

All Centered Around You



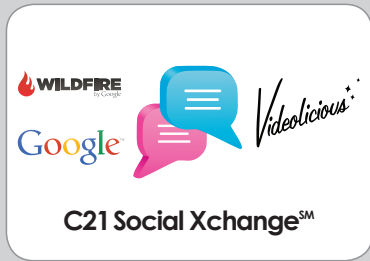
21Online.com® is your gateway to the many tools and systems that will set you apart from the competition. Through this secure portal you can access your listings, manage leads, access a CRM system, read the latest industry news, access powerful marketing tools and so much more. Explore the following pages and see how 21Online.com can help you manage and grow your business.



21ONLINE.COM

SMARTER. BOLDER. FASTER.®

Your online resource for acc



C21 SOCIAL XCHANGESM
Social Media Marketing Made Simple

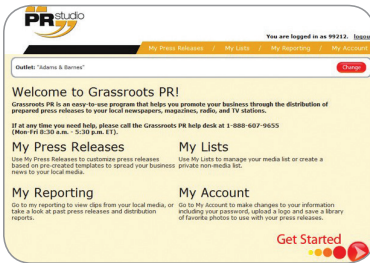
The C21 Social Xchange combines Google search and social media marketing tools, plus a powerful video creation app to empower CENTURY 21[®] Agents to build their sphere of influence, manage social media communications and enhance their presence on the world's largest search engines - Google and YouTube*.

*comScore, January 2014 http://www.comscore.com/Insights/Press_Releases/2014/2/comScore_Releases_January_2014_US_Search_Engine_Rankings



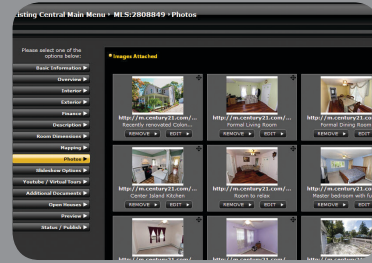
CENTURY 21 Business Builder[®]
Keep your name top-of-mind with prospects and clients

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 through to a successful home sale. The tool is integrated with LeadRouter[™] for CENTURY 21[®], CREST EDGSM and 21Online.com, thereby creating a seamless, easy to use experience.



PR Studio
Promote Your Business Through PR Studio

Choose from around 100 news release templates, and within minutes, PR Studio can send your accomplishments and announcements to local media outlets with a simple click of a button. Raise awareness, generate buzz and earn credibility with minimal effort and no cost to you.



Listing Central
Save time and get your listings noticed

With just a few simple steps, this tool lets you: enhance your listings with photos, videos, and slide shows; add virtual tours and open house information; modify or add property descriptions in English or Spanish; and map your properties. Broker level access provides the ability to create listings immediately using Listing Central.

The 21Online.com[®] homepage is your personal dashboard

Put the power of this personalized intranet Web site to work for you. Place your mission-critical sections front and center, save links to your favorite resources, and more. 21Online.com offers you rapid access to the tools and information you need to accelerate your business goals.



MY C21[®] Site
Capture prospects and promote your business on the web

Do you have your own Web site? Consumers search for properties online more now than ever before, and as real estate professionals, it is critical to be visible online. My C21 Site is a free tool that provides System members with the power to create high quality Web sites leveraging century21.com[®] tools and resources. It is available for sales associates, teams and offices.



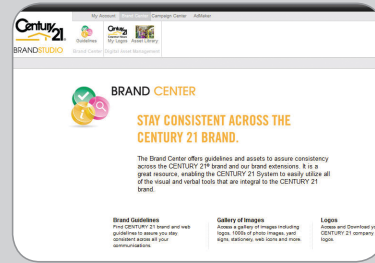
Accelerating your business goals.



CENTURY 21 Preferred Client ClubSM (PCC)

Stay in touch with prospects and past clients effortlessly

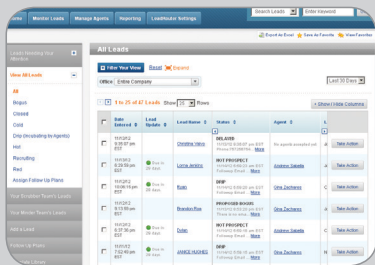
Experience the benefits of the CENTURY 21 Preferred Client Club (PCC) to follow up with past clients and build their loyalty. It is our premier program that supports you in your ongoing customer relationship marketing efforts. This program sends high quality communications 8 times per year over a 2-year, 5-year or 7-year period. 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 you can add or renew clients through 21Online.com[®] by selecting the links on your homepage.



CENTURY 21 Brand CenterSM

Learn our brand guidelines and download brand logos and assets

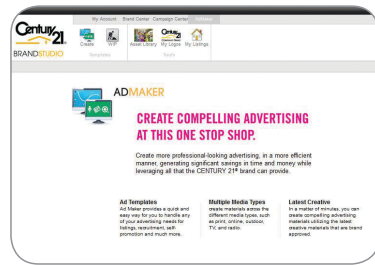
The Brand Center is a CENTURY 21 Brand StudioSM component that offers guidelines, assets and all of the visual and verbal tools to assure consistency across the CENTURY 21 brand. Find CENTURY 21 brand guidelines to keep communications within brand standards. Access a gallery of images including logos, images, yard signs, PowerPoint templates and more. The Brand Center is also the place to access and download your full library of CENTURY 21 company name (DBA) logos.



