offices and agents serving clients across multiple continents. Known for its professionalism, integrity, and client satisfaction, ERA Real Estate blends local expertise with global resources to offer a comprehensive range of services.

ERA Real Estate is widely recognized as one of the top global real estate brands. It is consistently ranked among the leading real estate companies due to its extensive network and industry reputation. Recent industry reports position ERA Real Estate as:

- **Top 10 Global Real Estate Franchise:** According to Franchise Global 200 and other industry rankings.
- **Top 5 Real Estate Brands in the U.S.:** Based on annual rankings from sources such as Real Trends and Entrepreneur Magazine.

ERA Real Estate is now part of Anywhere Real Estate Inc., formerly known as Realogy Holdings Corp. Anywhere Real Estate Inc. is a global leader in real estate franchising, owning several of the world's top real estate brands. This ownership provides ERA Real Estate with unparalleled resources and a strong support network, reinforcing our commitment to delivering exceptional service and maintaining our position at the forefront of the industry.


ERA

Our mission is clear

To deliver unparalleled professional services, tools, and solutions to our clients, franchise partners, and agents, fostering their growth and prosperity. With the unwavering support of the ERA network, we continuously raise the bar, setting a standard of excellence that others strive to follow. We are not just participants; we are pioneers, always one step ahead, shaping the future of real estate.

Our vision

To leverage the power and network of ERA to propel our franchisees, agents, and clients to unprecedented success. We envision a future where every member of TeamERA stands at the forefront of the real estate industry, armed with cutting-edge tools, unwavering support, and a culture of collaboration. Together, we will not only redefine the standards of excellence but also inspire others to join us on this remarkable journey.

About ERA Malta

At ERA Malta, we've dedicated the past few years to meticulously building a foundation that delivers an unparalleled experience. Since our inception at the end of 2021, we've focused on enhancing processes, implementing advanced tools and systems, and developing comprehensive training programs. Our commitment to quality in both selling and renting has not only fostered enduring relationships with all our stakeholders but has also positioned us ahead of our competition in Malta. Currently, we operate from two offices, one on each island, reflecting our ongoing commitment to excellence and market leadership.

Our Franchise Model

Our franchise model in Malta is a distinctive hybrid approach, blending the best aspects of traditional full ownership with a strong emphasis on standardized procedures. We provide you with everything necessary to thrive, from systems and procedures to comprehensive support. This allows you to concentrate on sales, recruitment, and day-to-day operations. Meanwhile, we handle the research and investment needed to elevate and corner your markets. This strategic division of responsibilities ensures you can fully focus on driving success while we support you in achieving and surpassing your goals.

Upon signing, you will also receive a detailed ERA manual. This manual will guide you in adhering to our proven processes and maintaining our high standards throughout your time as a franchise owner, ensuring consistency and excellence in every aspect of your business.




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Why Join Team ERA?



The Power of Brand Recognition

ERA Real Estate is recognized globally as a top real estate brand, a distinction that plays a crucial role in attracting clients and building trust. Our strong brand awareness and established reputation ensure that clients recognize and trust the ERA name, which significantly enhances our franchisees' ability to attract and retain customers. The credibility associated with ERA Real Estate not only elevates your market presence but also gives you an immediate advantage in gaining client confidence and growing your business. By aligning with a well-known and respected brand, you benefit from the inherent trust and recognition that ERA Real Estate commands in the industry.

Specialized Ongoing Support Framework

ERA Real Estate, our commitment to your success is reflected in the comprehensive support services we provide. Over the past few years, we have carefully built a robust framework designed to unlock the full potential of every franchisee, helping you succeed while saving time and resources. We recognized the need to strengthen several key pillars to support this vision, which led to the formation of specialized sub-brands within our network. Each of these sub-brands is a cornerstone of our approach, offering tailored solutions and expertise to ensure you have the tools and support needed to excel in the real estate market.

ERA STUDIOS

A dedicated in-house marketing and production team at ERA Real Estate Malta, specializing in advancing real estate marketing through technology, creativity, and design. Our mission is to reach the broadest real estate audience globally by optimizing property presentations and establishing a strong market presence.

