



# CENTURY 21 MARELLA REALTY

SMARTER. BOLDER. FASTER.®



# Mission Statement

**BY BUILDING A TEAM OF DEDICATED REAL ESTATE PROFESSIONALS WHO EXCEED OUR CUSTOMERS AND CLIENTS EXPECTATIONS AND DELIVER SERVICE BASED ON HONESTY AND INTEGRITY, ALL WHILE PROVIDING SUPERIOR MARKET KNOWLEDGE AND UTILIZING UP-TO-DATE TECHNOLOGY AND SYSTEMS IN THE INDUSTRY**



# Our Company





# Our Broker Owner



**Michael Marella has been practicing Real Estate and affiliated with CENTURY 21 since 1986. In 1988 The Marella Family acquired CENTURY 21 Adam Hobart and changed it to Century 21 Marella Realty. Michael managed the company until he became the owner in 2000. Michael has received numerous awards including Pacesetter, Masters, Centurion and The Pinnacle Quality Service Award. Michael is a Member of the National Association of Realtors, The Massachusetts Association of Realtors and The Plymouth and South Shore Association of Realtors.**

- CENTURY 21 Marella Realty is a family owned and operated company that has been serving the Braintree, South Shore and Abington area for over 28 years. We have worked to achieve a reputation of honesty and integrity in an industry that is very competitive.



**Cathy Kennedy Russo**  
**Realtor/CBR/Manager**

**Cathy Kennedy Russo has been practicing Real Estate and affiliated with CENTURY 21 since 1997. She has received Master Level Production and Quality Service awards. She has been with CENTURY 21 Marella Realty since 2001 and became the Manager in 2011. She became a Certified Manager within the CENTURY 21 System in 2012 and recently graduated from The CENTURY 21 International Management Academy in October 2015. She is a Member of The National Association of Realtors, The Massachusetts Association of Realtors and The Plymouth and South Shore Association of Realtors.**

- In 2015 CENTURY 21 ranked “Highest Overall Satisfaction for First-Time and Repeat Home Buyers and Sellers, Two Years in a Row” by **J.D. Power**

Century 21 Real Estate LLC swept the awards by receiving the **highest ranking among national real estate companies** across all four customer satisfaction segments:

First-Time Home-Buyer Satisfaction\* Repeat Home-Buyer Satisfaction\* First-Time Home-Seller Satisfaction\* Repeat Home-Seller Satisfaction.



The CENTURY 21® brand received the highest numerical score among full service real estate firms for first-time and repeat home buyers and sellers in the proprietary J.D. Power 2014-2015 Home Buyer/Seller Studies<sup>SM</sup>. 2015 study based on 6,059 total evaluations measuring 5 firms and measures opinions of individuals who bought or sold a home in the past 12 months. Proprietary study results are based on experiences and perceptions of consumers surveyed March 2014 – May 2014. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)

# Company Awards





- CENTURY 21 Marella Realty takes great pride in supporting local youth sports teams, local fundraisers and Easter Seals.



# The CENTURY 21<sup>®</sup> System

**SMARTER. BOLDER. FASTER.<sup>®</sup>**

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**The CENTURY 21<sup>®</sup> System comprises a global network of more than 100,000 sales associates in approximately 6,800 offices in 78 countries and territories worldwide.**

CALL US: 866-732-6139 Español | Fine Homes | Commercial Real Estate | Global | C21 Blog My C21: Sign In | Register | My Favorites

FIND A HOME | ADVICE | TOOLS | JOIN C21

Enter location, agent name, office name or property address... SEARCH C21

**CENTURY 21 Real Estate Mobile Search**

The CENTURY 21 Real Estate Mobile Search is the ultimate field tool for the new homebuyer and seasoned homebuyer alike.

Available today for your smart phone!

**Get Pre-Approved Now with CENTURY 21 Mortgage**

Call today for a guaranteed same-day loan decision.

Get Started Now!

**See If Your Personality is a Fit for Real Estate**

Take this quick assessment to see if real estate is a good career choice for you.

