

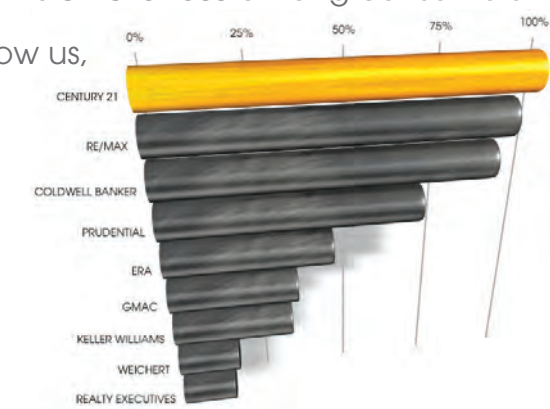
THE GOLD STANDARD



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CENTURY 21® is the most recognized brand in the real estate industry with an unparalleled **97% awareness** among consumers.¹ This means people not only know us, but they prefer us – which will bring you even more business. People’s preference for using the CENTURY 21 brand is much higher than it is for other real estate companies. **60% of people** surveyed said they had a **preference to work with** our CENTURY 21 team the next time they buy or sell a home.²



CENTURY 21: The Most Recognized Name In Real Estate



¹ At 97%, the CENTURY 21® System has the highest brand awareness level when compared to any other real estate organization surveyed. ² The CENTURY 21® brand is also identified to be the most recognized name in real estate by consumers. Disclaimer-Source: 2009 Ad Tracking Study. The survey results are based on 903 online interviews with a national random sample of adults (ages 18+) who are equal decision makers and who have bought or sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness questions are based on a sample of 903 respondents at a 95% confidence level with a margin of error of +/-3.3%. The study was conducted between March 16 – November 15, 2009 by Millward Brown, a leading global market research organization.



21 Reasons to Join Our Successful Team

1. The Most Recognized Name in Real Estate
2. CENTURY 21 Innovative Technology
3. Award Winning Training Programs
4. Healthcare
5. CENTURY 21 Lead Management
6. Century21.com
7. CENTURY 21 Global Referral Network
8. CENTURY 21 Business Benefits
9. Industry Leading Marketing
10. 21Online.com
11. CENTURY 21 Client Relationship Management
12. Other Services like Mortgages, Home Inspection, Title, and Home Warranty
13. Unparalleled Marketing into High Growth Areas
14. Giving Back to the Community
15. Added Listing Exposure
16. Customer Satisfaction
17. Loyalty Programs
18. Ad Maker
19. CENTURY 21 is an international brand
20. Awards and Recognition Programs
21. You owe it to yourself!



IT'S THE RIGHT PATH FOR YOU!

Our teams work in professional, attractive office environments.

The CENTURY 21® System works in every way possible to increase preference for our brand, and qualified consumer leads for our agents. Everything we do, from national advertising and public relations to local marketing campaigns and billboards, is focused on delivering quality leads to you.



Our high tech is **High Touch** connecting you to more customers



So, we made search easier and faster. 3 million people a month can't be wrong!
Our unique **photo flow listing view** has clients visiting again and again!



90% of homebuyers use the web in their search!*

There's even an **app** for that!

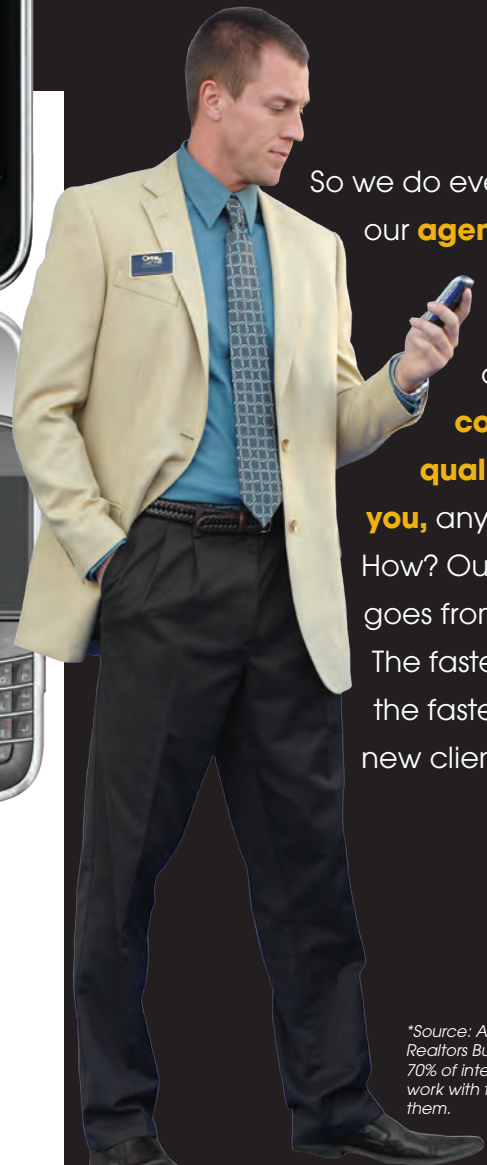


So, our innovative, progressive technology puts you at the fingertips of potential and existing clients.



