



PARGINREALTY
ALBUQUERQUE REAL ESTATE



The Pargin Advantage

**A Guide to the Available
Tools, Systems and Resources**



Always There For You[®]

About Pargin Realty ERA

- **Founded in 1964**
- **2 Offices in Albuquerque Metro**
 - **Northeast Albuquerque**
 - **West Side/Corrales**
- **# 7 out of 500+ Companies in the Albuquerque Metro**



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The Pargin Culture

- **Open and friendly environment**
- **Team Concept**
- **Cornerstone Values**
 - **Highest Integrity**
 - **Highest Competence**
 - **Highest Knowledge**

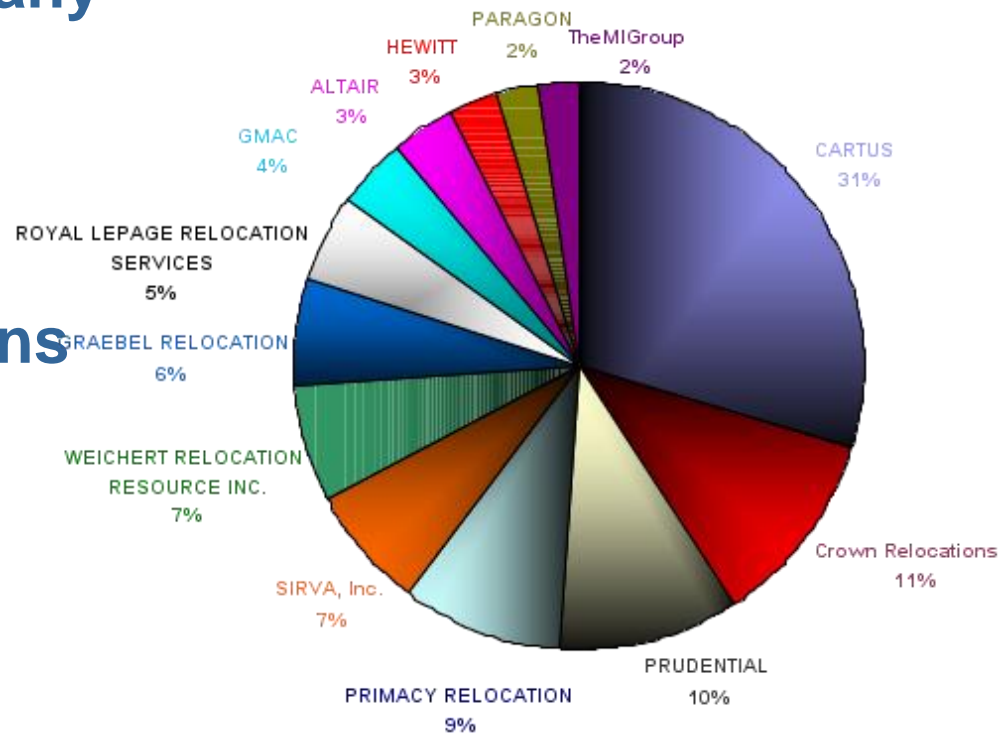


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Relocation Department



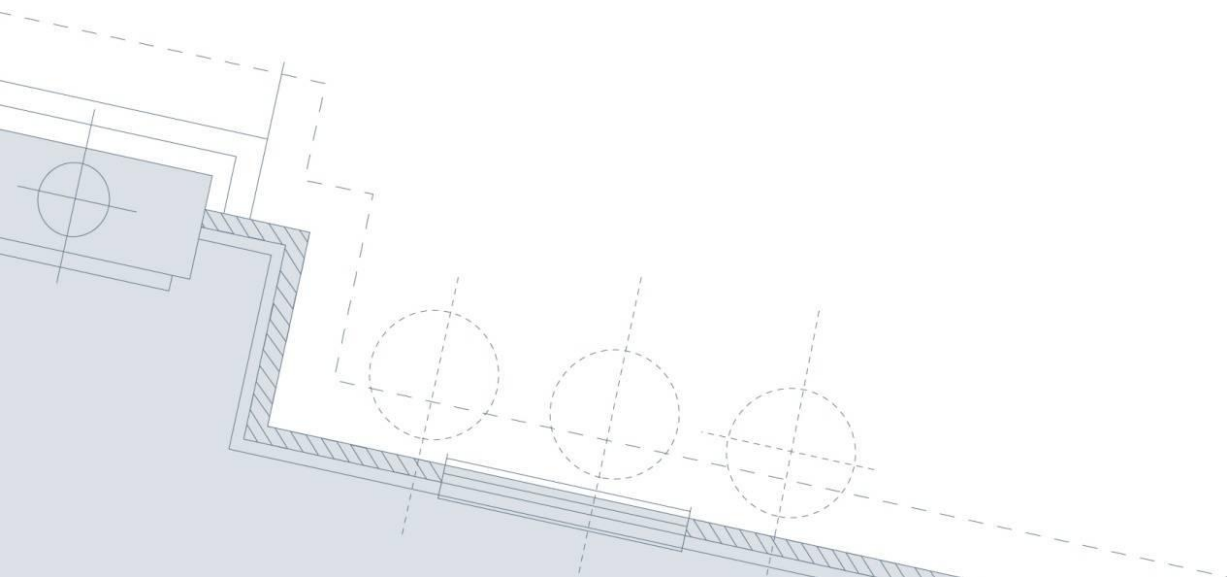
- **Cartus Broker Network**
 - Largest relocation company in the US
- **Global Network**
 - Corporate
 - Government
 - Military
 - Membership Organizations



Volume of transferred employees
(Source: HRO Magazine, "The Baker's Dozen,")



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About ERA



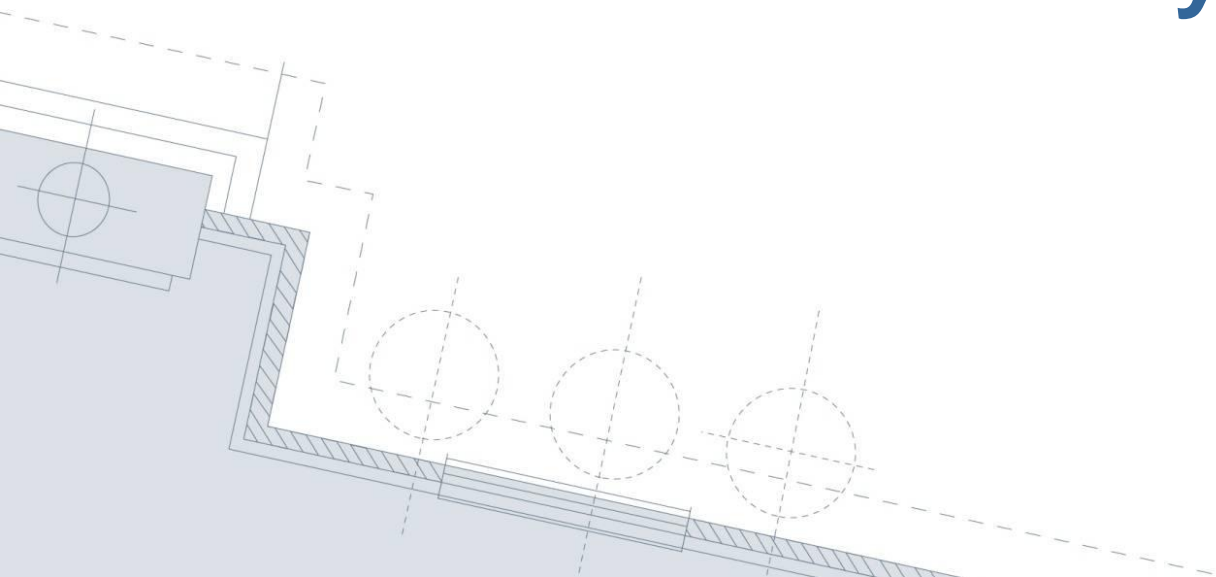
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Always There For You®