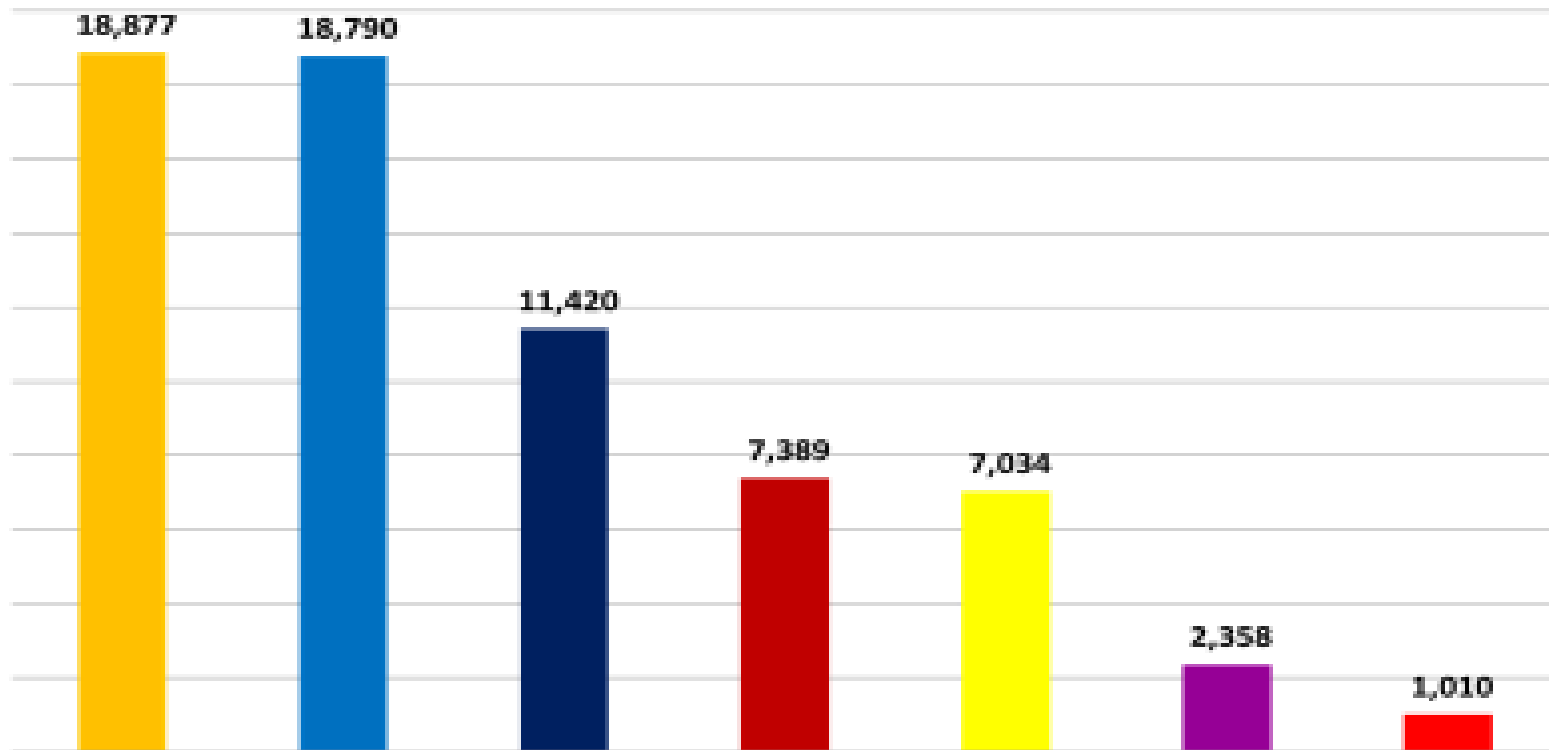
Take the Quiz!