Your phone's GPS instantly finds the homes and open houses near your location. Or the app lets customers find and call you to schedule an appointment or showing. Plus lots of other features to make your life easier.

Maximum **Leads + Exposure = Success!**



So we do everything to put our **agents first**. We give you an edge over other agents by **connecting qualified leads to you**, anywhere, anytime. How? Our technology goes from data to voice. The faster you respond the faster you acquire a new client.

*Source: A 2009 National Association of Realtors Buyers and Sellers survey mentions: 70% of internet buyers indicate they would work with the first web agent that contacts them.



21Online.com

So, we built this high tech tool box to grow your business. We deliver what you need to be on the cutting edge of real estate. Lead management tools, marketing tools, listing presentation tools, tools to make you ready day one to sell.

70% chose to work with the first agent answering their inquiry!*

So, we feed every CENTURY 21® listing to **more outlets**, to reach **more consumers** than you can possibly imagine.



*Source: National Association of REALTORS® Profile of Home Buyers and Sellers 2009

Everything you need to succeed.

Look to a pillar of stability like the CENTURY 21® System to offer the expertise and support to elevate your career with:

- Unlimited growth opportunities
- Flexible work schedule
- Security and financial independence
- More control of your future
- Personal satisfaction and recognition

Choose a career that gives you the power to take control of your future, the tools to see quick results, the satisfaction of finding customers the home of their dreams, and the support of a successful team of proven real estate professionals standing behind you.

All of this is possible because of the CENTURY 21 System.

The enormous buying power of our international organization offers **unlimited growth opportunities**. The most recognized name in real estate offers everything you should expect from a career – **Rewards, Recognition, Respect and Results.**



Award Winning Training

Free Training for Sales Associates

- Attitude: Persevere and Stay on Track
- Contact Management Made Easy!
- Social Networking
- Developing an Online Business Plan
- Blogging for Online Visibility
- How to Have an Open House by Design
- Anatomy of a House
- Going Green – Becoming an Eco Agent
- Staying In Touch With Clients
- REO and Short Sales Overview
- Selling in a Do Not Call World
- Marketing Yourself as a Real Estate Expert

Training Opportunities

- Live, online instructor-led training
- Vast selection of self-study modules
- National Events
- Regional Events
- Awards Events



CENTURY 21® was ranked among the **top 125 training companies** by *Training Magazine*.

