



ERA REAL ESTATE RECOGNIZES BRIAN ETHERIDGE AS 2016 ERA DISTINCTIVE PROPERTIESSM SAPPHIRE AWARD WINNER

MADISON, N.J. (April 3, 2017) – [ERA Real Estate](#), a leading global real estate franchisor, recently awarded [Brian Etheridge](#) of [Wilkinson ERA Real Estate](#) with the *ERA Distinctive PropertiesSM* Sapphire Award. Etheridge is a top-producing real estate professional serving clients in the luxury market of Asheville, North Carolina, market. Etheridge was recognized for his achievements at the 2017 ERA[®] International Business Conference held March 19-21 in Dallas, Texas.

The *ERA Distinctive PropertiesSM* Sapphire Award honors the [ERA Distinctive Properties](#) member who, during the past year, has distinguished him or herself as a leader in the competitive luxury marketplace.

“Brian Etheridge serves as a true role model for the ERA[®] network thanks to his high degree of professionalism and dedication to delivering truly remarkable service to a discerning clientele in a highly competitive market,” said Sue Yannaccone, president and CEO of ERA Real Estate. “By cultivating an in-depth understanding of his clients’ needs, Brian consistently exceeds expectations.”

To date, Etheridge has personally sold more than \$120 million in real estate and is in the top one percent of brokers in the Asheville market. As a founder of [Carolina Mountain Sales](#), an Asheville-based boutique firm now affiliated with Wilkinson ERA Real Estate, Etheridge specializes in residential real estate and development throughout Western North Carolina. He focuses on helping buyers and sellers locate or sell their ideal mountain property, with a special emphasis on luxury estates.

“Brian is an instrumental member of the Wilkinson ERA Real Estate team,” said broker/owner Eb Moore, CEO of Wilkinson ERA Real Estate. “Early on I recognized that he shares the entrepreneurial spirit and client-first philosophy that differentiates brokers on our team and in the industry. It’s great to see Brian continually position himself as a top-producer in the luxury marketplace.”

“I’ve always believed that to succeed in real estate, you need an unrivalled work ethic and acute focus on client relationships,” said Etheridge. “You have to have one ear to the trends and the other to client’s needs. It’s been an incredible opportunity to help North Carolinians buy and sell luxury estates, and *ERA* provides the tools I need to do so successfully. Thanks to the innovative *ERA Distinctive Properties* luxury marketing program, I am able to match discriminating buyers with premier properties through national and international listing syndication channels. As part of a global brand, I am also able to network with ERA’s international affiliates and gain referrals from abroad, an invaluable point of differentiation in my market.”

In recent years, *ERA* has seen a shift in preferences and a change in attitudes from the luxury-seeking consumer group and created its *ERA Distinctive PropertiesSM* program to propel its

professionals ahead of the curve. *ERA* agents are taught to uncover and appreciate distinction in their communities, and market these residential listings in a modern, high-impact manner.

About Wilkinson ERA Real Estate

With 14 locations throughout North and South Carolina, the Wilkinson ERA team of more than 850 agents managed over 5,400 real estate transactions generating \$1.3 billion in sales in 2016. Ranked as the #1 ERA franchise in the Carolinas and #3 nationwide, Wilkinson ERA is dedicated to the premise on which ERA Real Estate was founded: strengthening the communities we serve.