

# CENTURY 21<sup>®</sup>

DEDICATED TO THE JOY OF HOME.







The Joy of Home

\_\_\_\_\_ 02



Dedicated to You

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Your Next Move

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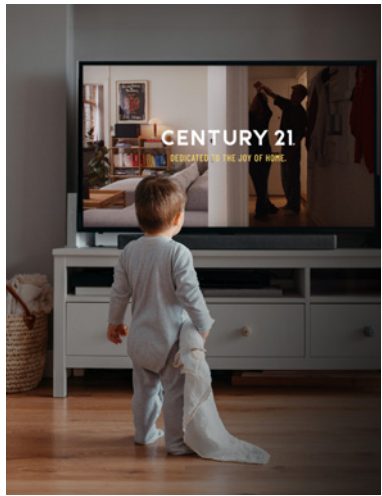
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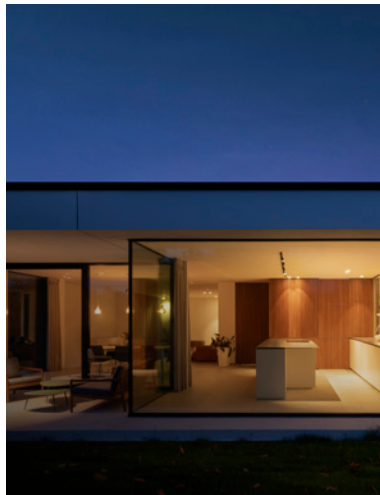
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# The joy of home.

It's a place to hang your hat.

Kick up your feet.

A place to plan the rest of your life  
or do nothing on a Saturday.

For over 50 years, the CENTURY 21® brand has  
been delivering the joy of home – not just for home  
buyers and home sellers but agents as well.

A dedicated real estate brand that understands how  
a network can thrive and feel pride in their work.

This is what we do. Because those who join  
the CENTURY 21® brand do so to make people's  
dreams come true – while looking to fulfill their  
own as agents.

And the CENTURY 21® brand strives  
to make that joy a reality.







Dedicated  
to you.



# The real estate brand you had in mind.

Think back to what drew you to the real estate industry. Likely, it was to help people realize their dreams and shape communities. To build something meaningful - for yourself, your family, and clients.

Now, imagine joining a real estate brand aligned with your same goals.

Ready to support you with a full array of programs, coaching, and tools designed to help you win more listings, boost productivity, and achieve the goals you set for yourself.



The CENTURY 21® brand is  
**the most respected  
brand in the industry.<sup>1</sup>**

1 - Study Source: 2024 Brand Health Study. The survey results are based on 1,203 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or plan to purchase or sell a home within the next two years). Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Kantar Group Limited, a leading global market research organization, from November 12 - December 2, 2024.



Like a great home, a great real estate brand should be built on a solid foundation.

Three simple values guide everything we do. Together they create THREE21: the basis of a holistic support system that helps encourage and feed your entrepreneurial spirit.

## THREE 21

### EMPOWERMENT

With the right tools and support, you can enhance your productivity and effectiveness.

### GROWTH

Exclusive knowledge and progressive learning programs help you go from where you are today to where you want to be tomorrow.

### JOY

Be surrounded by a culture that lets you experience the joy of what you do and who you do it for.

With the CENTURY 21® brand behind you, you'll truly feel like you're part of something bigger than yourself.



## Power through empowerment.

Our best-in-class tech stack puts the power of productivity and creativity in your hands. In fact, agents affiliated with the CENTURY 21® brand who utilized offerings within the technology suite earned \$36k more.<sup>1</sup> From marketing and lead-generation tools to informative and influential content, you'll feel the CENTURY 21® brand at work for you.

Agents affiliated with the CENTURY 21® brand who utilized offerings within the technology suite were

**1.8x more productive.<sup>1</sup>**

### THE GOLDEN RULER®

Automatically generate weekly reports detailing listing views and leads. This proactive communication tool not only saves you valuable time but also provides your clients with the transparent and timely updates they value.