- **The “Moving Machine” started faxing listings nationwide in 1972**
- **Commitment to technology continues today**



International Presence



- Austria
- Belgium
- Bahamas
- Cayman Island
- China
- Dominican Republic
- Egypt
- Finland
- France
- Germany
- Great Britain
- Greece
- Hong Kong
- Indonesia
- Ireland
- Israel
- Japan
- Korea
- Luxembourg
- Netherlands
- Philippines
- Portugal
- Puerto Rico
- Singapore
- South Africa
- Portugal
- Puerto Rico
- Singapore
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turks and Caicos



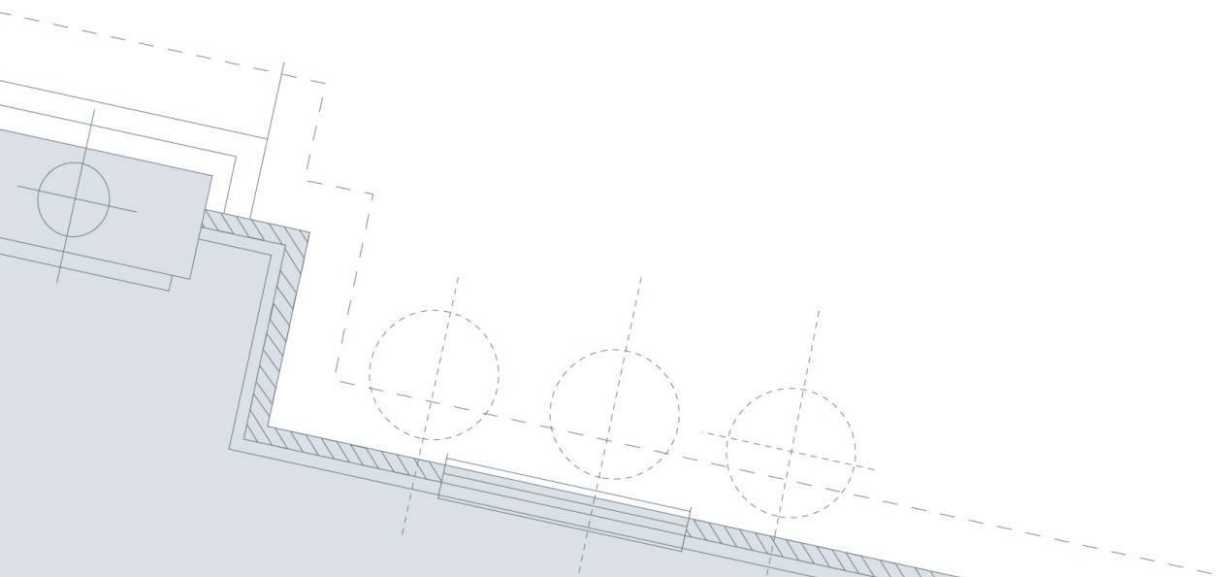
Always There For You®



- **Winner 3 Years in a row**

- 2006: Highest Overall Satisfaction For Repeat Home Sellers
- 2005: Highest Overall Satisfaction For First Time Home Sellers
- 2004: Highest Overall Satisfaction For First Time Home Buyers

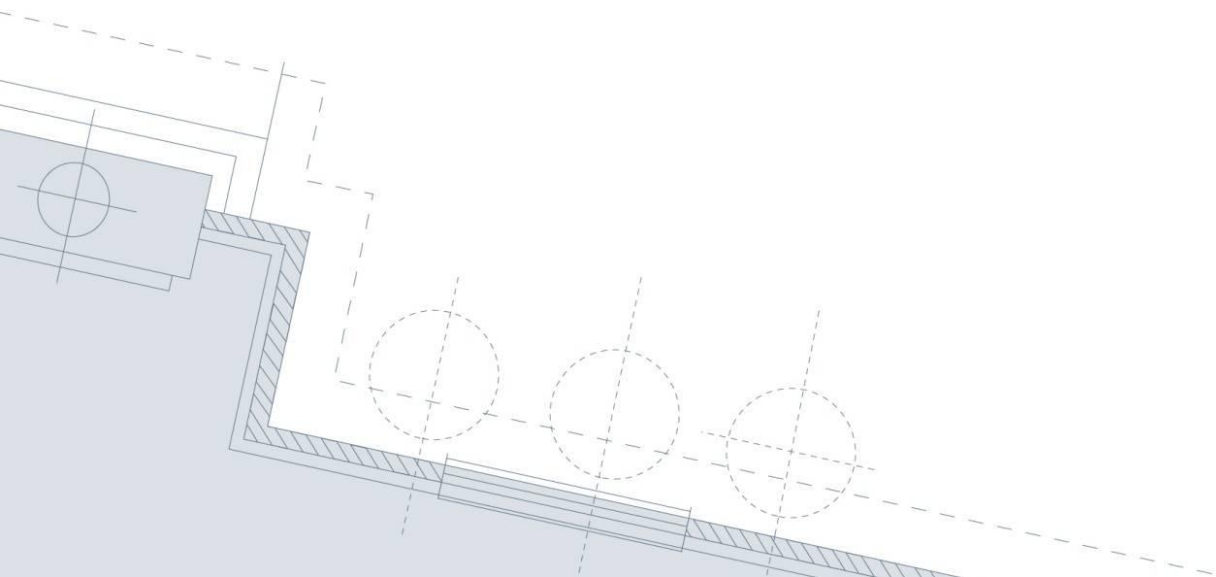
Training



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One-On-One Training

- **Goal setting**
- **Prospecting**
- **Daily Planning**



Always There For You®

New Agent Training Classes

- **Contracts**
- **Skills Training**
- **Marketing**
- **Technology**
- **Client Service**
- **Personal Growth**
- **10 hours continuing education credit**

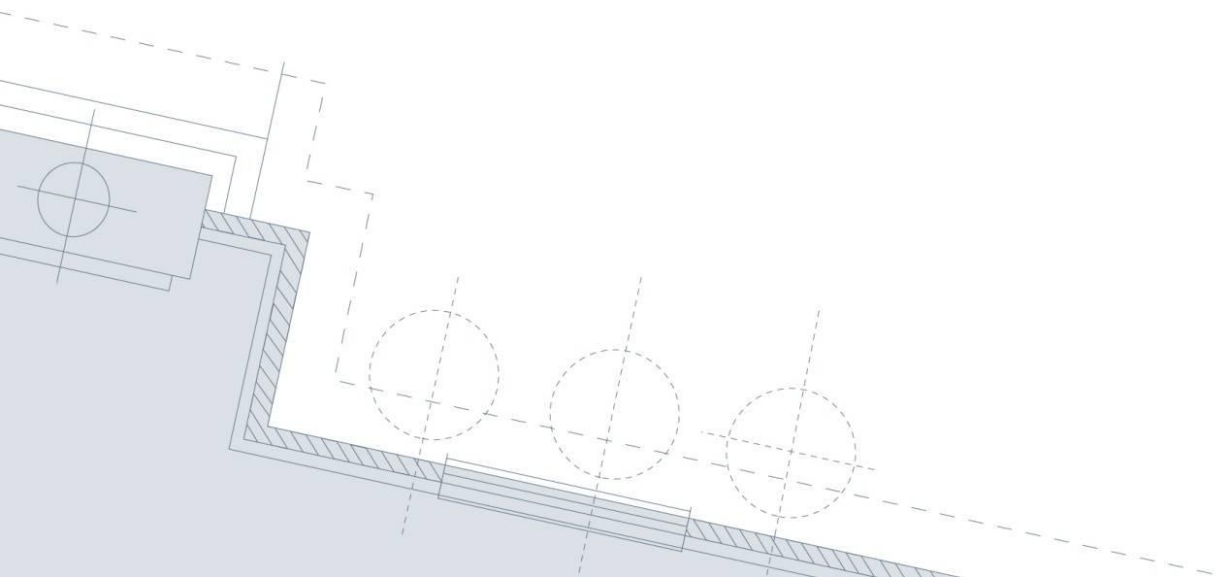
Marketta Damonte has trained 10 Rookie of the Year winners for the Albuquerque Metropolitan Board of Realtors since 1996.



