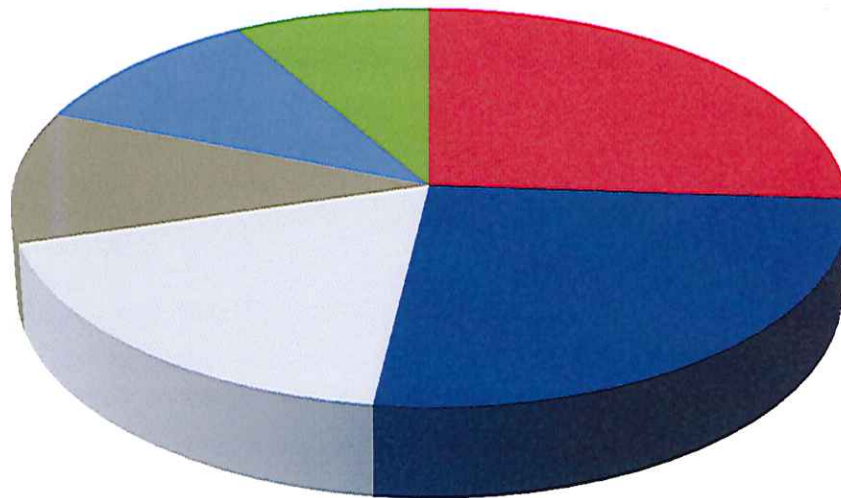


MARKETING



HOUSES SOLD 2013 Reason for Purchase

ERA TRANSACTIONS



■ First Time Purchase	25%
■ Upgrade	26%
■ Investor	18%
■ Closer to Family	11%
■ Move to Community Job	12%
■ Downsizing	8%