## Enhancements :

- Smart search
- Best-in-class school search
- Enhanced mapping
- Strong SEO



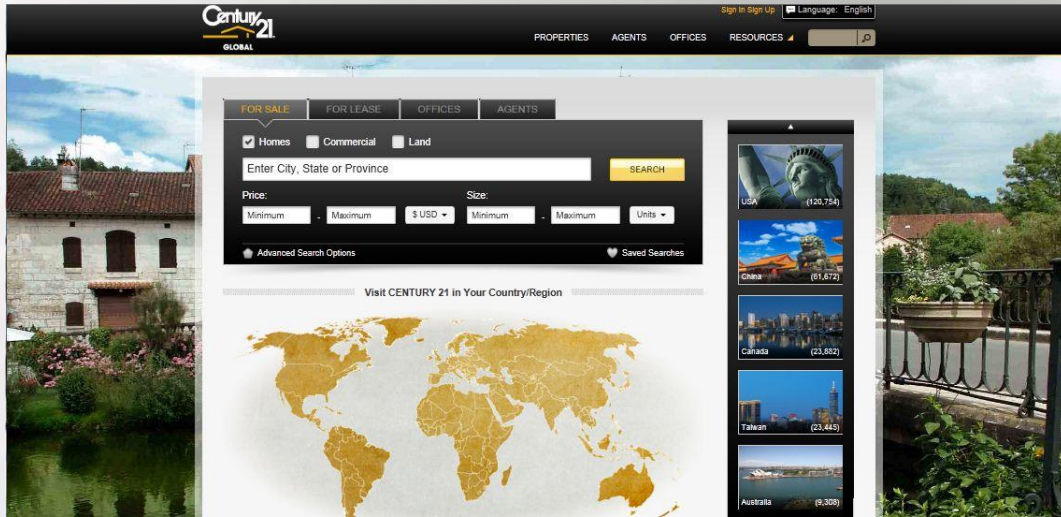
# Real Estate Franchise Website Unique Visitors Last 12 Months (Aug 2014 – July 2015)





# 2016 Marketing

**SMARTER. BOLDER. FASTER.®**







# Marketing Tools

**SMARTER. BOLDER. FASTER.®**

A **SMARTER** CRM system that is available to all CENTURY 21<sup>®</sup> affiliated sales associates

**BOLDER** Marketing Tools to engage your clients

**FASTER** Contact Management for all of your leads



- Feature Listings
- Prospect for new clients
- Self-promotion
- Showcase videos
- Connect with past clients
- Syncs with LeadRouter<sup>SM</sup>



life@home newsletter

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THE CENTURY 21<sup>®</sup> NEWSLETTER
03/12/2012

**A SPECIAL MESSAGE:**

I am pleased to present you with the latest issue of Life@Home. Delivered to home buyers, sellers and owners on a monthly basis, this electronic newsletter is designed to give you the real estate information that is important to you. In each issue, you will find practical tips and articles related to buying, selling or owning a home, as well as the latest news on real estate trends. I hope that you enjoy this issue of Life@Home. If I can be of any assistance, please do not hesitate to contact me.

[✉ Email Reply](#)

**Larry Matos**  
CENTURY 21 M&M And Associates  
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Modesto, CA 95350  
Email: [Lmatos@c21mm.com](mailto:Lmatos@c21mm.com)  
Phone: 209.557.2611 Fax: 209.549.8323  
[www.c21mm.com](http://www.c21mm.com)

**FEATURED LISTINGS:**  
VIEW ALL LISTINGS

501 Lincoln Ave F, Modesto  
3 bedroom - 2 bath  
MLS# 12015923  
Very Nice Condo in a gated community with large swimming pool. Inside laundry area. Front door on Penny Lane and is

**Top 5 things that may scare potential buyers off**

It is vital for sellers to make their home attractive to potential buyers. The following are the top 5 things that may scare potential buyers off:

- Feature Listings
- Prospect for new clients
- Self-promotion
- Showcase videos
- Connect with past clients
- Syncs with LeadRouter<sup>SM</sup>



- Personalized message by sponsoring broker/sales associate
- Sales associate and broker testimonials
- Fine Homes & Estates advertising
- Content designed to appeal to homeowners
- Broker/sales associate contact info

**Century 21 FINE HOMES & ESTATES**

For more information about CENTURY 21<sup>®</sup> luxury properties or to find an agent, your professional champion, go to: [TheHomesAndEstates.com](http://TheHomesAndEstates.com)