Always There For You®

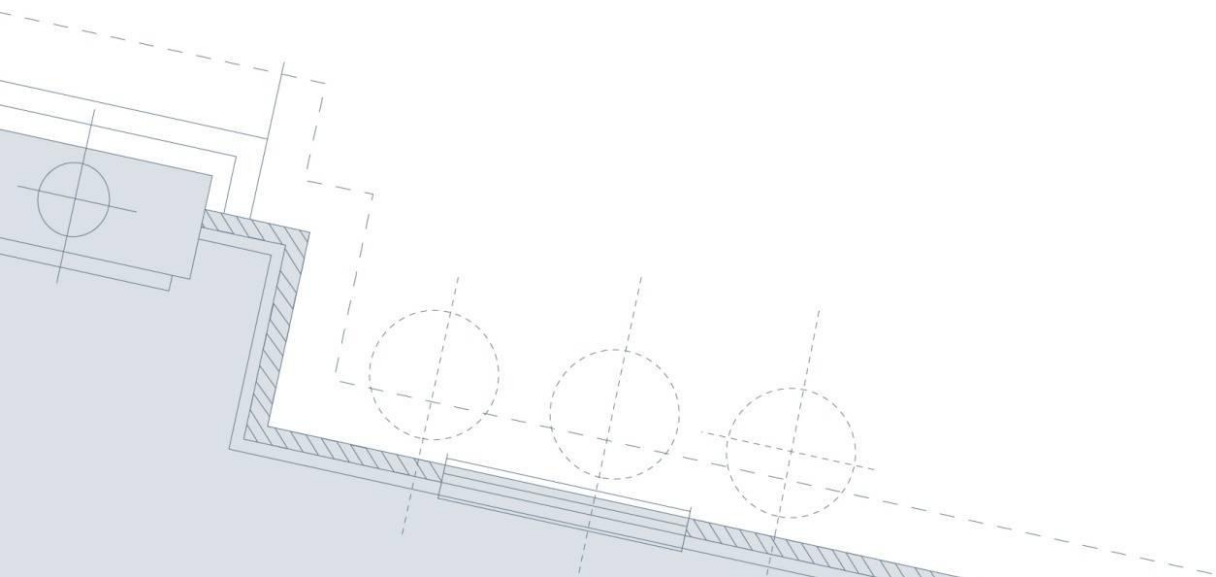
Bi-Weekly Sales Meetings

- **Review Sales Statistics**
- **Current Events**
- **Training Topics**
- **Relocation Updates**



Always There For You®

- **Take your career to the next level**
- **Learn Marketing, Negotiation and Presentation skills**
- **Learn to use ERA's products and services in your business**





- **For those who aspire to be the best.**
- **8 week course teaches how to be a Top Producer**
- **Builds on Prospecting, Presentations and Skill Development**



Featured Classes
BluePrint For Success
Working with Buyers

Certification Courses
Senior Real Estate Specialist (SRES)
Accredited Buyer's Representative (ABR)
eBuyer
Innovative Marketing
International Collection
Resort & Second Home Market
Click here to register for any of the above

Sellers Security Plan
Sellers Security Plan Training and Certification Exam
Click here to print the quick reference guide to assist in registering

New Agent Training
Virtual AccelERAtion
AccelERAtion
Click here to register for either of the above AccelERAtion courses

eCampus Newsletter
Click here to print & save monthly eCampus edge for virtual class schedule

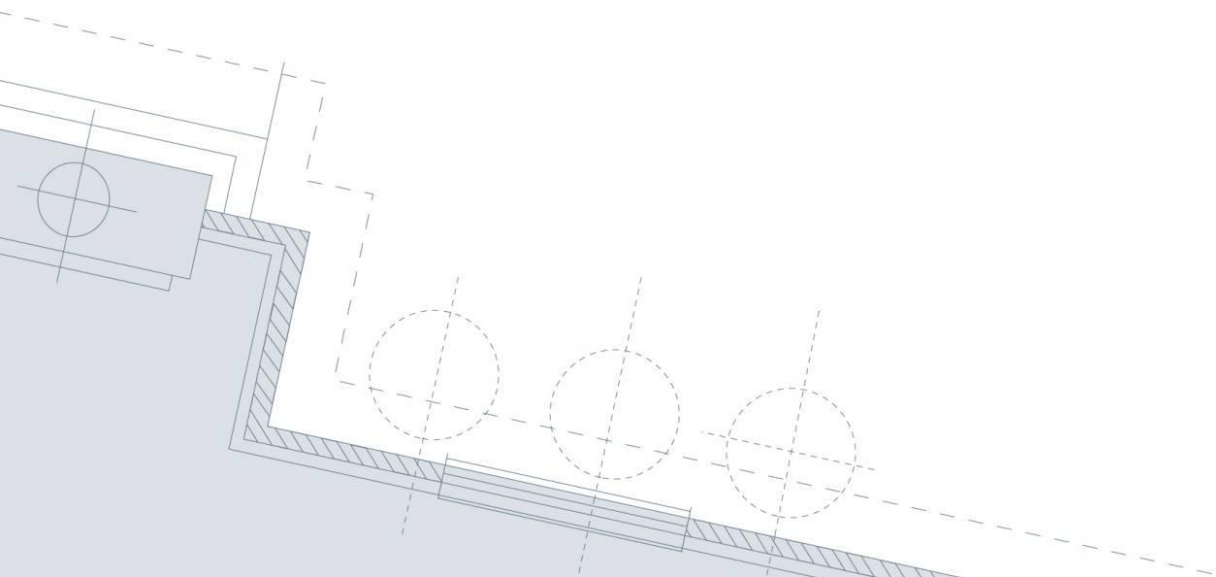
Marketing Presentation
ERA Marketing Presentation (English)
ERA Marketing Presentation Script
ERA Marketing Presentation (Spanish)
Click here for a demonstration on

- Hundreds of free courses online
- Earn professional designations
- Self-paced or instructor-led
- Download courses to your iPod



