

# WHY IS THE CENTURY 21® SYSTEM THE BEST KNOWN BRAND IN THE BUSINESS? WE'VE GOT THE MOST TRUSTED, MOST DEVOTED, MOST GIT 'ER DONE AGENTS ON THE PLANET.

## THE LEADER IN BRAND AWARENESS

In 2012, the CENTURY 21 System continued to maintain the highest brand awareness level among consumers presented with a list of other real estate organizations; a trend we have upheld since 1999.

## THE MOST RECOGNIZED NAME IN REAL ESTATE

As in previous years, consumers in 2012 continued to identify the CENTURY 21 System, from a list of real estate organizations, as "the most recognized name in real estate."

Thirty-five percent of adults surveyed recognized the CENTURY 21 System as the most well-known brand. The nearest competitor (RE/MAX) trailed by a substantial six percentage points.

## THE MOST RESPECTED BRAND IN THE INDUSTRY

In a new question this year, consumers identified the CENTURY 21 Brand as the "most respected in the industry."

Twenty-two percent of adults surveyed identified the CENTURY 21 System as the "most respected in the industry," with the nearest competitor (RE/MAX) trailing by a significant five percentage points.

## AN INDUSTRY LEADER FOR "LIKELIHOOD TO RECOMMEND" PREFERENCE AMONG ACTIVE REAL ESTATE CONSUMERS

The CENTURY 21 System continues to remain one of the top recommended agencies in "Likelihood to Recommend" for 2012.

## AN INDUSTRY LEADER FOR "FUTURE CONSIDERATION" PREFERENCE AMONG ACTIVE REAL ESTATE CONSUMERS

The CENTURY 21 System continues to remain one of the top agencies in Future Consideration in 2012.

Study Source: 2012 Ad Tracking Study. The survey results are based on 1,204 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, Consideration and Likelihood to Recommend questions based on a sample of 1,204 respondents 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 between February 5th - February 19th 2012 Wave 2 between August 12th- August 26th 2012



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**Q** "Please tell me which of these real estate agencies you have ever seen or heard of?" (Base: 1,204 respondents: Sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years; results significant at a 90% Confidence level)

<b>CENTURY 21:</b>	<b>96%</b>
RE/MAX:	91%
Coldwell Banker:	86%
Prudential:	70%
Keller Williams:	44%
ERA:	42%
Real Living:	24%
Weichert:	20%
Realty Executives:	16%

**Q** "Which of these agencies, if any, is the most recognized name in real estate?" (Multiple-choice question) (Base: Consumers Aware of Brand. Results significant at a 90% Confidence level)

<b>CENTURY 21:</b>	<b>35%</b>
RE/MAX:	29%
Coldwell Banker:	19%
Prudential:	13%
Realty Executives:	13%
Weichert Realtors:	11%
Keller Williams:	10%
Real Living:	9%
ERA:	7%

**Q** "Which of these agencies, if any, is the most respected in the industry?" (Multiple-choice question) (Base - Consumers Aware of Brand. Results significant at a 90% Confidence level)

<b>CENTURY 21:</b>	<b>22%</b>
RE/MAX:	17%
Coldwell Banker:	16%
Prudential:	12%
Keller Williams:	11%
Weichert Realtors:	8%
Realty Executives:	8%
Real Living:	7%
ERA:	5%

**Q** "How likely are you to recommend (brand) to someone else?" (Base: 1,204 respondents: sold or purchased a home in the past two years, or plan to sell or purchase a home in the next two years)

INDUSTRY LEADERS GREATER THAN 25%

<b>CENTURY 21</b>
RE/MAX
<b>BELOW 25%</b>
Coldwell Banker
ERA
Keller Williams
Prudential
Realty Executives
Real Living
Weichert

**Q** "How likely are you to consider choosing each of these brands the next time you buy or sell a home?" (Base: 1,204 respondents: sold or purchased a home in the past two years, or plan to sell or purchase a home in the next two years)

INDUSTRY LEADERS 45% AND ABOVE

<b>CENTURY 21</b>
RE/MAX
<b>BELOW 45%</b>
Coldwell Banker
ERA
Keller Williams
Prudential
Real Living
Realty Executives
Weichert