<p><b>GOLD BEACH, OREGON</b>                  Beautiful home built on 1.66 acres. 4300 sq. ft. home with 3 BR, 4.5 baths, great open layout, gourmet kitchen, office, 30x30 tile in kitchen &amp; breakfast room. 5000 sq. ft. garage with 2-car lift, 2nd level. Call: <a href="http://www.karyndean.com">www.karyndean.com</a> or <a href="http://www.kenzie.com">www.kenzie.com</a></p>	<p><b>READING, PENNSYLVANIA</b>                  The "New Line" (newer) of the "new" 2100 sq. ft. luxury home located in a very desirable private community with an on-site clubhouse. Call: <a href="http://www.carolanne.com">www.carolanne.com</a> or <a href="http://www.karen.com">www.karen.com</a></p>
<p><b>BLUFORD, PENNSYLVANIA</b>                  2900 sq. ft. custom built by developer on 1.41 acres. 3 story colonial style home with 4 bedrooms, 3.5 bathrooms, 2 car garage, pool, hot tub, and more. Call: <a href="http://www.karen.com">www.karen.com</a> or <a href="http://www.kenzie.com">www.kenzie.com</a></p>	<p><b>CENTREVILLE, VIRGINIA</b>                  Located in an exclusive community but miles from downtown is the perfect place to find your dream home. Call: <a href="http://www.karen.com">www.karen.com</a> or <a href="http://www.kenzie.com">www.kenzie.com</a></p>
<p><b>LITTLETON, VIRGINIA</b>                  A new Century 21 or family owned company where quality and integrity count. Call: <a href="http://www.karen.com">www.karen.com</a> or <a href="http://www.kenzie.com">www.kenzie.com</a></p>	<p><b>SPRINGFIELD, MASSACHUSETTS</b>                  Located in the heart of the city, 2.5 acres, 10000 sq. ft. home with 6 bedrooms, 5 bathrooms, 3 car garage, pool, hot tub, and more. Call: <a href="http://www.karen.com">www.karen.com</a> or <a href="http://www.kenzie.com">www.kenzie.com</a></p>

### A MESSAGE FROM

Carlton Friedrich III,  
 Patricia Smithson-Carlson

Dear Mr. Terry Singer,

As a special thanks to you for trusting your home through the CENTURY 21<sup>®</sup> system, we have arranged for an exclusive member's term of 12 months. As a member, you will receive a 1 Home with CENTURY 21<sup>®</sup> mortgage every other month. As a special thank you, we will include a 1 Home with CENTURY 21<sup>®</sup> mortgage every other month. As a special thank you, we will include a 1 Home with CENTURY 21<sup>®</sup> mortgage every other month. As a special thank you, we will include a 1 Home with CENTURY 21<sup>®</sup> mortgage every other month.

**Home in 12 months!**  
 Just get the mortgage in 12 months.

Let us know how we can help you or contact your broker today and make dreams come true.

Call us today!  
 Carlton Friedrich III,  
 Patricia Smithson-Carlson  
 CENTURY 21<sup>®</sup> Inc., Tyndall  
 Rocky Mountain, Kentucky  
 400 North Kentucky Boulevard  
 Louisville, KY 40250  
 502-522-5555

Look for us at all major home shows!

CENTURY 21

A professionally templated presentation demonstrating to your customers that you and your company have what it takes to get their home sold as quickly as possible.



## Real Estate Services Proposal



Mickey Spain  
Century 21  
ABC  
175 Madison  
NJ  
555-555-5555  
Mickey.Spain  
@c21.com  
1/1/15

Prepared Especially for:  
Tom & Mary White  
123 Main Street,  
Any town, ST 12345



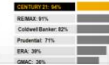
Each CENTURY 21 office is independently owned and operated  
Page 1

### An Industry Leader

For the past decade, **CENTURY 21®** has reigned as the nation's most recognized brand in real estate!

#### Leader in Brand Awareness:

In 2010, the **CENTURY 21®** System continued to maintain the **highest brand awareness** level when compared with any other real estate



### Attraction

#### Did you know

- 90% of home search for a p
- 38 million ho internet each information"
- Only 9% of h newspapers c when purcha



We get your property noticed!

Each office is independently owned and operated.

### A Powerful Web Presence

It's an axiom as old as the industry itself - location is everything! That's why we feature all of our listings on many of the Internet's most visited real estate websites, including:



CENTURY 21® listings are also displayed on most MSZ-enclosed real estate sites.

Each office is independently owned and operated.

The Inter

CENTURY 21® is there!

©2010 National Association of Realtors profile of home buyers and sellers.