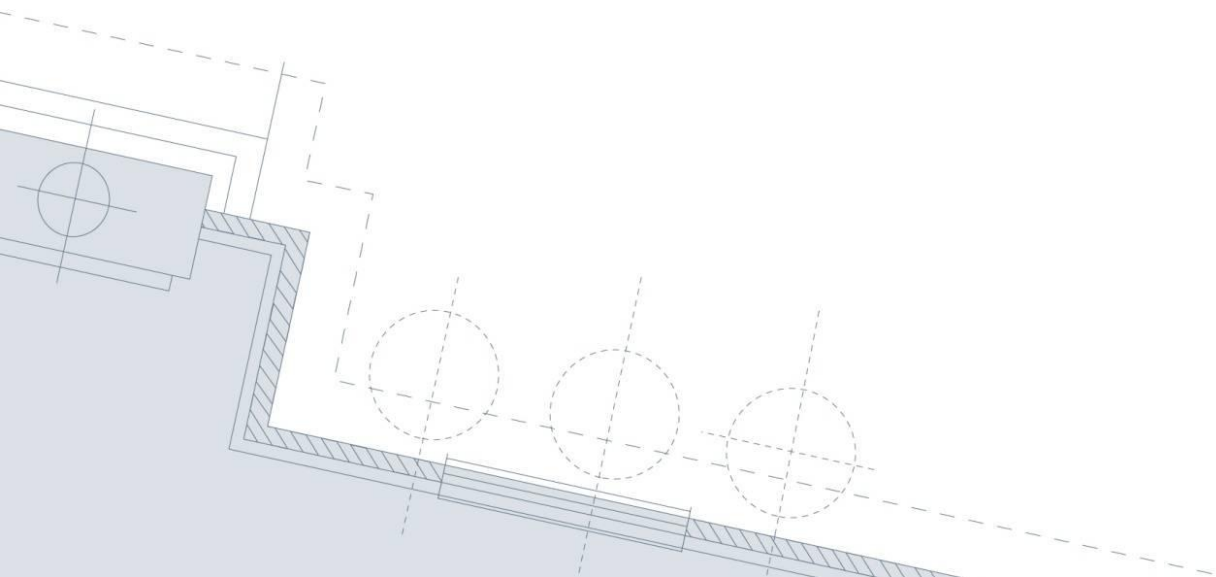
Open Door Policy

- **Many questions come up in the middle of a transaction.**
- **The owners, brokers and trainer are always available to answer your questions.**



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Marketing and Sales Tools



Always There For You®



[CREST EDG](#)

[ERA Elements](#)

[My TeamERA](#)

[e-Campus](#)

[Events](#)

[Help/Site Map](#)

[Favorites](#)

[Logout](#)



[Marketing & PR](#)

[Education](#)

[Technology](#)

[Products & Services](#)

[Awards](#)

[All About ERA](#)

[Recruiting](#)

[Brokers Only](#)

Enter Search Criteria

go

Search Entire Site

Search this Section

[Advanced Search](#)

[Home](#)

ERA Elements: Valuable Tools for Growth



Featured Services



[ERA@ Select Consumer Services](#)

[Select Business Services](#)

IBC 2007

IBC photos are here!
[Click here](#) to view the pictures, and enter the password **ERA** to go into the site. There is a nominal fee to print the photos.

Educational Sessions

- [Order audio CD's](#)

New! 2007 International Business Conference Program Launches

- [2006 Best of the Best Award Winners](#)

Special Announcement

Click here to watch the [Focus Forward video](#) detailing ERA.

OPEN ENROLLMENT for New Health Care Plans will take place June 25 through September 14, 2007. During this time, sales associates, brokers and their employees are eligible with guaranteed issue. Please [click here](#) to log into the Select Services Web site, where you can review the information and sign up.

Recently Viewed Pages

- [Technology Home](#)
- [The ERA Broker Advantage](#)
- [Business By Referral Program](#)
- [Email Communications](#)
- [TeamERA.com - ERA Elements - Valuable Tools for Growth](#)

June e-Update

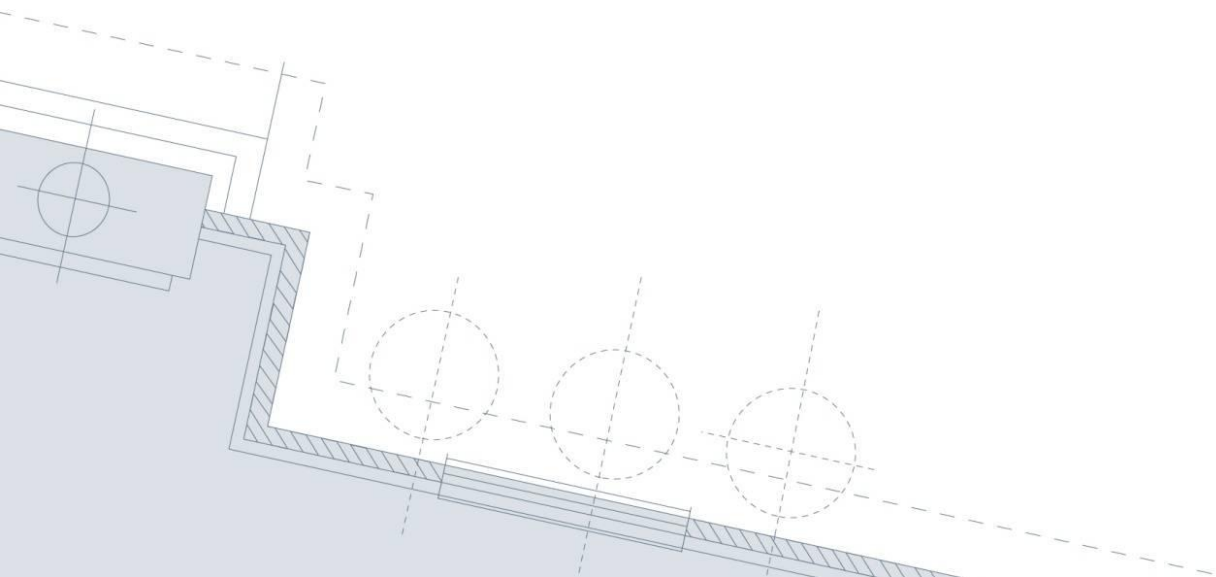
[COMMUNICATIONS](#)

[eCAMPUS](#)



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- **Enroll buyers and sellers in targeted customer follow-up programs**
- **E-mail or print distribution**
- **Track and manage your direct mail campaigns**



- **“We Will Sell Your House, Or ERA Will Buy It!”**
- **Marketing plan that includes automatic price reductions**
- **Least restrictive and highest buy-out of any company**



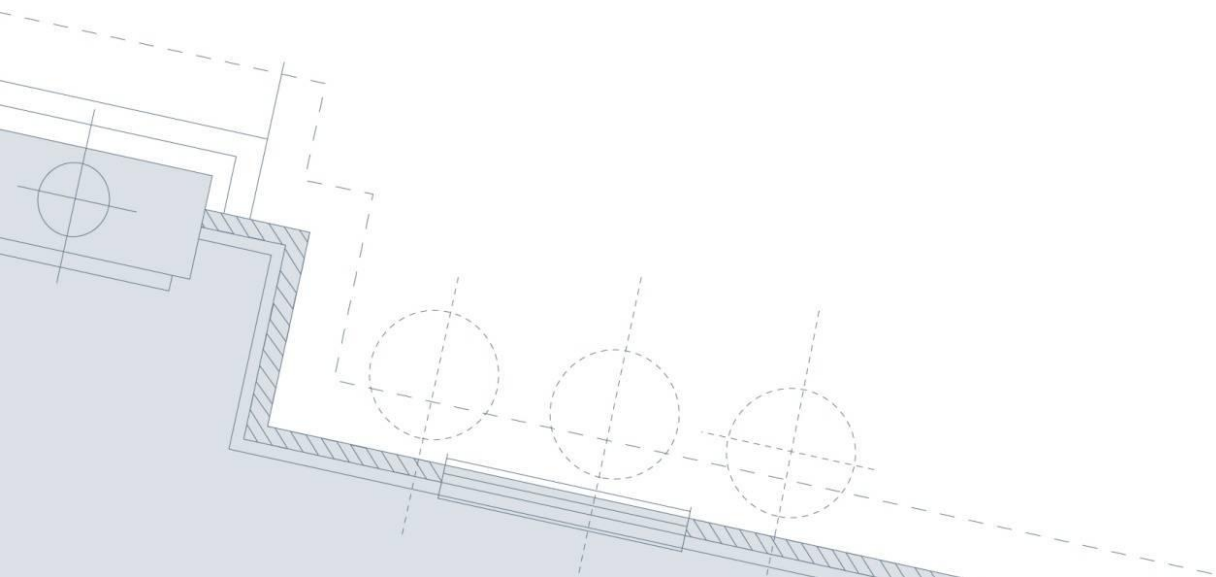
GOLD★STAR
— P R O P E R T Y —

- Listings stand out
- Designates listings that are “move-in” ready
 - Home Warranty
 - Seller Disclosure
 - Pre-Inspection



