

VIDEO BUZZ

Basic Features

Upgrade for \$19 per month

ENGAGEMENT COMMITMENTS

Share to your personal page Respond to comments

Tag sellers and customers Create 1 video per month (upgrade)

BOOST

Basic Features Listing Ads

Branding Ads Per Campaign

ENGAGEMENT COMMITMENTS

Check Boost Dashboard for leads

Add Boost Leads to database and follow up

GEO FENCING

Options with up to 60,000 impressions served to 5 devices in 200 homes per 90 day campaign for as little as \$130 per month. (\$350-\$850 per 90 day campaign)

GET THE COAST CONNECTION

Community outreach project

Event or fundraiser

SOCIAL TOOL

Promote Listings Pre-Generated Content

Promote Open Houses Schedule posts in advance

ENGAGEMENT COMMITMENTS

Share to personal page

Respond to messages and comments

LIST BOOST POSTCARD PROGRAM

STANDARD: JUST LISTED/JUST SOLD		PLUS: JUST LISTED/PENDING/ SOLD		CO-OP TRANSACTIONS: JUST SOLD	
100 recipients	200 recipients	100 recipients	200 recipients	100 recipients	200 recipients
\$238 per listing	\$396 per listing	\$322 per listing	\$569 per listing	\$124 per sale	\$223 per sale
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MONTHLY POSTCARD CAMPAIGN

Recipes and holidays \$50+/month Realtor focused \$60+/month

ENGAGEMENT COMMITMENTS FOR WHEN A RECIPIENT CHECKS THIER HOME VALUE ONLINE

Follow all best practices Add to database and set on campaign

find contact info and call Drop a CMA to recipient's home

SOCIAL ACCELERATOR

\$99 per month

ENGAGEMENT COMMITMENTS

Share to personal page Post on my own 1x per week

Reply to comments/DMS

LEVERAGE ERA AMERICAN'S SOCIAL MEDIA

ERA American V.I.B.E. ensures that the social media focus is on YOU. Check your notifications for mentions often and share our posts.

NEW LISTINGS & SALES	OPEN HOUSES	AWARDS & RECOGNITION	COMPANY COMMUNITY OUTREACH
Share & tag your customers <input checked="" type="checkbox"/>	Share & tag your customers <input checked="" type="checkbox"/>	share & tag your customers <input checked="" type="checkbox"/>	Share & tag your customers <input checked="" type="checkbox"/>

INCORPORATE COMPANY INITIATIVES IN YOUR STRATEGY

LIVE your AMERICAN DREAM	Six figure investment in ERA American's visibility		4th of July American Flag Planting & More	SUPER OPEN HOUSE WEEKEND!	The 3 weeks a year we OWN open houses	Week of Giving	Raising money for those in need
#LiveYourAmericanDream in social posts <input type="checkbox"/>	Branded Closing gifts at available at ERAEverything <input type="checkbox"/>	Plant flags in a neighborhood & send postcards <input type="checkbox"/>	Use flag tags <input type="checkbox"/>	Host an event <input type="checkbox"/>	Offer free flags to your sphere <input type="checkbox"/>	Send pre-made MOXI eblast <input type="checkbox"/>	Submit pics and video to V.I.B.E. <input type="checkbox"/>
Use this slogan in your marketing collateral <input type="checkbox"/>	Use branded presenation materials <input type="checkbox"/>	Use flag tags <input type="checkbox"/>	Host an event <input type="checkbox"/>	Submit pics and video to V.I.B.E. <input type="checkbox"/>	Send the pre-made MOXI eblast <input type="checkbox"/>	Schedule early to maximize promos <input type="checkbox"/>	Share on social and mail a postcard <input type="checkbox"/>
						Connect with your sphere for donations <input type="checkbox"/>	Volunteer to drop off the BIG check <input type="checkbox"/>
						Send pre-made MOXI eblast <input type="checkbox"/>	

ENGAGE WITH YOUR DATABASE, SOI & PROSPECTS

REGULARLY

Comment on social media posts Wear your ERA gear and nametag in public

Ask questions on social media

Call prospects who are saving properties on your website Text your digital business card to anyone who asks "How's the market?"

Set up on MOXI engage campains and listing alerts

MONTHLY

Attend a networking event Invite someone to lunch or coffee

Sit an Open House and door knock ahead of time Call prospects who are "waiting"

MOXI Engage: Neighborhood News

QUARTERLY

"Pop By" with a seasonal gift Call Closed Customers: Offer a vendor recommendation

Volunteer for a non-profit organization Sponsor a community event and get involved

ANNUALLY

Call Closed Customers "Have you applied for homestead exemption" Host a home buying or RE investing workshop with a preferred lender

Host a Customer Appreciation Event Send a MOXI PRESENT CMA

Send a Happy Birthday text House-iversary Gift Pop By