# Listing Presentation



- Professional & Organized
- Manages seller's expectations
- Showcases knowledge and brand value
- Complete suggested script provided to help sales associate lead seller through presentation
- Customizable

**SLIDE SCRIPT BELOW:**

The second part of doing an exceptional job for sellers is to gain maximum exposure. By knowing the home and highlighting the homes valuable features and benefits, Coupled with the extensive marketing we do at CENTURY 21 we can increase the buyer inquires, showings, and sales. I want to talk about your home as well. Let me ask you about your home...

What caused you to buy this home over all others when you were a buyer?

What are some of the features about the home that you have enjoyed?

Keep your sellers informed with branded, custom reports

Support for price reduction conversations

Compare listing views and leads

Identify geographic location where consumers views are originating from

**Online Marketing Summary**

Anne Arnold

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May 03, 2012

30 Varnantown Rd  
Varnantown, NC 28462, US

MLS # 632875 | \$475,000

**Jabin Norris**  
CENTURY 21 Anne Arnold  
309 Clubhouse Dr SW  
Holden Beach, NC 28462, US  
Agent Phone: 910-840-4117  
Office Phone: 910-842-5692  
jabin@jabinorris.com  
http://www.annearnold.com  
License #: 248043

Your listing is displayed on over 500 web sites. Here are the results from several sites that provide reporting.

Number of Views - Last 4 Weeks

**→ Web Site Traffic Comparison**

Web Site	Property Views	Leads
century21.com	112	1
Smarter Agent	0	Not Provided
REALTOR.com	85	0
Zillow Network	254	0
HomeFinder.com	0	0
Homes.com	0	0
HotPads	25	0
AOL Real Estate	2	0
Other Sites	0	0
<b>TOTAL</b>	<b>478</b>	<b>1</b>

**→ Top Locations**

City	% of Traffic
Supply, NC	21%
Denver, NC	8%
Fletcher, NC	8%

**Leads** - The number of times a consumer completes and submits and contact form that is sent via email to the listing broker or agent.

**Top Locations** - The cities from which the greatest number of consumers live that are viewing your listing on Century21.com.

\* This includes traffic from mobile applications via the Zillow Network.



Dashboard report on listing performance  
 Target marketing based on website traffic trends  
 Detailed statistics on most viewed property types

ANNE ARNOLD for CENTURY 21 Anne Arnold 05/03/2012

1-MONTH REPORT FOR ANNE ARNOLD

**EXECUTIVE SUMMARY**

You currently have 21 listings and your listings are appearing on over 500 web sites. 28 of your properties have been visited at least once over the last 1 month.

Turns are defined on the last page of this report.

Top Web Sites by Number of Leads		
Rank	Website	% of Total Leads
1	century21.com	66.7%
2	Zillow Network	33.3%

Top Localities of Top Online Consumers		
Rank	Locality	% of Total Views
1	Southport, NC	18.2%
2	Fayetteville, NC	6.8%
3	Richlands, VA	6.8%

Listing Inventory: [Line Graph]

Number of Visits - Last 12 Months: [Line Graph]

Number of Leads - Last 12 Months: [Line Graph]

ANNE ARNOLD for CENTURY 21 Anne Arnold 05/03/2012

30-DAY REPORT FOR ANNE ARNOLD

**DETAILED ANALYSIS: PROPERTY CATEGORIES**

This report shows total property views and total leads by inventory category. The categories are based on property type, price range and numbers of bedrooms.

Terms are defined on the last page of this report.

Description	Listing Count	Property Views	Leads	% of Total Leads	% Leads / Views	% Leads / Listings
\$90K - \$100K Loft and - For Sale	9	14	0	0.0%	0.00%	0.00%
\$100K - \$200K Loft and - For Sale	3	49	2	66.7%	4.08%	66.67%
\$1M - \$2M - 0BR Residential - For Sale	2	116	0	0.0%	0.00%	0.00%
\$200K - \$300K Loft and - For Sale	2	145	0	0.0%	0.00%	0.00%
\$200K - \$300K Loft and - For Sale	2	21	0	0.0%	0.00%	0.00%
\$1M - \$2M - 0BR Residential - For Sale	1	88	0	0.0%	0.00%	0.00%

ANNE ARNOLD for CENTURY 21 Anne Arnold 05/03/2012

30-DAY REPORT FOR ANNE ARNOLD

**DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS**

The shading on the map shows the relative number of consumers in each state that viewed your properties online based on GIS coding. GIS coding is technology used to geographically locate online consumers.