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- **New Thresholds
(Mature Market)**
- **Hispanic Marketing System**
- **International Collection
(Luxury Market)**



New Thresholds

- Brochures
- Advertising
- Videos
- Press Releases
- Letters
- Training (SRES Des



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Hispanic Marketing

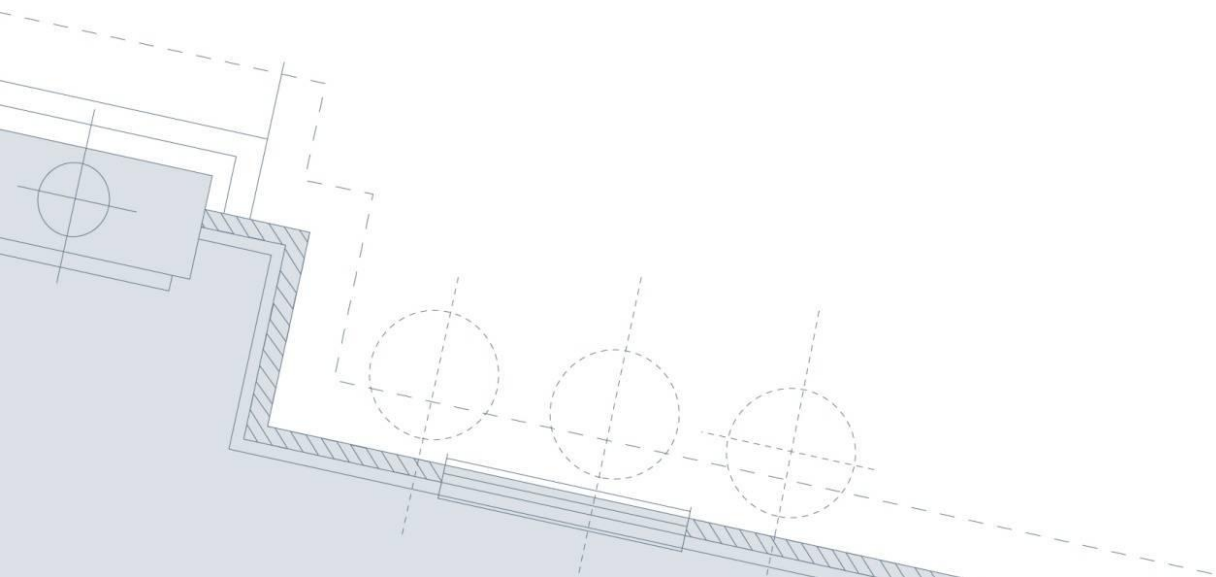
- **Television Commercials**
- **Radio Ads**
- **First-Time Hispanic Home Buyers Seminar Materials**
- **Press Releases**
- **Prospecting Letters**
- **Ad Slicks**
- **Images**
- **Postcards**
- **Brochures**
- **Listing Presentations**
- **Customer Satisfaction Surveys**
- **Espanol.ERA.com**



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- **Membership-based program**
- **Focus on sales associate training and education**
- **Learn upscale marketing strategies and techniques**



Follow-Up Program

- 77% of customers say they'll use the same agent again.
 - Only 14% do.
-
- English & Spanish
 - Personalized with agent photo and contact information
 - 4 years
 - Postcards
 - Newsletters
 - Magazines
 - E-mail messages
 - Pargin splits the cost of only \$15



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Direct Access

Powered by ERA LeadRouter



- **50% of Internet leads never get a response from typical agent**
- **Average response time is 54 hours!**
- **Leads are routed to your cell phone in seconds**
- **Sellers know that leads are handled well**
- **Buyer's interest is still high**



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Quick Flyers

- Quick, easy way to create a professional marketing flyer



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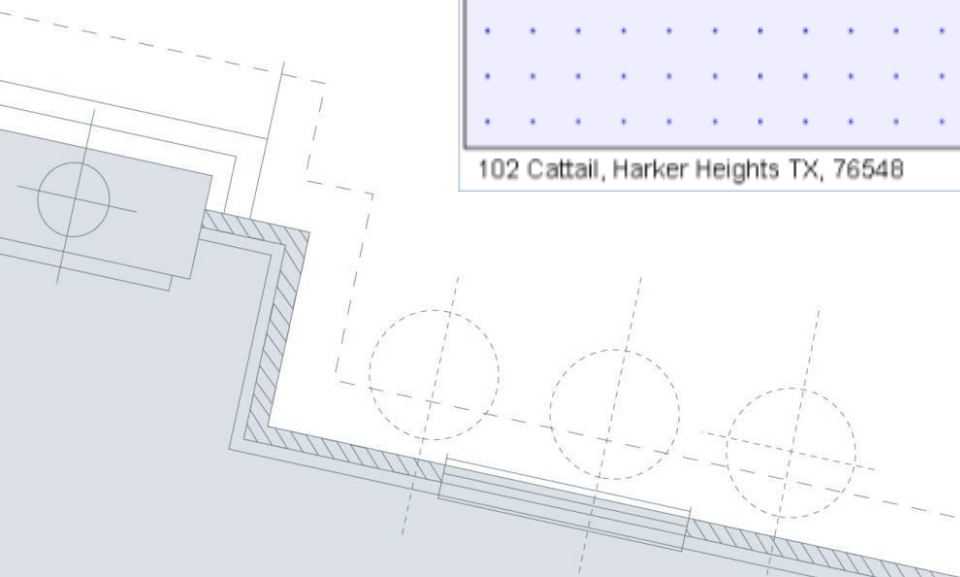
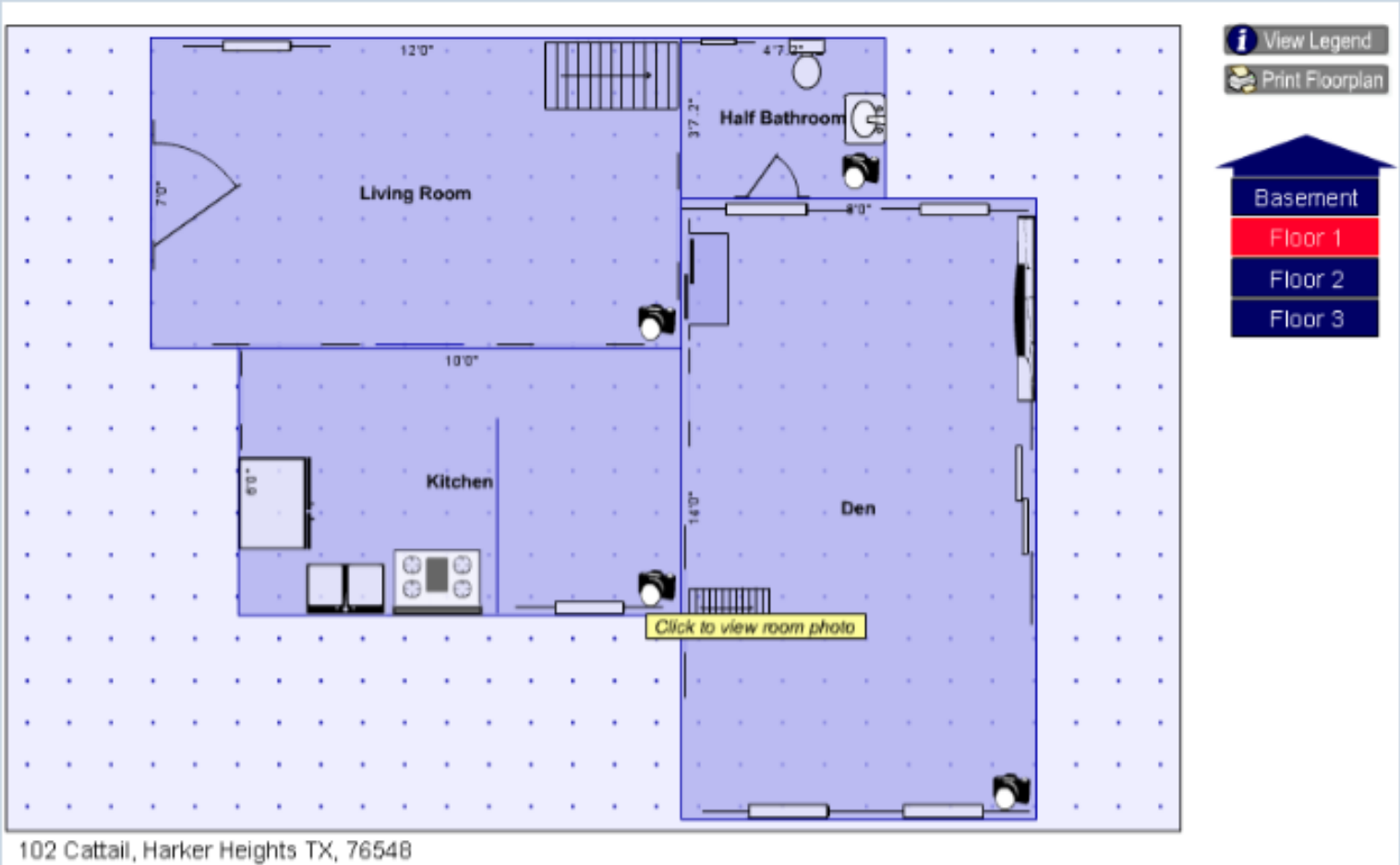
Listing Presentation

