



Franchise Plan Comparison

Features	Silver	Gold	Platinum
Agent Seats (including Broker)	1	Up to 5	Unlimited
Lead Generation Systems	Yes	Yes	Yes
Ancillary Revenue Streams ¹	Yes	Yes	Yes
Joint Venture Opportunities	Yes	Yes	Yes
Marketing Tools	Yes	Yes	Yes
Confidential Broker Consulting	No	No	Yes
Management Tools	Yes	Yes	Yes
Sales Agent Self-Motivation and Micro-business tools	Yes	Yes	Yes
Forums	Yes	Yes	Yes
Awards Programs	Yes	Yes	Yes
Satellite Offices ²	No	No	Yes
Technology	Yes	Yes	Yes
Listing upload (Country main website)	Yes	Yes	Yes
Listing Re-Publishing ³	Automated	Automated	Automated and Manual
Online Training & Education	Yes	Yes	Yes
Office own domain	Optional	Partially ⁴	Yes
Office Website	Optional	Template	Custom
Blog	Optional	Yes	Yes
Image Gallery	Optional	Yes	Yes
News articles manager	Optional	Yes	Yes
Forum	Optional	Optional	Yes
Email Marketing Tools	Optional	Optional	Yes
Search Engine Optimization	Optional	Yes	Yes
Search Engine Marketing	Optional	Optional	Yes
PPC credits (Adwords/Yahoo)	No	No	\$50/month
Email accounts	1	5	Unlimited
Lead/Customer Tracking Tool (CRM)	Yes	Yes	Yes
Virtual Receptionist	Yes	Yes	Yes

¹ Mortgage, Property Management, Relocation, Home Inspection, Title, Remodeling, Design & Décor

² Available for Gold and Platinum Plans

³ Listings are republished to ERA International website, Google Base, craigslist.org and several international real estate websites.

⁴ Office domain in the form www.ERACountrySite.com/ERAYourOffice