Terms are defined on the last page of this report.

DENSITY: LOW to HIGH

Top States							Top Cities						
State	Total	Percent	Views	Percent	Leads	Percent	City	Total	Percent	Views	Percent	Leads	Percent
North Carolina	30	68.2%	1	50.0%	2	100.0%	Southport, NC	8	18.2%	0	0.0%	2	100.0%
Virginia	3	6.8%	0	0.0%	0	0.0%	Fayetteville, NC	3	6.8%	0	0.0%	0	0.0%
Maryland	2	4.5%	0	0.0%	0	0.0%	Richlands, VA	3	6.8%	0	0.0%	0	0.0%
Ohio	2	4.5%	0	0.0%	0	0.0%	Carlisle, PA	2	4.5%	0	0.0%	0	0.0%
Pennsylvania	2	4.5%	0	0.0%	0	0.0%	Chapel Hill, NC	2	4.5%	0	0.0%	0	0.0%
District Of Columbia	1	2.3%	0	0.0%	0	0.0%	Castles, NC	2	4.5%	0	0.0%	0	0.0%
New Hampshire	1	2.3%	0	0.0%	0	0.0%	Supply, NC	2	4.5%	0	0.0%	0	0.0%
South Carolina	1	2.3%	0	0.0%	0	0.0%	Asheville, NC	1	2.3%	1	33.3%	0	0.0%
Utah	1	2.3%	0	0.0%	0	0.0%	Baltimore, MD	1	2.3%	0	0.0%	0	0.0%
Vermont	1	2.3%	1	50.0%	0	0.0%	Charlotte, NC	1	2.3%	0	0.0%	0	0.0%
							Clemmons, NC	1	2.3%	0	0.0%	0	0.0%
							Dayton, OH	1	2.3%	0	0.0%	0	0.0%

## A System Provided Website for Office, Teams and Sales Associates Professionally Designed and Customizable

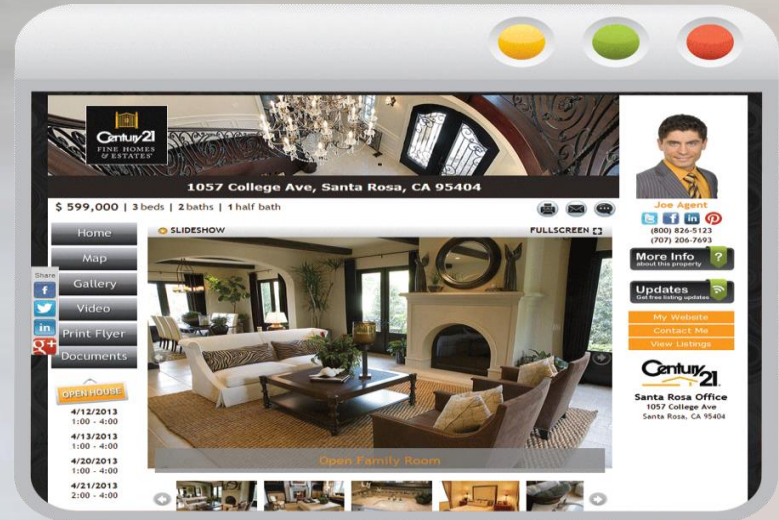
# Unique Property Sites

A website created for all residential listings i.e. **555Main.C21.com**.

## Features Include:

- Property Website
- Mobile Website
- Craigslist Posting Tool
- QR Code
- Detailed Statistics

Best of all, the Unique Property Site is created **automatically** from **21Online.com!**



**Your Leads**

**You have not updated your leads!**  
THIS MAY AFFECT YOUR ELIGIBILITY TO RECEIVE NEW LEADS  
You have 18 leads that need to be updated.  
[Update Leads](#)

**Estimated Lead Value:**  
\$ 1,000,000\*

- Hot Leads (23)**  
Estimated Value at \$1,000,000
- Drip Leads (60+ Days) (11)**  
Estimated Value at \$0

**Follow Up Plans**  
Did you know you can use follow up plans to maintain contact with clients who are not yet ready to buy?

