ERA Real Estate Meets the Future Head On

Never Stand Still: ERA Real Estate Meets the Future Head On
Industry experts carefully analyze month-over-month and year-over-year data to understand market conditions in the near term. But what’s on tap for the long term? Inquiring minds at ERA Real Estate are asking that question, with the aim of being prepared to meet the future head on.

The convergence of lifestyle, technology and community are shaping the way Americans will live in the decade to come. Real estate companies that align and adjust to these trends will be first in line to serve the needs of tomorrow’s clients.

Lifestyle

Geography alone dictates that not everyone can live in a city, but a growing preference for an “almost always on” environment—the so-called 18-hour city where residents can live, work and play—means that there will likely be high demand for communities that recreate the efficiencies and attractiveness of an urban core.

So-called “edge cities,” “railroad suburbs” and “suburban downtowns”—terms coined by the Urban Land Institute—all offer a lifestyle that is attractive to both retiring baby boomers and millennials, while also appealing to a growing segment of people who prioritize how they live when choosing where they live.

“ERA’s focus on expanding our presence in places such as Atlanta, Austin, Charlotte, Denver, Nashville, Oakland and Raleigh reflect the tremendous growth opportunities inherent in these regions.”

- Charlie Young
President and CEO
ERA Real Estate
Established in 2007, Reliant Realty ERA Powered has offices in Nashville, Clarksville, Franklin, Gallatin and Murfreesboro, serving the state’s largest city and surrounding areas. In 2014, the firm closed more than 4,220 transactions totaling more than $814 million in sales volume.

Within the local real estate industry, the firm is well-known for its focus on organic growth fueled by increasing agent productivity. In recognition of its strong growth arc over the last five years, the company has twice earned a place on the Inc. 5000, a list of U.S. companies across all business segments achieving significant and sustained year-over-year growth.

“Reliant Realty ERA Powered is uniquely positioned in the Nashville and Middle Tennessee market to capitalize on the region’s tremendous growth potential as not only a music and tourist center, but a stronghold of expanding healthcare companies,” says Young.

Growing trends toward simpler, socially conscious living are supported in places that reduce reliance on cars through access to public transportation, that focus on well-developed downtown areas and provide access to public spaces.

ERA Real Estate is targeting these types of communities for growth by expanding the size of existing ERA® companies already in market and by expanding into new markets.

“ERA’s focus on expanding our presence in places such as Atlanta, Austin, Charlotte, Denver, Nashville, Oakland and Raleigh reflect the tremendous growth opportunities inherent in these regions,” says Charlie Young, president and CEO of ERA Real Estate. “As focal points for emerging preferences in how people want to live, work and play, we can expand these learnings into similar 18-hour markets.”

Current economic realities mean there is a larger renter segment—from millennials saving for a down payment to former homeowners who are recovering from foreclosure to people who actively choose to be mobile—whether that be for work opportunities or lifestyle preferences.

More fully integrating renters into the client mix aligns with shifts in how people are living today—and for the near future. Developing property management divisions to service this growing class of clients creates pathways to homeownership for the future.

Change is constant. And while homeownership remains an important goal for the majority of Americans, dynamic shifts in how and where people live mean real estate professionals need to be in sync with their clients now and in the future.
Connecting with Communities

While charitable giving hit a 10-year low in 2008, Americans have steadily increased their charitable giving since the lowest point of the recession and volunteering remains a high priority for millions of Americans, according to the National Philanthropic Trust.

Connecting to community is especially important to millennials, who also feel strongly about making a difference in the type of work they do. They are clear in their preferences when it comes to who they do business with; they value companies who do good works. As the trusted advisor who can help put a client on the path to economic prosperity through homeownership, millennial real estate professionals take pride in building a community, one home at a time.

Sarah and Grattan Donahoe of ERA Donahoe Realty in Temecula, Calif., have built their business around that very principle. Their innovative servicing approach to buyers interested in purchasing foreclosed homes has played an integral role in the real estate rehabilitation of the region, which was hard hit by foreclosures. In addition to a property management division, the firm offers access to vetted area contractors to assist in rehabilitating homes.

Sarah and Grattan are pro-actively connecting the dots in their market to create a dynamic environment for all types of housing needs: renters, buyers and investors. In addition, their approach is building a stronger, healthier community with long-term viability.

Never Stand Still

“ERA Real Estate’s commitment to never stand still means we are constantly positioning our brand, our affiliated brokers and their independent sales professionals to meet the needs and exceed the expectations of the next generation of real estate agents and their buyers and sellers,” says Young. “Change is constant. And while homeownership remains an important goal for the majority of Americans, dynamic shifts in how and where people live mean real estate professionals need to be in sync with their clients now and in the future.”

To learn more about what’s new at ERA Real Estate, visit ERA.com/ourvalue.

Technology

By definition, the 18-hour city is almost always on. But today’s connected consumer is literally always on. And that 24/7 behavioral shift requires a corresponding shift in how real estate is done.

“As consumer behaviors and expectations change, remaining technologically relevant has never been more important,” says Chris Trick, chief marketing officer of ERA Real Estate. “We need to meet the needs of today’s consumer—on their terms.”

According to Trick, the trajectory of mobile convergence—that is, the ability to navigate life from the palm of one’s hand—is moving beyond texting, FaceTime and mobile search. “In the coming years, we can expect to more fully leverage geo-targeting to send content to consumers in a certain area. We will also see more integration of beacon technology to connect with consumers who come into close proximity of a listing or related service. And finally, in the next 10 years, I wouldn’t be surprised to see a more sophisticated payment technology integrated into the real estate transaction.”

Predictions aside, it’s important to keep in mind that being “always on” doesn’t necessarily mean being “always online.” While much of a consumer’s activity occurs in an online or technology-enhanced environment, today’s consumer is also expecting a higher level of customer service as they move through the sales funnel. This emerging “hybrid service” is informed by the rich data that can be assembled from a consumer’s online activity, leading to a more personalized service interaction. According to industry research conducted by ZIP Realty, companies that can effectively provide hybrid service stand to be more successful.

According to Trick, connecting the dots between online and offline personal interactions is the key. That’s where the new Zap platform offered by ERA Real Estate comes in. A single, integrated software solution that includes a brokerage-branded website, mobile website and mobile app, Zap also provides customizable agent websites, high-impact agent marketing and business management tools to drive leads and industry first predictive analytics.

“With both consumer- and agent-facing platforms, Zap captivates buyers and sellers with visually engaging, feature-rich and accurate tools, predicts who will transact and when, informs brokers and agents about client activity and what their specific needs are, and then connects brokers to agents and agents to clients,” says Trick. “The Zap platform is a game changer for the industry and ERA Real Estate is proud to be an early adopter as we aggressively implement the tool throughout our network.”
WHEN IS A SIGN MORE THAN JUST A SIGN?

When it's a sign of progress and possibility. When collaboration becomes a business advantage and breeds success. When it's a sign of real estate moving in a new direction.

WELCOME TO THE NEW ERA

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