### Boost, powered by Lone Wolf®

Expand your online exposure across platforms like Facebook®, Instagram®, and Nextdoor®. Boost also connects to a network of over 1,000 websites letting you advertise your listings, promote yourself, and find and connect with more clients.

### MoxiWorks® Product Suite\*\*

The MoxiWorks® product suite is one of the most popular and powerful agent-experience platforms in the real estate industry. A robust digital toolkit of four interconnected platforms designed to streamline your workflows, enhance your clients' experiences, and help you increase productivity.

### MoxiEngage®

Provides powerful cloud-based Customer Relationship Management (CRM) and email marketing solutions.

### MoxiPresent®

Customizes in-depth presentations with this interactive CMA tool.

### MoxiWebsites®

Builds sleek websites without you having to know a line of code.

### MoxiImpress®

Automatically creates and distributes print, digital, and social media advertising in minutes.

<sup>1</sup> - Based on average commission earned and average units closed of active agents that performed an action in at least one of the following offerings in the technology suite between Jan 1st, 2024, and Dec 31st, 2024: Boost, Brand Studio, ListTrac, the MoxiWorks® products such as MoxiPresent®, MoxiEngage®, and/or MoxiImpress®. Results are not guaranteed.

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Agents who receive Quality Service Awards are

**173% more productive  
than those who do not.<sup>1</sup>**

## Growth from knowledge.

Real estate is constantly evolving. So, we offer exclusive learning and mentorship opportunities through collective knowledge and collaboration. Now, you're not only keeping up with industry trends, but you're also ahead of them.

### **RealSatisfied®**

RealSatisfied automatically sends Quality Service Surveys after every client transaction. Feedback received from customers can be used to measure performance as well as to better align with customer needs and expectations. The testimonials received on completed surveys can be syndicated to century21.com, realtor.com®, Facebook® Reviews, Instagram® Business, LinkedIn, and more to build credibility and consumer trust. Top performing offices and sales associates are recognized based on the survey results with Quality Service Awards.



### **Century 21 University®**

Whether you're just starting out or have years of experience, C21 University® provides agents affiliated with the CENTURY 21® brand the support to help them get to the next level.

#### **A Robust Course Catalog:**

From business planning to pricing strategy, prospecting, and lead conversion, you'll find learning opportunities that meet you where you are.

#### **Learn The Way You Want:**

Instructor-led sessions and self-paced courses give you the flexibility to learn on your own terms and schedule.

#### **Personalized Learning Journeys:**

Comprehensive, AI-driven roadmaps assist you in recommending which classes to take and when.



## Feel the joy.

When work doesn't feel like work, you've got something special. That's the culture we strive to create through our client relationships, local office culture, and community involvement.

### Awards & Recognition

Showcase your achievements and earn client trust through the CENTURY 21® awards & recognition program. This performance-based program recognizes individual agents, teams, and offices through prestigious network-wide awards, which include the CENTURY 21 National Awards, CENTURY 21 Masters Awards, and CENTURION Awards. Leverage these in your marketing to showcase your expertise and build your credibility.

### Networking Events

The CENTURY 21 brand believes that success should be celebrated. From the global network gathering at One21® Experience to Top Agent Retreat, we find unique ways to honor your achievements.

### A Culture of Giving Back

The CENTURY 21 network believes in the importance of giving back to the communities we serve. We have proudly supported the Easterseals mission of empowering individuals with disabilities to live, learn, work, and thrive since 1979. CENTURY 21 independent franchisees and sales professionals have raised over \$141 million<sup>1</sup> to make a lasting impact.



1 - Easterseals and its related marks and logos are owned by Easterseals, Inc. and used with permission. Total amount raised throughout the CENTURY 21 franchise network as of 12/31/24.



