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What is the ERA Opportunity? Master Franchise basics

By Kathy Auclair, Master Franchise Development Director

Owning a master franchise business can be one of the most rewarding and fulfilling experiences for an entrepreneur. It is a marriage between a motivated and inspired leader with a vision, to an expert team with a proven successful business model. Each party builds upon the success of the other. The ERA Europe management team brings decades of experience and franchise know-how to ensure the highest possibility of success to the venture.

The master implements the proven concept and adapts it to their local market with the guidance of ERA. To begin to understand the benefits of owning a master; please take time to read this initial summary. We look forward to working together with you to define the opportunity for your market, and to determine if we are a fit together.

The Investment: There are two basic fees associated with acquisition of the master license:

The Development Fee: A one time fee established by Realogy and paid 100% upon closing of the Master Franchise Agreement. The Master Franchise contract is for a term of 25 years. The development fee is based upon the unique business opportunity each market represents.

A Royalty Fee: Ongoing fees are paid monthly to Realogy. These fees are based on the Gross Income generated by the Master Franchise business, minimum annual fees are established.

Residential Real Estate Pioneers

A master franchise opportunity

By Kathy Auclair, Director Master Franchise Development

We understand that operating a Master Franchise company requires very specific training and transfer of know-how. At ERA Europe a clear structure, strategy and support team is in place to provide the initial and ongoing training necessary for a successful launch of the Master Franchise. Both owners and the management team learn the ropes of the business from a highly experienced team with on hands knowledge and a history of success.

We work in harmony with you to refine and implement this strategy to maximize the prospects for success and ensure on going successful development of the network. At ERA Europe "results are the measurement of success". Therefore once a year we hold company performance reviews to measure levels of success, to share results and to learn from both successes and challenges experienced throughout the year.

It is an invaluable team learning experience that enhances each business and is an exercise highly valued by ERA Europe Master Owners.



"A turnkey implementation approach to assisting the Master Franchisor in developing the network is a unique service that allows for the greatest probability of success in the shortest period of time. ERA Europe has successfully started up operations in many divers European markets."

A Master Owner may decide to offer ancillary services within the designated territory to further compliment the already broad array of ERA products and services; in this scenario the same Master Royalty Fee applies.



ERA® INTEGRATED MARKETING SYSTEM

Combining the powers of a treasure trove of unique products, services, training and marketing into a single, consistent, coordinated vision; the ERA® integrated marketing system delivers a message much more potent than any single effort could be; this means greater exposure for your home and a faster sale.

Contact your local ERA® broker to learn more www.eraeurope.com


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Path To Partnership

Owning an ERA master franchise

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1. Build a partnership:
 - ERA enters new markets by establishing a master franchise operation. In each country ERA's Master operator is a local professional with experience in real estate or a related field. ERA's global and European experience tied with the expertise of the local entrepreneur assures that the business has the most comprehensive resources it needs to succeed.
 - We seek partners who share the same principles and approach to business, those who work well on a team and who wish to develop long term, mutually beneficial relationships. Only by helping others to succeed and achieve their goals, can we also accomplish our objectives.
 - ERA's European Management team has a proven track record for developing successful Master Franchise companies. In each country a customized development plan is established together with ERA's planning group and the country Master Franchisor.
 - A turnkey approach to assist the Master Franchisor to develop the network is a unique service that gives the Master Franchisor the greatest probability of success in the shortest period of time.
 - ERA Europe has successfully started-up operations in 13 diverse European markets and today has +1100 offices across the continent.

2. ERA adds value to existing real estate operations and is the indisputable leader in residential real estate franchise development know-how in Europe. The ERA System allows for stable network growth, highly effective broker performance, while maximizing results for the master operation. It is the goal of ERA to add value to real estate offices or using its know-how to develop start up operations by increasing broker profitability. We do this by:

- Increasing number and quality of buyers
- Increasing average commission rate
- Increasing number of listings
- Decreasing expenses
- Increasing agent productivity
- Improving overall agency efficiency & methodology

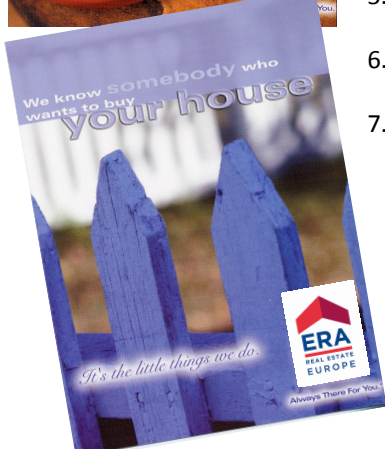
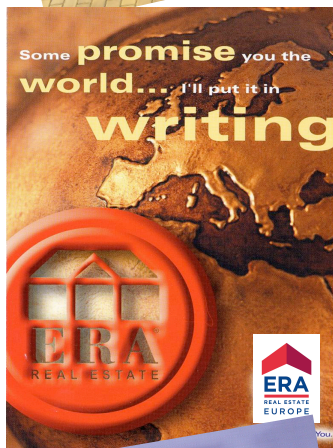
3. Establish common goals and vision with ERA:
 - Structure of the relationship
 - Define and agree upon business objectives and terms
 - Newco ownership structure and identify investment required

4. A common decision – the ERA Letter of Intent:
 - Payment of 10 - 20,000€ Application fee (credited toward Development Fee upon close)
 - Normal a 30 to 45 Day due diligence period is needed.

5. MF contract review & Due Diligence

6. Close & funding

7. Implementation



ERA's Added Value

Owning an ERA master franchise

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- 1) ERA's expertise and know-how in franchising saves valuable time and development costs. Equally important, pitfalls often associated with managing a franchise can be avoided.
- 2) ERA's products and services are unique to the market and will allow the ERA network to immediately differentiate itself in the marketplace. Some of the programs are summarized as follows:
 - ERA European and International network
 - ERA internet system (for public use)
 - ERA intranet system (for use by ERA brokers internally)
 - ERA Europe Face book page
 - ERA Europe Master Franchise Intranet (sharing of marketing material and news on an EU basis)
 - ERA Training (a few of the programs)
 - Proven techniques to obtain an exclusive listing
 - Strategies & programs on recruiting sales agents to increase office size and improve profit margins
 - Methods to increase the Broker's overall profitability
 - Implementation of ERA's integrated marketing tools to increase market share and effectively promote listings
 - ERA Exclusive Programs (just a few)
 - ERA Top Gun Training Program
 - ERA Open Office Day
 - Magic 25 (proximity marketing program)
 - Answers Book (listing tool)
 - Prospecting techniques for sales agents
- 3) ERA Broker Service System ensures the integrity and quality of the system is maintained:
 - Business Planning and goal setting
 - Regional Broker Council Meetings
 - Marketing committees
 - Service Representative training
 - Service Visits & follow-up
- 4) ERA National, International and European Conferences open doors to ERA's worldwide network of brokers, training from top industry professionals from around the globe, provides a forum for brokers to exchange ideas and network among themselves, and an opportunity to further expand their businesses.
- 5) ERA's know-how in franchise development aids the franchise sales staff to identify qualified franchisees, successfully affiliate existing brokers, and to communicate effectively through professional presentations. Group training on a European level is provided from time to time; to inspire and motivate the team.
- 6) ERA's emphasis on team building within the network, providing the best service possible to our customers, continually striving for improvement at every level of growth and focus on measuring results serves as a solid foundation for long term success.
- 7) Realogy – a power-house in global franchising offers leverage and resources for further business development.