- English and Spanish



Always There For You®

Floor Plan Builder



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ERA Super Profile Free Personal Website

ERA

Home Technology Select Consumer Services MyERA.com ERA Answers ERA Mortgage

Save this Sales Associate

Earl Keiser
ERA Coastal Properties
6225 N. Croatan Highway
Kitty Hawk, NC 27949

My Office Website
My Listings
My Office
Contact Me
ERA Mortgage
(888) 672-7147
My MLS

Earl "Duke" Keiser

Duke Keiser is an Owner/Broker at ERA Coastal Properties, as well as a real estate investment counselor on the Outer Banks, a beautiful island off the coast of North Carolina, and its surrounding communities. At the onset of his real estate career, Duke realized the need to establish strong working relationships with financial professionals and estate planners in order to secure investments that will not only serve the immediate needs of his clients, but will provide benefits for them well into the future.

This awareness has allowed Duke to build a strong network of clients, who offer him repeat business and referrals.

In order to better serve his clients, Duke participated in training from the Worldwide Recreation and Resort Sales Council (RRS) in 2005, which provides advanced instruction on the specific needs of Sellers and Buyers in recreation and resort communities.

Duke was a business executive with Mobil Oil Company for over 30 years, which took him to 4 countries and 8 states, totaling 17 moves throughout his career!

Featured Properties

Corolla, NC
View Details
\$1,575,000
8 Bedrooms, 7 Bathrooms

Powells Point, NC
View Details
\$149,900
0 Bedrooms, 0 Bathrooms

Today's ERA Mortgage Rates



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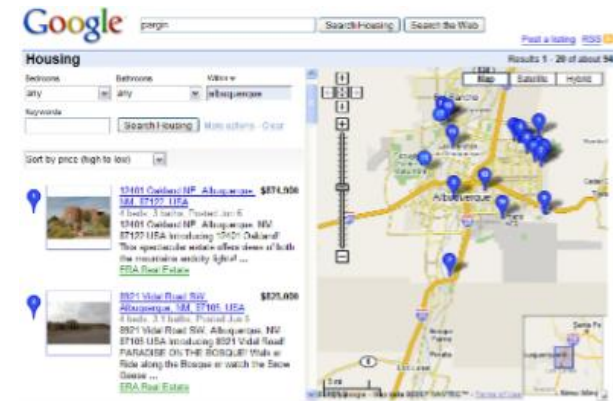


- **Consumers simply send a text message to TXT ERA (898372)**
- **In an instant they will receive a return text message with the basic property information**



Top-notch Internet Distribution

- All of your listings are automatically available on
 - Yahoo!
 - Google
 - MSN
 - Trulia
 - Zillow
 - OpenHouse.com
 - FrontDoor.com (HGTV)
 - ...and more

