

# Strategies to Market Your Property

Marketing is more than putting an ad in the paper and placing a sign on the lawn. Multiple exposure venues are necessary to be where the “eyeballs” are looking.



1. Dedicated web page – Every ERA listing receives its own web page. Over 90% of buyers begin their search online.
2. ARTI - ERA’s state-of-the-art transaction management system that brings all the parties together, helping move the process along while keeping you informed of the process.
3. Social Media Ads to both Facebook and Instagram, with boosts to out-of-state markets.
4. Professional Photography – Every Listing, Every Time. Some agents make it an option to use professional photography. At ERA Brokers, we use it on every listing. No more grainy photos taken with an old smartphone. (Professional photography results in 61% more online views than photos taken by an agent)
5. Matterport 3D – Allows potential buyers to see every angle of your home from the comfort of theirs. You’re 95% more likely to receive a call on a Matterport listing.
6. Smart Signs and Text ERA – Traffic grade reflective aluminum signs and our cutting-edge texting platform (ARTI) increase exposure. 31% of text and phone leads come in after dark.
7. Client Facing Data Analytics – ARTI Transaction Window gives real time notification and 24-hour access.
8. Print – Custom, professionally designed marketing that provides the best presentation for your property.

9. Multiple Listing Service (MLS) placement, with an Eblast listing sent to all 17,000 agents in the Las Vegas market.
10. Open Houses with professional brochures and flyers.