Training for Associates at All Levels

Sales Skills

- CREATE 21® Golden Edition
- Advanced Real Estate Skills
- Success Series

Coaching and Accountability

- Productivity Enhancement Program (PEP)
- M.A.P. to Mastery

Niche Markets & Specializations

- Fine Homes & Estates
- New Home Sales
- Mature Moves
- Commercial Brokerage

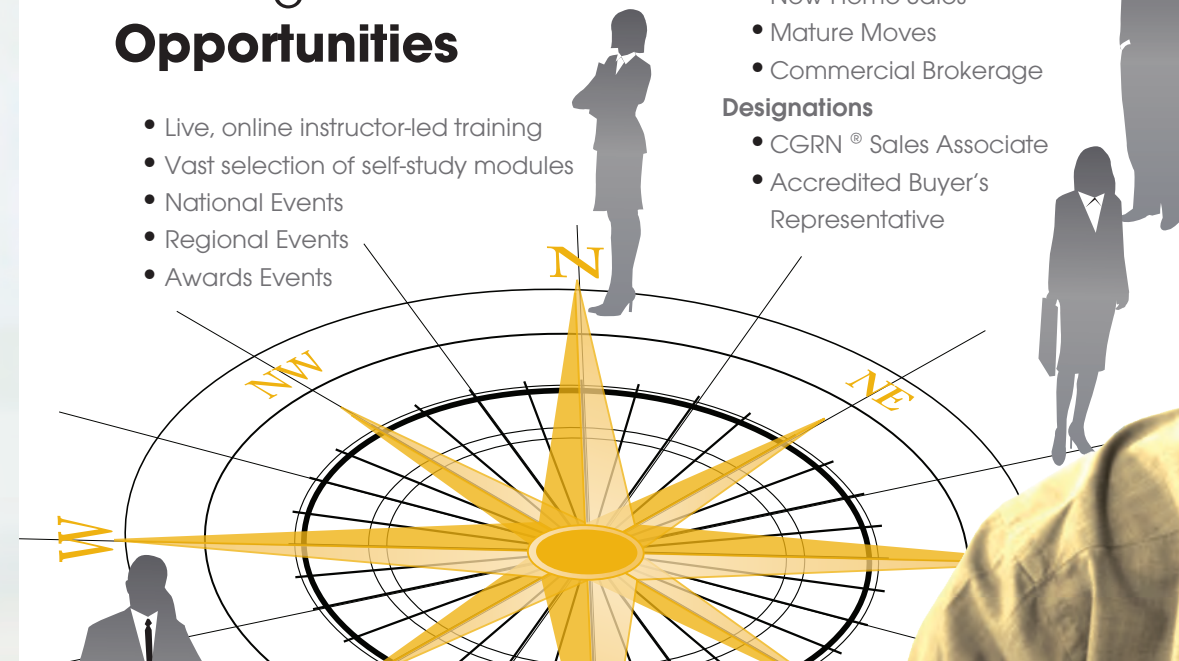
Designations

- CGRN® Sales Associate
- Accredited Buyer's Representative



Enjoy local recognition with our community involvement.

For 30 years, the CENTURY 21® System has been a proud philanthropic partner of Easter Seals®. Our Brokers, Agents and Employees have worked to raise \$100 million in support of the Easter Seals mission: to help improve the lives of children and adults with disabilities. This is a terrific way to support your community and create a positive personal profile of community involvement.



There are many **advantages** in being a **CENTURY 21 Agent**.

Healthcare

The CENTURY 21® System believes in taking care of their own. We offer medical coverage, prescription drug coverage and other key benefits that are important to you and your family.



Business Benefits

The CENTURY 21 System offers discounts from national brands who support your goals. DELL, Staples, Lowe's, AT&T, Sprint, UPS are just a few of the businesses where you can save through your CENTURY 21 office.



More Services

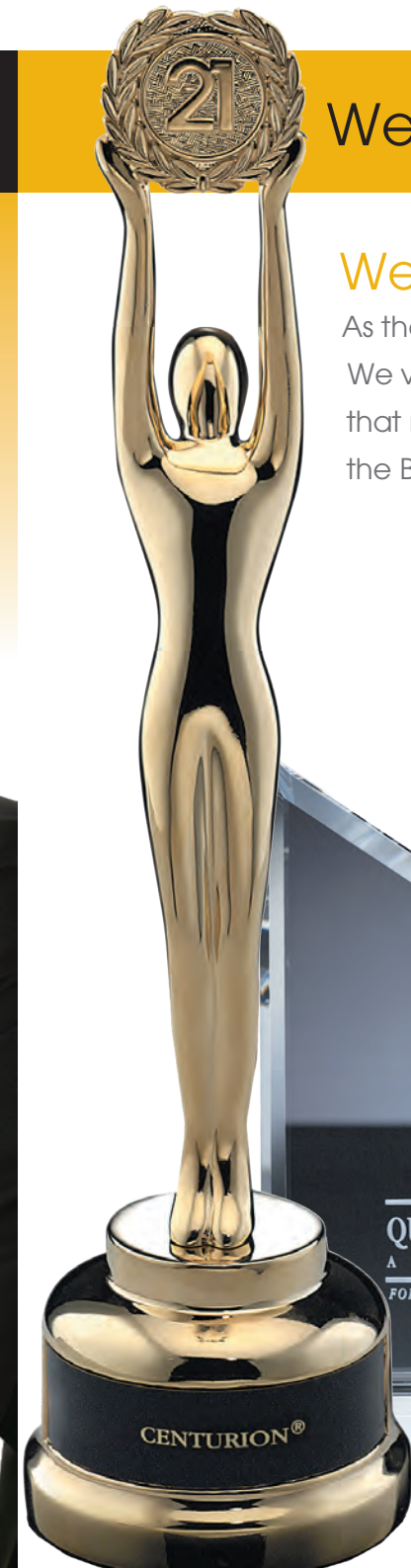
Offer a variety of additional real estate services to the consumer, such as: mortgage, inspection, home warranty and title. You are a one-stop shop for all of your customer's real estate needs.



We know that **you** are what makes us a **success**.

We recognize and award great performance.

As the leader in real estate, our agents know they are what makes us a success. We value our associates and want them to know it! We offer international events that recognize our top performers annually. Our Top Agent retreat has been to the Bahamas, Hawaii, San Diego and Boston, just to name a few.





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To learn more about
CENTURY 21®
opportunities
call
888.21CAREERS
visit
century21.com
or email
gethired@century21.com
today!