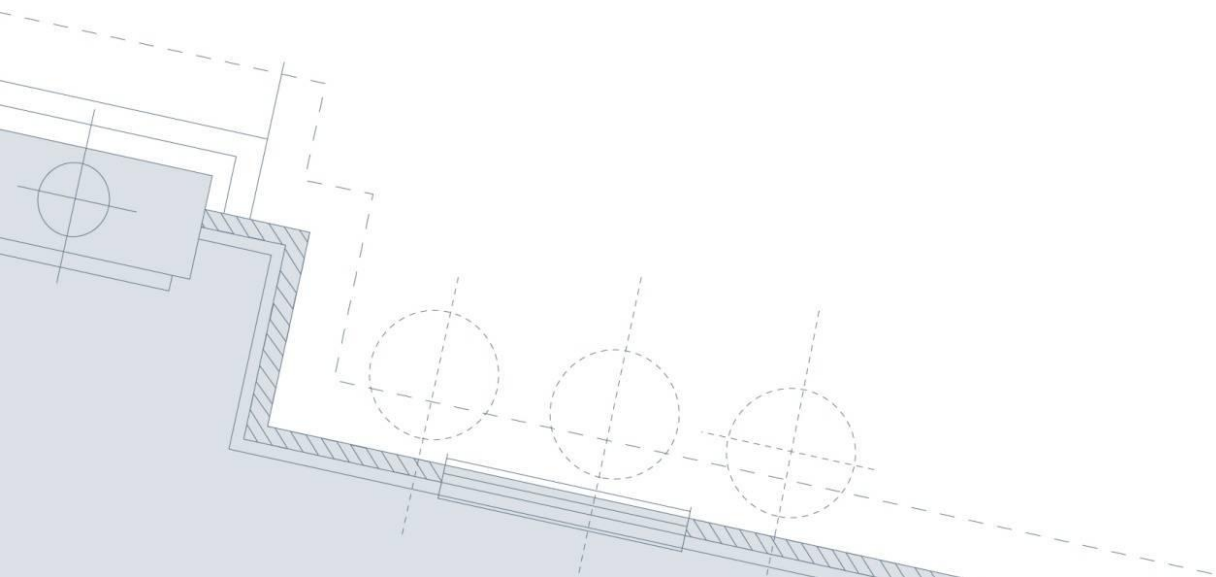


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National Advertising



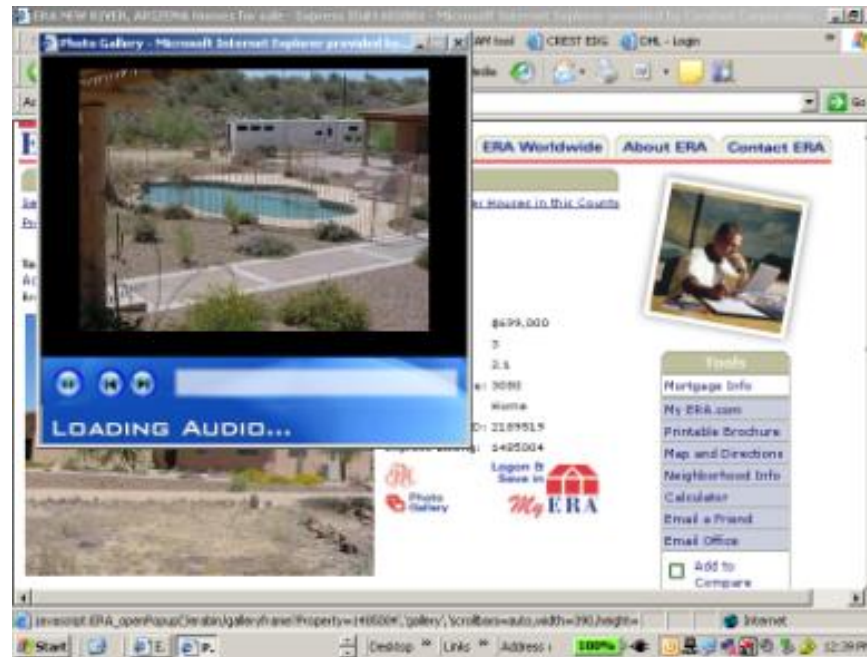
ERA REAL ESTATE, PROUD SPONSOR OF
ASK THIS OLD HOUSE



Always There For You®

ERA Talking Tour

- Record your own voice
- Extra personalization



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Showing Survey

I would appreciate your feedback on my listing, Listing # 1036836 - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: agent@era.com
 To: Ieno, Kelly
 Cc:
 Subject: I would appreciate your feedback on my listing, Listing # 1036836

	Address	Beds	Baths	Price	Sq Ft	Listing #
	Lakeview Cir Killeen, TX 76543	0	0	\$65,000	0	1036836
	Listing Agent	Eva Kea				

[Complete Survey](#)

Hi, please take my survey!

[Click here](#) to opt out of all ERA emailings.

myTeamERA.com

Showing Survey

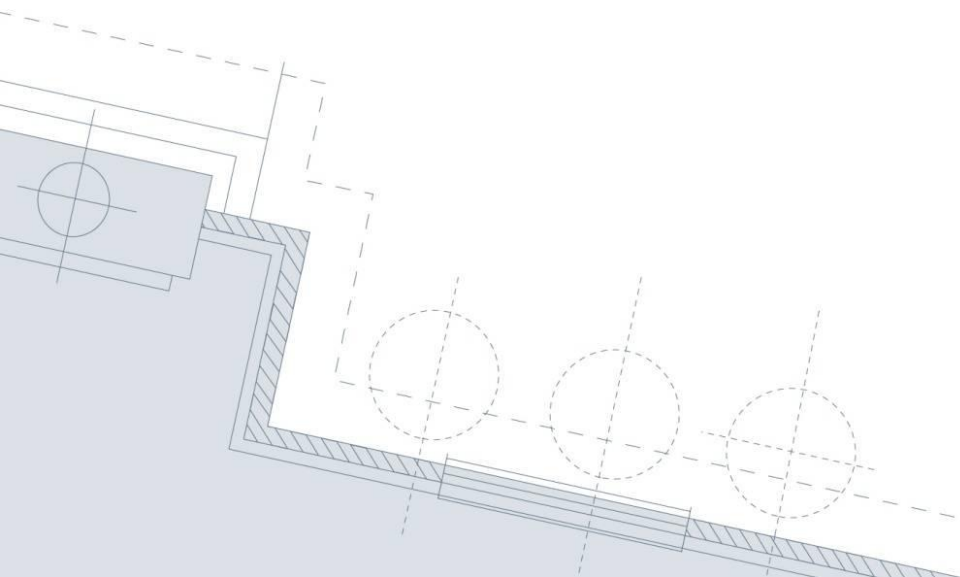
Please take this home evaluation - TESTING KELLY Survey Results
 1712 Iron jacket Harker Heights, TX 76548

Survey Dates: 2005-12-15 to 2006-01-14
Survey Location: <http://stage.era.com/showingsurvey/display.esim?id=48>
Total Respondents: 0
First Response Received:
Most Recent Response Received:
Download results in CSV format: [Download CSV](#)

Q 01: Hi, please answer

Response	Total	% of Total Respondents	%
No	0	<div style="width: 0%; background-color: red;"></div>	nan%
Okay	0	<div style="width: 0%; background-color: blue;"></div>	nan%
Sure	0	<div style="width: 0%; background-color: green;"></div>	nan%
Total Responses:	0	<div style="width: 0%;"></div>	

(Respondents could select only one answer)

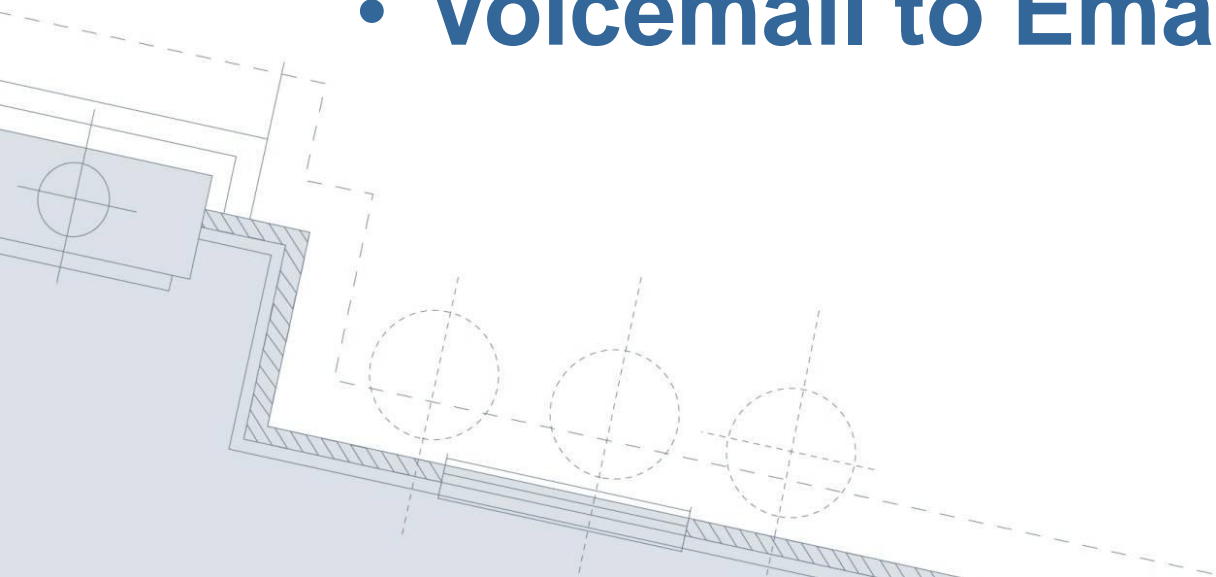


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Phone System



- **Personal Direct Phone Number**
- **Personal Fax Number**
 - **Faxes delivered to your e-mail**
- **Forward all calls to your cell phone**
- **Voicemail to Email**