LeadRouterTM for CENTURY 21[®] Program

Capture and manage every lead

This powerful software package captures leads from homebuyers and sellers, and matches this information with the appropriate Sales Associate according to business rules set by the office. In addition, LeadRouter instantly informs you of the lead by phone (or through other communication channels if requested), enabling you to respond to consumers within minutes of receiving the request. Never lose a lead again with LeadRouter.



CENTURY 21 AdMakerSM

Create compelling advertising at this one stop shop

AdMaker is a CENTURY 21 Brand Studio component that lets you create more professional-looking advertising, in a more efficient manner, generating significant savings in time and money while leveraging all that the CENTURY 21 brand can provide. AdMaker provides a quick and easy way for you to handle any of your advertising needs for listings, recruitment, self-promotion and much more. Create materials across the different media types, such as print, online, outdoor, TV and radio. In a matter of minutes, you can create compelling advertising materials utilizing the latest creative materials that are brand approved.



THE GOLDEN RULER[®]

Maximize and measure online visibility

THE GOLDEN RULER measurement tool provides reports on consumer views and leads resulting from the distribution of your CREST EDG and 21Online.com enhanced listings to over 800 real estate industry and aggregator Web sites. It is a comprehensive marketing tool for your online listings and gives you the ability to provide consistent and meaningful updates to your seller. THE GOLDEN RULER differentiates the CENTURY 21[®] System approach to marketing vs. our competitors, showcasing our innovative approaches to better supporting you and servicing your customers.



CENTURY 21 Campaign CenterSM

Insight on the National Advertising Campaign

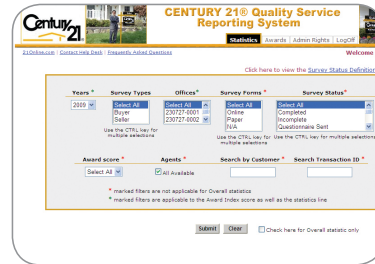
The Campaign Center is a CENTURY 21 Brand Studio component that provides an overview of the current national advertising campaign and other marketing programs. In addition, you can access materials supporting our national advertising campaign, sponsorships and other marketing programs. Not only will you have access to our national marketing programs, but you will also have access to information and assets to leverage at a local level.



CENTURY 21® Unique Property Sites

Increase online listing exposure and generate more leads

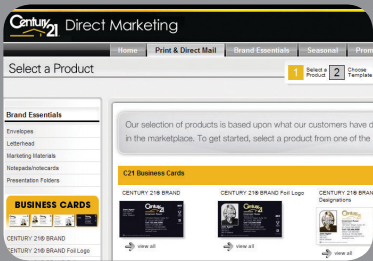
CENTURY 21 Unique Property Sites are professionally designed individual property Web sites automatically created at no cost for each listing on century21.com. These sites are dedicated to selling that particular property and with unique domain names like 123MainSt.C21.com; it will make it easier for consumers to find them and connect with the listing agent.



Quality Service Surveys (QSS)

Capitalize on positive feedback

Agents and Brokers can request a Quality Service Survey to be sent to clients for every transaction closed in the CREST EDGSM system. Available in English or Spanish, these surveys can be sent by paper or email, along with a personalized invitation to participate. 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. We offer QSS awards to top performing offices and sales associates based on their survey results.



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 products with logos. Create customized marketing materials that make your properties stand out from the crowd. Also find customizable, personal promotion and relationship marketing materials to promote your business. Raise the bar in real estate marketing with Xpressdocs selection of distinctive CENTURY 21® Marketing materials.



CENTURY 21 Learning System® (CLSSM)

Build long-term success and profitability

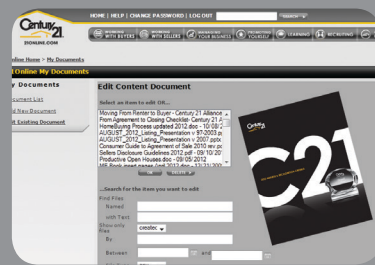
Our award-winning training programs are available for brokers, managers and sales associates at all levels of experience. You can also download course materials, schedules, and information about core programs. We offer a variety of free classes, both live online and self-paced for all levels.



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.



Document Library

Share confidential, time-sensitive information in a safe manner

Our Document Library is a great tool for company-wide sharing of confidential or timely information. Here, brokers can store company-level documents, while granting or restricting access to different roles within their office. Users then have access to the appropriate materials. Leverage this tool to share all mission-critical documents in one central location.

Let the best-in-class solutions from 21Online.com put you on the golden path to profitability.

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