**Your Stats**

**33.33%** Close Rate (YTD)

**0** hours Average Response Time

[View All Your Stats](#)

**Calendar**  
Thursday, June 21, 2012  
**0** Events Today

Update Due	Lead Name	Status	
Due 142 days ago	<a href="#">Jenny Smith</a>	Hot Prospect	<a href="#">Update</a>
Due 134 days ago	<a href="#">Pam Graham</a>	Hot Prospect	<a href="#">Update</a>

**Instant notification of consumer inquiries via cell phone/text message**

**Allows you to be the first to respond to the consumer**

**Dashboard to help you manage lead activities**

**Syncs with CENTURY 21 Business Builder<sup>®</sup>**



**LeadRouter technology  
for sales associates  
on the go!**



▼ **BRAND STUDIO**



**Brand Center**



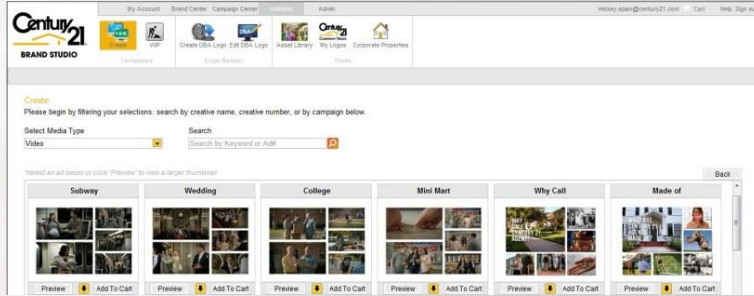
**Campaign Center**



**AdMaker**

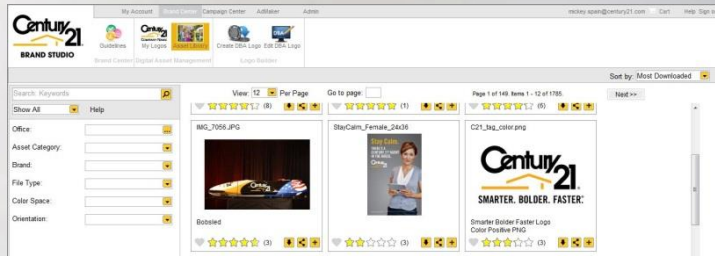


# CENTURY 21 Brand Center<sup>SM</sup>



Differentiate from the competition

Access to audio files, brand templates, logos, images & videos



Leverage brand power and maintain brand consistency



Help create deeper, emotional connection with consumers

[My Account](#)[Brand Center](#)[Campaign Center](#)[AdMaker](#)[Admin](#)[mickey.spain@century21.com](mailto:mickey.spain@century21.com)[Cart](#)[Help](#) [Sign out](#)[National Programs](#)[Open House](#)[Recruiting](#)[Campaign](#)[Resource Center](#)[My Logos](#)[Asset Library](#)[Tools](#)[Create DBA Logo](#)[Edit DBA Logo](#)[Logo Builder](#)

## CAMPAIGN CENTER

### INSIGHT ON THE NATIONAL ADVERTISING CAMPAIGN AND PROGRAMS.

The C21 Campaign Center provides an overview of the current national advertising campaign and other marketing programs.

[National Programs](#)[National Media](#)[Localize it](#)





## Elevate your marketing efforts with the following

- Video Commercials
- Print Ads
- Banner Ads
- Email Signatures
- Sell Sheets
- Scripts
- Checklists
- Posters
- Contests
- and more!



AdMaker provides customizable templates from brand approved creative for multiple media types

- Newspaper
- Television
- Outdoor
- Online Banners
- Radio



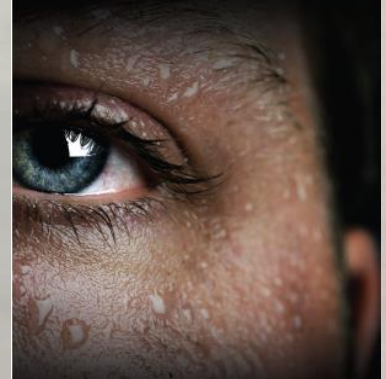
{ENTER LOCATION}  
**CENTURY 21<sup>®</sup> AGENTS.**  
**SMARTER. BOLDER. FASTER.**



VISIT {INSERTWEB.COM} OR  
 CALL US AT {000.000.0000}



EVERY MOVE.  
 EVERY DRIVE.  
 EVERY ASSIST.  
 GETS HIM ONE STEP  
 CLOSER TO THE GOAL...



