

CENTURY 21®



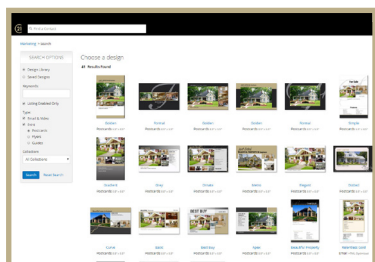
ALL CENTERED AROUND YOU.



YOUR ONLINE PLATFORM FOR ACCELERATING YOUR BUSINESS GOALS.

21ONLINE.COM IS YOUR GATEWAY TO THE MANY RESOURCES AND SYSTEMS THAT CAN SET YOU APART FROM THE COMPETITION. THROUGH THIS SECURE PORTAL YOU CAN VIEW YOUR LISTINGS, MANAGE LEADS, ACCESS OUR CRM SYSTEM, READ THE LATEST INDUSTRY NEWS, LAUNCH POWERFUL MARKETING TOOLS AND SO MUCH MORE. THE SITE AND MANY OF ITS APPLICATIONS ARE MOBILE RESPONSIVE, SO YOU CAN TAKE THEM WITH YOU ON YOUR TABLET OR SMART PHONE. EXPLORE THE FOLLOWING PAGES AND SEE HOW 21ONLINE.COM CAN HELP YOU MANAGE AND GROW YOUR BUSINESS.

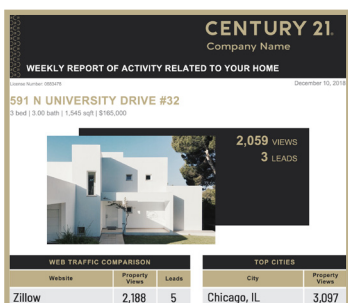
CENTURY 21 Business Builder®



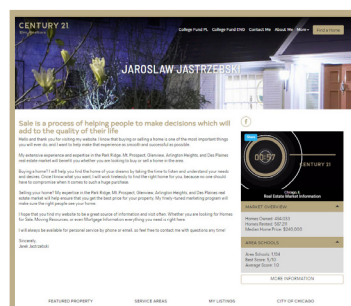
Keep your name top-of-mind with prospects and clients.

CENTURY 21 Business Builder® is a customer relationship manager (CRM) and marketing engine designed specifically for real estate sales professionals. This comprehensive system enables you to design, create, and manage marketing campaigns, actively engage your contacts and clients, and cultivate relationships from the initial lead to a successful home sale. The tool is integrated with LeadRouterSM, dash and 21Online.com, thereby creating a seamless, easy-to-use experience.

THE GOLDEN RULER®



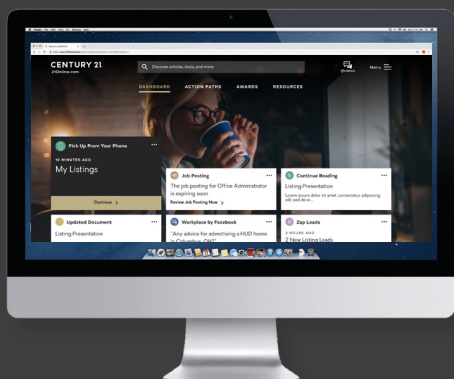
Maximize and measure online visibility. THE GOLDEN RULER® provides comprehensive reports on consumer views and leads, derived from the distribution of your dash and 21Online.com enhanced listings to over 200 real estate industry and aggregator websites. With it, you can send your sellers a weekly report that shows how well their listing is doing versus other listings in the market.



My C21® Site

Expand your online exposure to clients and improve your business. 93% of home buyers use the Internet to search for a new home.* As real estate professionals, it is critical to be visible online. My C21 Site is a tool that provides the power to create high quality websites in English as well as Spanish, leveraging century21.com tools and resources. It is available for affiliated agents, teams and offices for both residential and commercial markets.

*2018 National Association of REALTORS® Profile of Home Buyers and Sellers



The 21Online.com homepage is your personal dashboard.

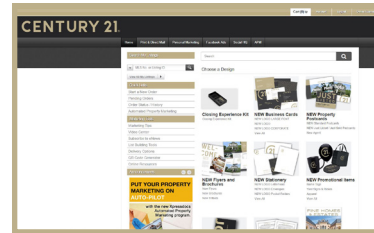
Transitioning from a utility site to a productivity platform, the new 21Online.com offers a truly personalized experience based on preferences and behaviors. Powered by Adobe™ Experience Manager (AEM), the site's mobile-first responsive design also allows you to start tasks and pick up where you left off on another device.

CENTURY 21.

CENTURY 21 Preferred Client ClubSM (PCC)



Stay in touch with prospects and past clients effortlessly. Experience the benefits of the CENTURY 21 Preferred Client ClubSM to follow up with past clients and build their loyalty. It is our premier program that supports you in your customer relationship marketing efforts. This program automatically sends high quality communications 7 times per year over a 2-year, 5-year or 7-year period on your behalf. Enroll clients in this exclusive program to stay in touch with them over the long term without sacrificing your time. All mailings are personalized with your contact information and photo. You can add or renew clients easily through 21Online.com.