A close-up, low-angle shot of a person's legs and feet as they ride a blue kick scooter on a light-colored paved sidewalk. The person is wearing a white t-shirt, tan pants, and blue sneakers with red accents. The scooter has large, multi-colored wheels. The scene is brightly lit, casting a long shadow of the rider onto the pavement.

# Down the block.

A wide-angle landscape photograph showing a range of mountains under a vibrant sunset sky with orange and yellow hues. In the foreground, the dark, tiled roof of a building is visible, partially obscured by green foliage. The overall mood is serene and expansive.

# Around the world.

From local to international.  
From residential to commercial.  
From one culture to another.

**With 130,000 independent agents  
throughout 79 countries and territories<sup>1</sup>,**

the CENTURY 21® brand has you covered.



# A legacy of impactful marketing. Ready to power you today.

The CENTURY 21® brand brings with it a storied history of marketing that’s hard to ignore. For over a quarter century, we’ve honed our messaging to emotionally connect with consumers and seamlessly align with agents’ brands.

With the backing of an international multi-channel advertising campaign complete with ready-to-go marketing materials, dynamic partnerships and programs, you’ll be equipped to increase your exposure from day one.

## Powers of the brand:

- Customizable Marketing Materials** for your individual and brokerage-level use.
- Additional Exposure** for your listings with syndication to over 170 websites.
- Brand Studio** easily creates customized marketing pieces for social media, print, video, and more.
- Easy Access to Leads** and more with our national brand website [century21.com](https://century21.com).



The CENTURY 21® brand is the  
**leader in brand awareness  
26 years in a row.<sup>1</sup>**

1 - Study Source: 2024 Brand Health Study. The survey results are based on 1,203 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years). Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Kantar Group Limited, a leading global market research organization, from November 12 - December 2, 2024.





## A partnership to make the most recognized name even more visible.

The CENTURY 21® brand is taking the field with Major League Soccer – putting the most recognized name in real estate<sup>1</sup> on the same pitch as one of the most popular sports.

The partnership means brand visibility through commercials running during an 8-month, 510-game season, along with pitch-side advertising boards in every stadium. At a grassroots level, you'll have opportunities to connect your personal brand with your own community through turn-key tie-in activities with local youth teams.

As the sport grows at all levels, so will your exposure. And as your exposure grows, the connection with your community does, too.



# Selling luxury should feel exclusive, not elusive.

**CENTURY 21** FINE HOMES & ESTATES®

Considering entering the world of luxury real estate? CENTURY 21 Fine Homes & Estates® program positions you to capture a whole new segment of discerning clients in the luxury space.

In 2024, the CENTURY 21® brand reached

**\$29.9 million average daily luxury sales volume.<sup>1</sup>**

**Impactful Listing Syndication** on premier platforms like *The Wall Street Journal*, *JamesEdition*, and *Robb Report*, gain your properties global exposure to affluent buyers.

**Elevated Marketing Materials** that feature luxury market reports, customizable templates, and the curated *CENTURY 21 Fine Homes & Estates* magazine help your listings exude prestige.

**Exclusive Learning & Networking** offered through our engagement with The Institute for Luxury Home Marketing.





## The keys to open different doors of opportunity.

### CENTURY 21 Commercial®

Non-residential properties can be a lucrative addition to your expanding portfolio of offerings. With the CENTURY 21 Commercial® program working for you, you'll be equipped to navigate the complexities of multi-family developments, offices and retail spaces, mixed-use properties, and more.

**Additional Visibility** for your properties through listing syndication programs and customizable marketing resources tailored for commercial properties.

**Comprehensive Learning** through 35 hours of CRE education for deeper commercial real estate know-how.

**Insightful Information** with access to Moody's REIS historical property data to aid you in forecasting, analysis, and staying ahead of market trends.

### CENTURY 21 Farm and Ranch®

Farm, ranches, and land is a highly specialized real estate asset class that requires equally nuanced ways to master it. Whether you represent thousand-acre ranches or intimate ranch homes and micro-farms, the CENTURY 21 Farm and Ranch® program is structured to support you every acre of the way.