Created to lead in real estate marketing innovation, ERA Studios utilizes cutting-edge technology and inventive production techniques. Our approach transforms how real estate content is developed and experienced, ensuring that your properties stand out and connect effectively with potential buyers.



ERA UNIVERSITY

Your Hub for Learning and Development serves as the central platform for all training and educational resources within ERA. It offers a comprehensive range of learning options, including live classes, on-demand sessions, and class materials. Training can be accessed in three formats: in our offices, virtually online, or live in the classroom, all facilitated by our expert ERA trainers. ERA University is continually updated with new content to ensure that our team stays at the forefront of industry knowledge and skills.



Tools and Resources at Your Fingertips

As part of our success framework, we have developed an array of tools and resources to support you from day one. These include:

REALSMART SYSTEM

ERA Real Smart System and ERA Malta Website

Our evolving ERA website and backend system offer a dynamic platform for your real estate activities, continually updated to meet industry standards.

ERA Real Smart App

This on-demand system provides agents with access from anywhere, enabling you to:

- Create listings
- Reply to leads
- Set up buyer profiles

ERA Clip Kit

A key component of our toolkit, the ERA Clip Kit is designed to help you create impactful video content tailored specifically for the real estate industry.

ERA Text Service

An exclusive feature for our customers, this service includes tailor-made messaging for property signs. Clients can send messages and receive automatic responses with detailed property information, with the option to contact agents directly.

ERA Comfort Guarantee service

Our after-sales service includes an outsourced team of professionals offering on-demand home assistance for emergency situations, as per the terms and conditions provided.

Comprehensive Document Templates

We provide a full suite of document templates and essential resources that real estate agents might need, ensuring you have everything necessary to manage your transactions efficiently.



Household Packages

We offer Gold and Platinum household packages, each including brochures and contracts to support your marketing and sales efforts. These packages are designed to provide your clients with additional tools to enhance your service offering and client engagement.

What We also Offer: Main ERA International Event

As a franchise owner with ERA Real Estate, you and your agents will have access to our premier event, Fuel. This three-day international convention is designed to ignite innovation and drive success in the real estate industry.

Fuel Convention: Elevate Your Business



Fuel is our flagship event that brings together franchise owners, agents, and stakeholders from around the world. This convention is a unique opportunity to enhance your business, explore new strategies, and connect with the global ERA network.

What Fuel Offers You

I. Energizing Innovation

Stay ahead in the real estate market with insights into the latest technologies, emerging trends, and innovative strategies. Participate in interactive workshops, hands-on demonstrations, and expert-led sessions that will equip you and your agents with the tools to drive
business growth.

II.Empowering Collaboration

Fuel provides a platform for valuable networking and collaboration. Connect with ERA Real Estate professionals globally to share best practices, build strategic partnerships, and leverage the collective expertise of the ERA network to accelerate your business.

III. Inspiring Excellence

Fuel is designed to inspire and empower. Benefit from motivating keynote addresses, thought-provoking panel discussions, and actionable insights that will help you and your agents reach new heights of excellence and achieve your real estate goals.



Event Highlights

I. Keynote Addresses

Gain valuable insights from industry leaders who will share their expertise and vision for the future.

II. Interactive Workshops

Enhance skills and knowledge through hands-on training sessions tailored to real estate professionals.

III. Technology Showcase

Discover the latest tools and innovations shaping the future of real estate.

IV. Networking Opportunities

Build connections with peers and experts to expand your professional network.

V. Awards Ceremony

Celebrate exceptional achievements and recognize excellence within the ERA community..

By becoming a franchise owner with ERA, you and your agents will have the opportunity to participate in Fuel, an event that drives innovation, collaboration, and excellence in real estate.

What You'll Need to Get Started

The Financial Commitments to Start and Grow Your Franchise



When considering the purchase of an ERA franchise, it's important to understand the various financial commitments involved. Here's an overview of the key costs

I. Initial Franchise Fee

This is the upfront cost to acquire the rights to operate under the ERA brand. It covers the initial access to our brand, systems, and support.

