

Top 10 Reasons to Enroll in ERA® Gold Star Property

★ **You will sell faster and at a higher price.** Homes with an ERA Home Protection Plan®, Sellers Disclosure, and those that are "ready to sell", sell quicker than other homes.

★ **You will deal with less headaches and hassle.** By providing buyers with a Sellers Disclosure form and the benefits of an ERA Home Protection Plan, you provide peace of mind to potential buyers. Eliminate problems up front and get to the closing table faster!

★ **Opting to conduct a pre-listing home inspection can address any serious issues up front** - providing you with valuable information about your home before you place it on the market.

★ **A modest investment in improving the look of your house can add thousands to your selling price.** Deciding not to get your home ready for sale can cost you more in the long run by having to reduce your original asking price.

★ **If you can't see objectively, you can't package effectively.** An ERA sales associate will provide you with a step-by-step action plan that you can begin using right away to get your home ready for sale with a buyer's eye in mind.

★ **Less guesswork means better results.** ERA sales associates have the experience and training to help you maximize the profit from your home and will provide you with the resources you need to do it yourself.

★ **Studies show that the longer your home stays on the market, the lower your sales price will be.** Don't settle for less and lower your price. Make your home a preferred property by letting your ERA sales associate provide you with all of the components to help your home stand out from its competition.

★ **Leaving your home "As Is" will never set you apart.** Competition is stiff and buyers already have a high expectation when they walk through your door.

★ **First impressions are key.** Did you know that a buyer will form an impression on your house in the first seven seconds upon seeing it? Make that first impression count with your ERA sales associate's professional home staging knowledge and only put your home on the market when it is truly ready for buyers to see.

Do you really need another reason?