Xpressdocs[®] Direct Marketing

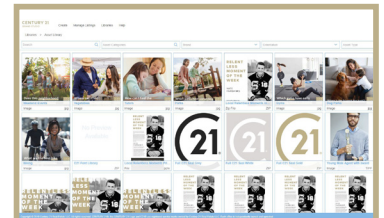
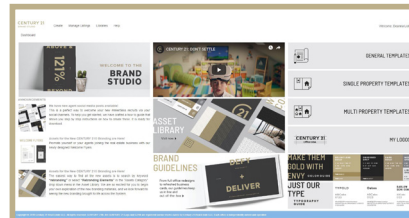
Present your office and properties with style. This powerful suite of tools puts a wide range of promotional products at your fingertips, from business cards to promotional materials with CENTURY 21 Company Name (DBA) logos. Use the Xpressdocs selection of CENTURY 21[®] Marketing materials to create customized collateral that make your properties stand out.

DEFY MEDOCRITY. DELIVER EXTRAORDINARY EXPERIENCES.

CENTURY 21 Brand StudioSM

Create professional-looking marketing efficiently.

CENTURY 21 Brand StudioSM, equipped with the Asset Library and My Logos, enables you to create compelling marketing pieces across different media formats, such as print, online, outdoor and video. The Asset Library offers you a wide selection of design elements, ranging from logos and photos (with unlimited domestic U.S. use)* to yard signs and PowerPoint templates. With My Logos, you can access and download the full library of CENTURY 21 Company Name (DBA) logos. All available creative materials are brand-approved, so you leverage everything the CENTURY 21 brand has to offer. With this one-stop platform, you could be done in a matter of minutes, saving both time and money.



*International users can inquire on photo use by sending an inquiry to compliance@century21.com.



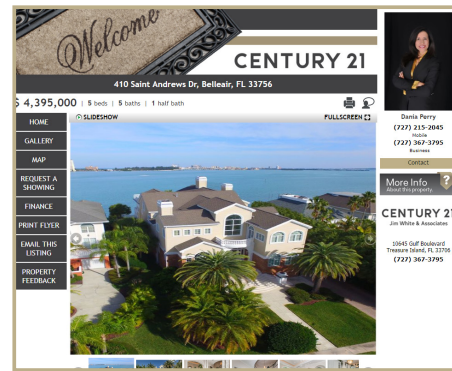
CENTURY 21 University[®]

Build long-term success and profitability. CENTURY 21 University provides system members with access to comprehensive development paths with robust content. Flexible learning solutions are available both live and virtually. The course content is designed for both experienced veterans as well as those wanting to launch a lucrative real estate sales career. Webinars, podcasts and videos supplement the course content but can also be utilized as stand-alone resources. Both sales associates and business leaders will enjoy the dynamic tools and resources which accompany our courses that focus on business generation and growth, this includes the productivity dashboard that helps users set production and recruiting goals while monitoring their progress.

CENTURY 21® Unique Property Sites

Increase online listing exposure and generate more leads.

CENTURY 21 Unique Property Sites are professionally designed individual property websites automatically created for each residential listing on century21.com and for each commercial listing on century21commercial.com. These sites are dedicated to selling that particular property and with unique domain names like 123MainSt.C21.com; it can make it easier for consumers to find them and connect with the listing sales associate.



ToolkitCMA™


CENTURY 21 System members have access to ToolkitCMA.

ToolkitCMA is a cloud-based software that provides real estate professionals a way to quickly and easily create listing proposals, marketing presentations with photo CMAs, and property flyers for all listing and selling occasions. The software is easy to use and automatically merges comparable property and picture content from your MLS into presentations, property flyers, and buyer tour documents.

RealSatisfied & CENTURY 21® Quality Service Survey (QSS)

Capitalize on positive feedback. Brokers and affiliated sales associates will automatically have a RealSatisfied QSS sent to their clients email for every transaction closed in the dash system. Feedback received from customers can then be used to measure performance on key service delivery attributes as well as to better align themselves with customer needs and expectations.

The testimonials received on completed surveys can be syndicated and published to century21.com, realtor.com®, Facebook®, Twitter®, and more. Top performing offices and sales associates are recognized based on their survey results with Quality Service Awards.



CENTURY 21

Your Sale - Sam Johnson

Please rate the performance of Sam Johnson with regard to the following aspects of your sale.

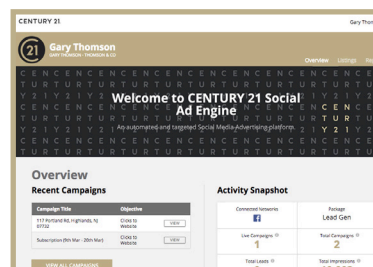
	Excellent	Good	Satisfactory	Below expectations	Poor	Not Applicable
Online Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The exchange of contracts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yard Sign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negotiations with prospective buyers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales Result	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The handling of deposit money/escrow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales Campaign Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales Campaign Delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspections/Open Houses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CENTURY 21 Awards



Showcase your accomplishments and build customer confidence. Offices, teams, and individuals can earn recognition based on performance, including CENTURY 21 National Awards, Masters Awards, and CENTURION® Awards.

Find criteria, forms, and other award-related materials in the Awards area of 21Online.com. Award winners can add distinguishing award logos to their marketing materials to showcase their professional credibility.



CENTURY 21 Social Ad Engine

Promote your listings easily on social media to get measurable business results.

The Social Ad Engine is a robust platform you can use to create Facebook® and Instagram® campaigns that increase awareness of your listings, drive traffic to your websites and generate new business leads. Every campaign is based on your business goals, optimized using Facebook® algorithms and ready to publish within minutes.

CENTURY 21®

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