



# WHAT SETS THE CENTURY 21 SYSTEM APART?

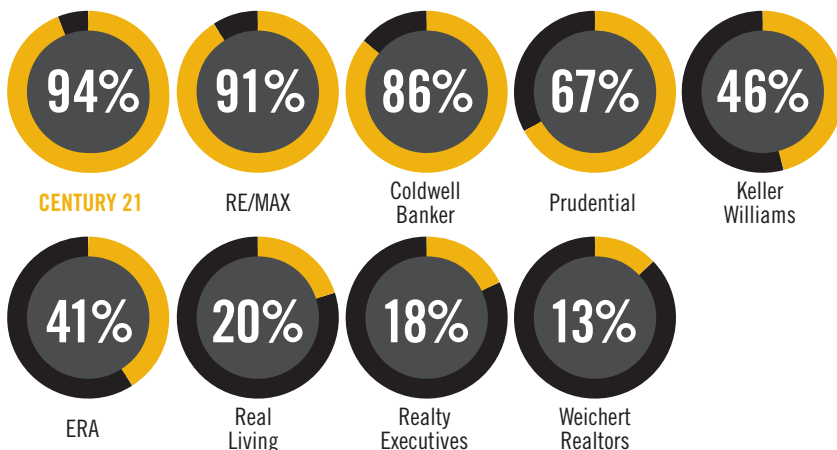
## CUSTOMER SATISFACTION

According to the J.D. Power 2014 Home Buyer/Seller Satisfaction Study™, the CENTURY 21® System ranked “Highest Overall Satisfaction for First-Time and Repeat Home Buyers and Sellers”.



## BRAND AWARENESS

Among consumers presented with a list of other real estate organizations, the CENTURY 21 System was identified as the real estate brand with the highest level of brand awareness. When asked “Which of these real estate agencies have you ever seen or heard of?”, 94% of respondents said they were familiar with the C21 brand. (Base: 1,200 respondents. Sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next two years; Results significant at a 90% confidence level.)



[CENTURY21.COM/CAREERFRANCHISE/REAL-ESTATE-CAREER](http://CENTURY21.COM/CAREERFRANCHISE/REAL-ESTATE-CAREER)

The **CENTURY 21 System** is the world's largest residential real estate sales organization.



More Facebook fans and Twitter followers than any other real estate brand.

**CENTURY21.COM IS THE MOST VISITED REAL ESTATE FRANCHISE WEBSITE,** with the highest number of unique visitors of any franchise website in the industry according to a recent Comscore survey.



Are you ready to step out of the shadows and join this elite force of CENTURY 21 affiliated agents?



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 Home Buyer/Seller StudySM. Study based on 4,800 total evaluations measuring 5 firms and measures opinions of individuals who 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)  
Study Source: 2013 Ad Tracking Study. The survey results are based on 1,200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions 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, Consideration and Likelihood to Recommend questions based on a sample of 1,200 respondents. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%. Recognition and Respected questions based on those who had awareness of the brand. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%. The study was conducted in two waves by Millward Brown, a leading global market research organization during the following time periods: Wave 1: February 4th – February 18th 2013 Wave 2: September 30th- October 14th 2013  
© 2014 Century 21 Real Estate LLC. All Rights Reserved. CENTURY 21®, the CENTURY 21 Logo and SMARTER. BOLDER. FASTER® are registered service marks owned by Century 21 Real Estate LLC. Century 21 Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each Office is Independently Owned and Operated.