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The Pargin Advantage

No-Cost Benefits at Pargin Realty ERA

- Lock Boxes
- Yard Signs
- Desk
- Full-Time Receptionist
- Non-competing Brokers
- Listing E-Flyer to Entire MLS
- Open House Signs
- Digital Cameras
- B&W Copies
- Listing Presentation
- Email Account
- Scanner
- Company Stationary and Paper
- Presentation Binding
- Key Duplication
- Customer Follow-Up Program
 - Relocation Packages
- Personal Fax-to-Email
- Direct Phone Line
 - Call Forwarding
 - Voicemail-to-Email
- Personal Website
- LeadRouter – Leads Instantly to Your Cell Phone
- Split of Homes Magazine Ad With **Your** Information
- Business Postage
- \$40 Postage Credit every month
- Business Cards (first order of 250)
- Desk Plates
- Long Distance Calling
- Tram Passes

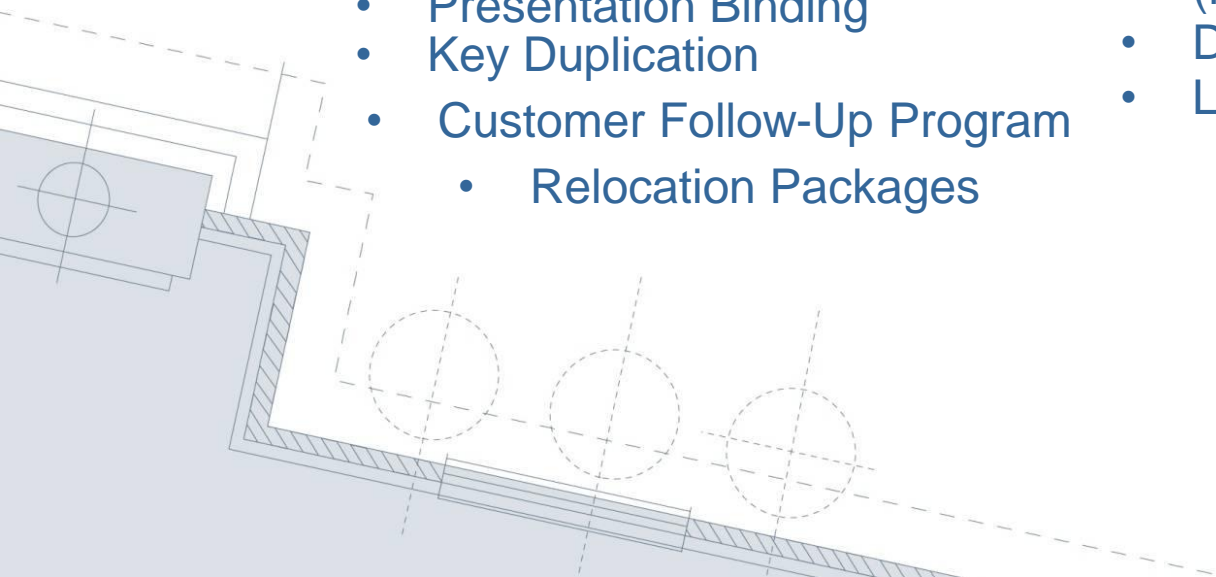


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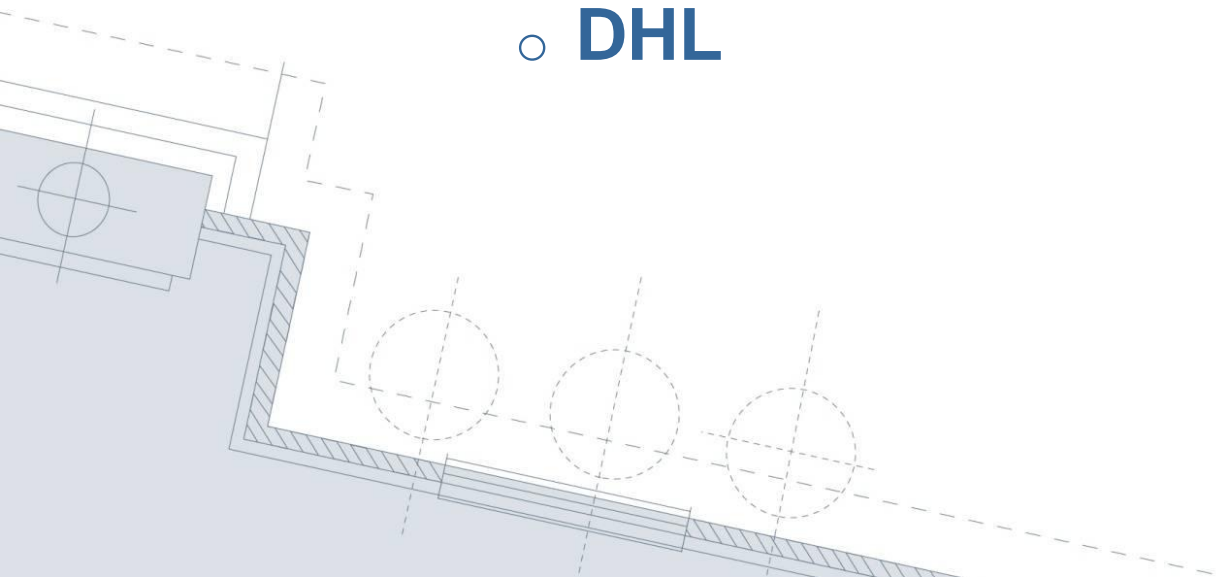
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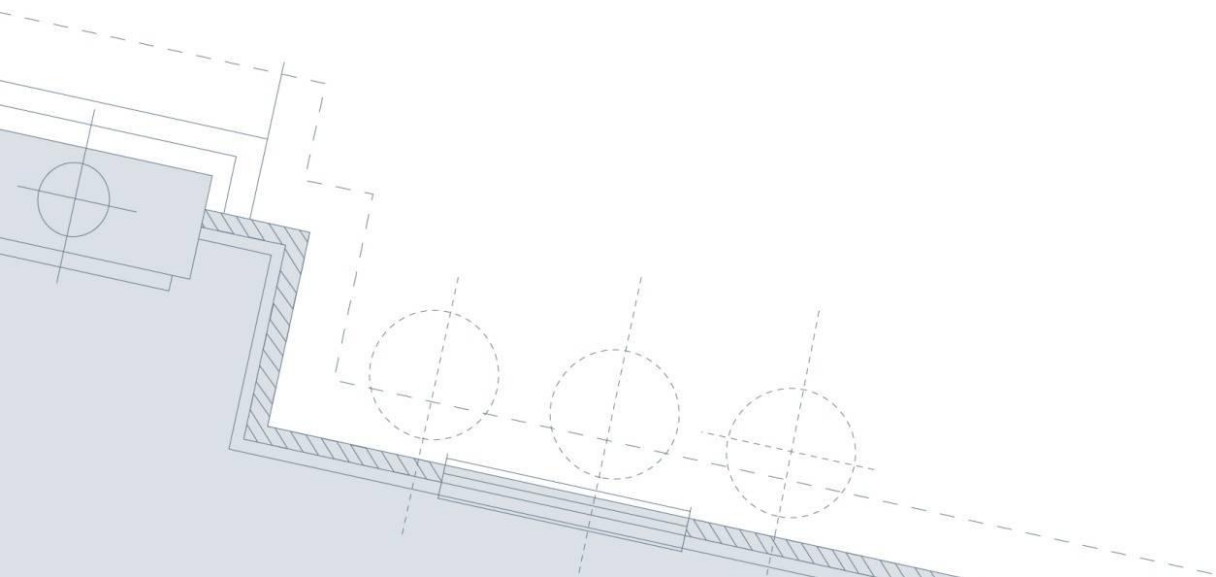


- **Discounts on products and services to help your business**
 - **Up to 70% off at Staples**
 - **Health Insurance**
 - **Cell Phone Plan Discounts**
 - **eNeighborhoods**
 - **Top Producer**
 - **Dell Computers**
 - **DHL**



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