II. Setup Fee

This fee covers the costs associated with establishing your franchise, including initial services and resources needed to get your office up and running..

III. Monthly/Annual Service Fees

There may be ongoing fees for certain services provided by ERA, billed either monthly or annually, depending on the service.

IV. Office Investment

To ensure your ERA office meets our standards, you will need to invest in creating a professional and compliant office environment.

V. Operational Costs

These are the day-to-day expenses of running your office, including staffing, utilities, and other operational needs.

VI. Royalty Fees

Franchise owners are required to pay a percentage of their transaction revenue to ERA Malta as royalty fees. This is a continuous commitment that supports the ongoing use of the ERA brand and resources.

VII. Minimum Fees

To safeguard the brand and ensure consistency, there are minimum annual or monthly fees imposed. Details of these fees will be discussed with management.

Each of these financial aspects is designed to support the success of your franchise and maintain the high standards of the ERA brand. For a detailed discussion on these costs and how they apply to your specific situation, please contact our management team.

Your ERA Franchise Office

Setting the Standard for Success



As an ERA franchise owner, your office will be a cornerstone of our brand's success. To ensure that each location upholds the high standards of ERA, we have established key office requirements that set you up for success

I. Prime Location

This is the upfront cost to acquire the rights to operate under the ERA brand. It covers the initial access to our brand, systems, and support.

II. Strategic Placement

Choose a location on a main road to maximize foot traffic and client interaction. This strategic placement is key to your office's success and brand presence.

III. Exclusive Locations

In most areas, only one ERA office is allowed per location to maintain exclusivity. However, in high-traffic areas like Gzira, Sliema, St. Julian's, and Tigne, multiple offices may be permitted, with names reflecting specific localities starting with "ERA."

IV. Uniform Facade Design

The facade of your office must be designed by ERA and constructed by our trusted partners. This ensures a consistent, professional look across all ERA locations.

Are You the Right Fit?



Certainly! Here's a compelling and engaging version of the qualifications needed for potential franchise owners:

What We're Looking For in Our Next Franchise Owner

Are you ready to take your career to the next level and join a globally recognized real estate brand? We're seeking driven individuals with the following qualities to become ERA franchise owners:



I. Real Estate Experience

While a background in real estate or sales is preferred, it's not a strict requirement. What matters most is your passion for the industry and a drive to succeed. Whether you're an experienced professional or a motivated newcomer, if you're eager to build a thriving business, we want to hear from you.



II. Skill Set

As a franchise owner, you'll need a diverse skill set to lead your team to success. Key attributes include:

- **Leadership:** Inspire and guide your team to achieve outstanding results.
- **Sales Acumen:** Drive growth through effective sales strategies and client engagement.
- **Customer Service Excellence:** Provide exceptional service to build lasting client relationships.
- **Business Management:** Oversee operations with a focus on efficiency and profitability



III. Financial Requirements

To ensure you're set up for success, a minimum net worth or liquidity requirement is necessary. This financial foundation will support your investment and help sustain your business as it grows.

If you possess these qualities and are ready to harness the power of ERA Real Estate, we encourage you to explore this exciting opportunity. Join us in shaping the future of real estate and making your mark as a successful franchise owner.

Testimonials and Success Stories



“With a young, motivated team, we’re excited to grow and set new standards.

I started as an agent with ERA Real Estate two years ago, and after working at other companies, I was drawn to ERA for its strong international presence and its potential for growth here in Malta. With its success in other countries, I felt confident that ERA could expand quickly, and I wanted to be part of that journey.

In May 2024, my partner and I opened ERA Naxxar. We're now a team of five, with big goals to become one of Malta's top real estate branches. As a franchise owner, I really appreciate the support, advice, and tools we receive from ERA. They keep us focused and help us stay true to our goals.

ERA's focus on great customer service makes us stand out in a busy market and helps us lead the way. With a young, motivated team, we're excited to grow and set new standards in real estate under Jeremy Cassar's leadership.

Kyle Bonnici

Franchise Owner



Register your interest

More about our Services

Get to know more about ERA Malta

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