**Customizable Marketing Assets** tailored to the unique needs of this niche market.

**Experienced Network** of thousands of CENTURY 21 Farm & Ranch® specialists for you to collaborate with, learn from, and rely upon.



As the Hispanic market grows,  
so could your business.

In 2024, Hispanic homeownership reached 9.8 million households accounting for 35% of total homeownership growth nationwide.<sup>1</sup> As the leader in brand awareness among Hispanic consumers<sup>2</sup>, we are in a prime position to help you identify, connect, and serve this record-breaking segment.

Our dedication to your business opportunities in this market means providing you with a full suite of products and services to help you create your own special bond with this vibrant community.

Increase your advantage:

**Critical demographic knowledge** and a robust suite of in-language listing and marketing assets.

**A 20+ year relationship** with the National Association of Hispanic Real Estate Professionals®.

**Bilingual experiences** like “La Conexión” to foster meaningful connections at in-person events.

The CENTURY 21® brand is the  
**1<sup>st</sup> choice that Hispanic Consumers  
would consider the next time they  
buy or sell real estate.<sup>2</sup>**

1 - Source: 2024 State of Hispanic Homeownership Report. <https://nahrep.org/downloads/2024-state-of-hispanic-homeownership-report.pdf>  
2 - Study Source: 2024 Kantar Study (Hispanic Audience). The survey results are based on 600 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years) from Spanish, Hispanic, or Latino background/origin. Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/- 3.2%. The study was conducted by Kantar Group Limited, a leading global market research organization, from November 12- December 2, 2024.



# Don't take our word, take theirs.

The most powerful voices for the brand come from the CENTURY 21® network.

“ It feels like a family that is rooting for you and your success and providing you with the tools you need to be successful. ”

“ The key attribute that makes the CENTURY 21® brand stand out among other real estate brands is its unwavering commitment to providing exceptional service and support ... ”

“ A powerhouse of support, motivation, care, and kindness. Always moving forward while making sure no one is left behind ... ”





# A dedication that shows.

The CENTURY 21® brand is more than just a brand; it's a mission to bring the joy of home to everyone. One that agents affiliated with the CENTURY 21 brand undertake by dedicating themselves to serving clients with excellence.

Trusted Agents:

**98% client recommendation rating<sup>1</sup>**

Overwhelming Satisfaction:

**98% client satisfaction<sup>1</sup>**

Non-Stop Momentum:

**Averaging 24 homes bought or sold every hour of every day<sup>2</sup>**

The Brand Consumers Turn To:

**Leader in future consideration among consumers<sup>3</sup>**

1 - The survey results are based on a RealSatisfied online survey of over 66,000 respondents in the United States, conducted by Century 21 Real Estate LLC. The respondents were clients of CENTURY 21® affiliated agents across approximately 1,700 CENTURY 21® franchised offices who bought or sold a home during the 2024 calendar year.

2 - Internal finance data from 1/1/24 through 12/31/24.

3 - Study Source: 2024 Brand Health Study. The survey results are based on 1,203 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years). Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Kantar Group Limited, a leading global market research organization, from November 12 - December 2, 2024.



# Welcome home.

Two words that add up to so much more.

When you hear them, you know you're somewhere special.  
Somewhere you're appreciated.

A place that's here for you, as much as you're here for it.

**That's what it feels like when  
you join the CENTURY 21® brand.**

With the support of the most respected brand in the industry and the most recognized name in real estate<sup>1</sup>, you're backed by more than just a name – you're part of something bigger. A network that pushes you forward, stands beside you, and helps you create the business you've always imagined.

**Welcome to CENTURY 21®**



1 – Study Source: 2024 Brand Health Study. The survey results are based on 1,203 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years). Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Kantar Group Limited, a leading global market research organization, from November 12 – December 2, 2024.



# CENTURY 21®

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