



Online Technology Brings The World To Home Sellers' Doorstep

(NAPSA)—An international real estate company hosts a virtual 24-hour open house that buyers and sellers anywhere in the world can come to. The Web site features photos, virtual tours and detailed property descriptions.

Efficient searching, new-neighborhood background, mortgage options and more help the ERA Real Estate Web site, *ERA.com*, attract likely buyers and keep them there. Additionally, there is information about products and services, including home warranty programs and the company's popular Sellers Security® Plan, which guarantees the sale and closing date of a seller's home, provided the house meets specific qualifications.

Visibility of sellers' properties is heightened by the state-specific Web pages, enabling home-seekers to focus on properties in the state they live in or the one they want to move to. Also, buyers and sellers who surf the Web by name of state or postal abbreviation, have 100 more ways to find the listings (i.e. newjersey.ERA.com and nj.ERA.com).

ERA.com uses the new "ERA® One-Click Away" technology, which codes each house listing as if it were a separate Web site, thus enabling search engines such as Google and Alta Vista—which most people use when starting their house-hunt—to bring up the property more prominently.



Online tools help home sellers attract buyers.

Technology and smart marketing also combine in the Property Flyer option, an Internet-based program that helps ERA® real estate sales associates create professional listing announcements with attractive visuals and informative details.

An extra benefit for both sellers and buyers is the ERA® Move Planner, a series of personalized e-mail messages sent out during the final stages of the sale to offer tips and reminders on moving tasks, from advice on when to start packing to ideas on how to handle moving with pets and children.

Whether it's simplifying the complexities of selling or relieving the stress of relocation, ERA® professionals can lend a helping hand. For more information, visit *ERA.com*.