**OF SELLING YOUR HOME.**  
 CENTURY 21<sup>®</sup> AGENTS. SMARTER. BOLDER. FASTER.™



Official Real Estate Company of U.S. Soccer

**C21.COM**



**SMARTER. BOLDER. FASTER.®**



# CENTURY 21 University<sup>SM</sup> - Mission



Helps enable CENTURY 21<sup>®</sup>  
affiliated sales associates  
and brokers  
to be:



**SMARTER. BOLDER. FASTER.<sup>®</sup>**

**Training Top 125 Winner 2015**



# Welcome to the **CENTURY 21<sup>®</sup> System**

Overview of the brand  
and resources available

## **CREATE 21<sup>®</sup>**

Real Estate Sales Associate  
Guidance & Education



# Productivity Enhancement Program (PEP)

8-week guidance course that helps  
drive production

# Industry Specializations & Continuing Education

Discounts only for CENTURY 21<sup>®</sup>  
affiliates





## International Management Academy (IMA)

3 ½ day live course

## Management Certification Program (MCP)

12 webinar series



## Opportunities for CENTURY 21<sup>®</sup> affiliates to learn from some of the best in the industry!



Brian  
Buffini



Mike  
Ferry





# CENTURY 21 University<sup>SM</sup> – HowTo Videos

Videos viewable on any  
**Mobile Device!**

Short helpful  
videos and  
webinar replays on  
a wide variety of  
broker, real estate,  
and C21<sup>®</sup> topics



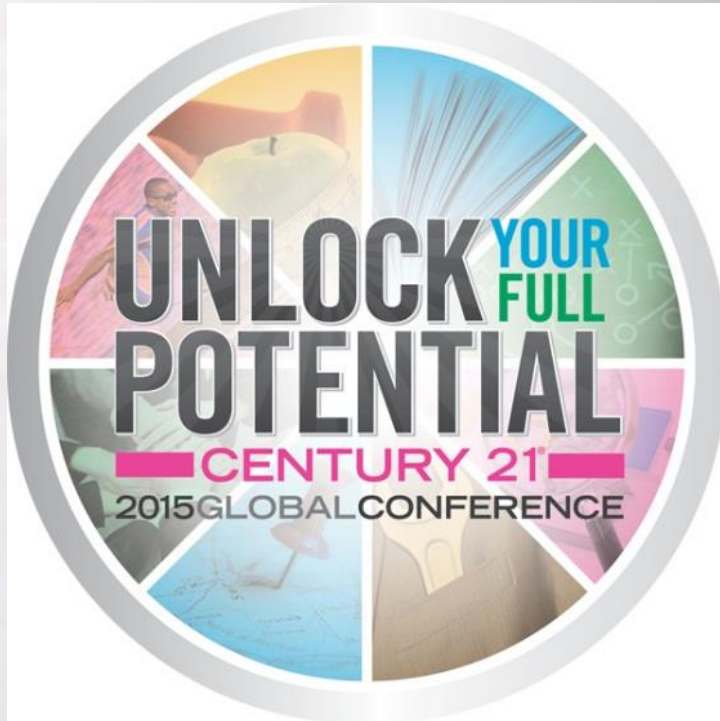


# CENTURY 21 University<sup>SM</sup> – Webinars



***"Education for  
Today's Real Estate  
Professionals"***

Schedule of Click  
and Launch  
Webinars  
Available!





THANK YOU!





# Disclaimer

As a broker or an independent sales associate affiliated with a CENTURY 21® franchised office, you have a variety of resources, tools, technologies and educational opportunities available to you. Your use of the CENTURY 21 educational materials, programs, or meetings are not mandatory. Nothing in this document is intended to create an employment relationship. Note: This document and the content of educational programs may contain suggestions and best practices with regard to specific issues you may encounter for you to use at your discretion