

CENTURY 21[®]

**Ur Home
Real Estate**

NO

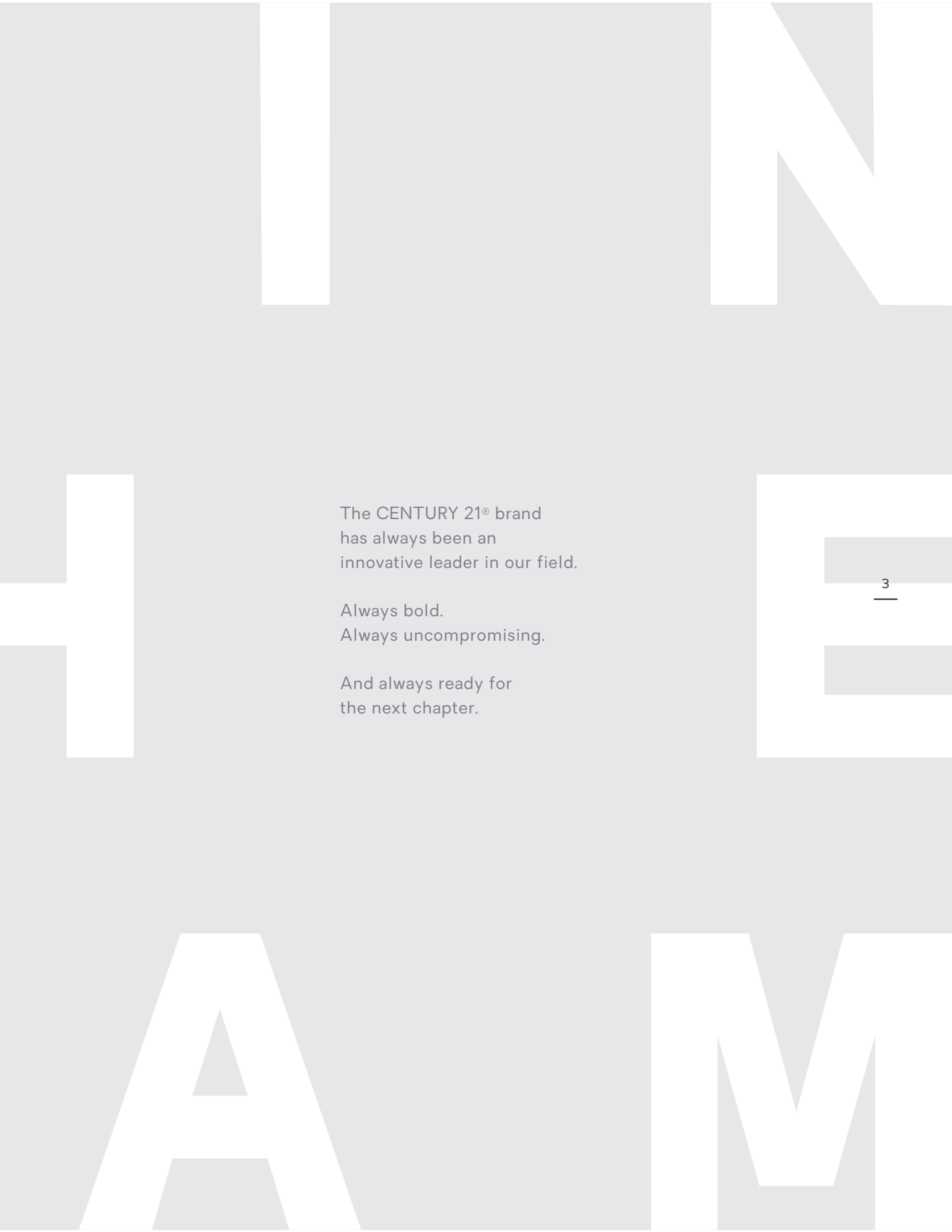
**THE
RELENTLESS**

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ELEVATE
YOUR
EXPERIENCE

The background of the page features large, stylized, light gray letters 'F', 'N', 'A', and 'M' arranged in a grid-like pattern. The 'F' is on the left, 'N' is on the top right, 'A' is on the bottom left, and 'M' is on the bottom right. The central text is positioned within the negative space of these letters.

The CENTURY 21® brand
has always been an
innovative leader in our field.

Always bold.
Always uncompromising.

And always ready for
the next chapter.

D

E

When you affiliate with the CENTURY 21® brand, you become a part of something much bigger than a name.

You become part of a community of driven, entrepreneurial-minded professionals like yourself across multiple disciplines—from real estate, business and property management to marketing, media and technology—all of whom are relentlessly focused on enabling your success.

4

WE EXCEED EXPECTATIONS



FY



The CENTURY 21 brand was built with one purpose in mind: to pioneer better ways for entrepreneurs, like you, to thrive. We don't look at real estate as a transaction, but as a holistic experience. That's why we're on a mission to defy the mediocrity that has become all too common in real

estate today. While others focus on simply facilitating a transaction, we believe in delivering an extraordinary experience. We want those who share this mindset to join us, because together we can raise the bar and set a new standard for the next century.

86

COUNTRIES
& TERRITORIES



153,000

INDEPENDENT SALES ASSOCIATES



14,250

OFFICES AND COUNTING

7

GLOBAL RECOGNITION

The CENTURY 21® brand has the scale and the reputation to lead the industry into the future.

The CENTURY 21 brand is the most recognized and respected name in real estate according to buyers and sellers.* Why? Because they've come to respect and trust C21® affiliated agents above all others.

With locations globally, we give you an extraordinary opportunity to help you grow your business through

referrals and leads from all parts of the world. For example, century21global.com, with 36 currencies and 18 different language translations, helps give you access to global markets.

To further your reach online and help drive leads, our Syndicated Listings Program distributes your listings to hundreds of websites.

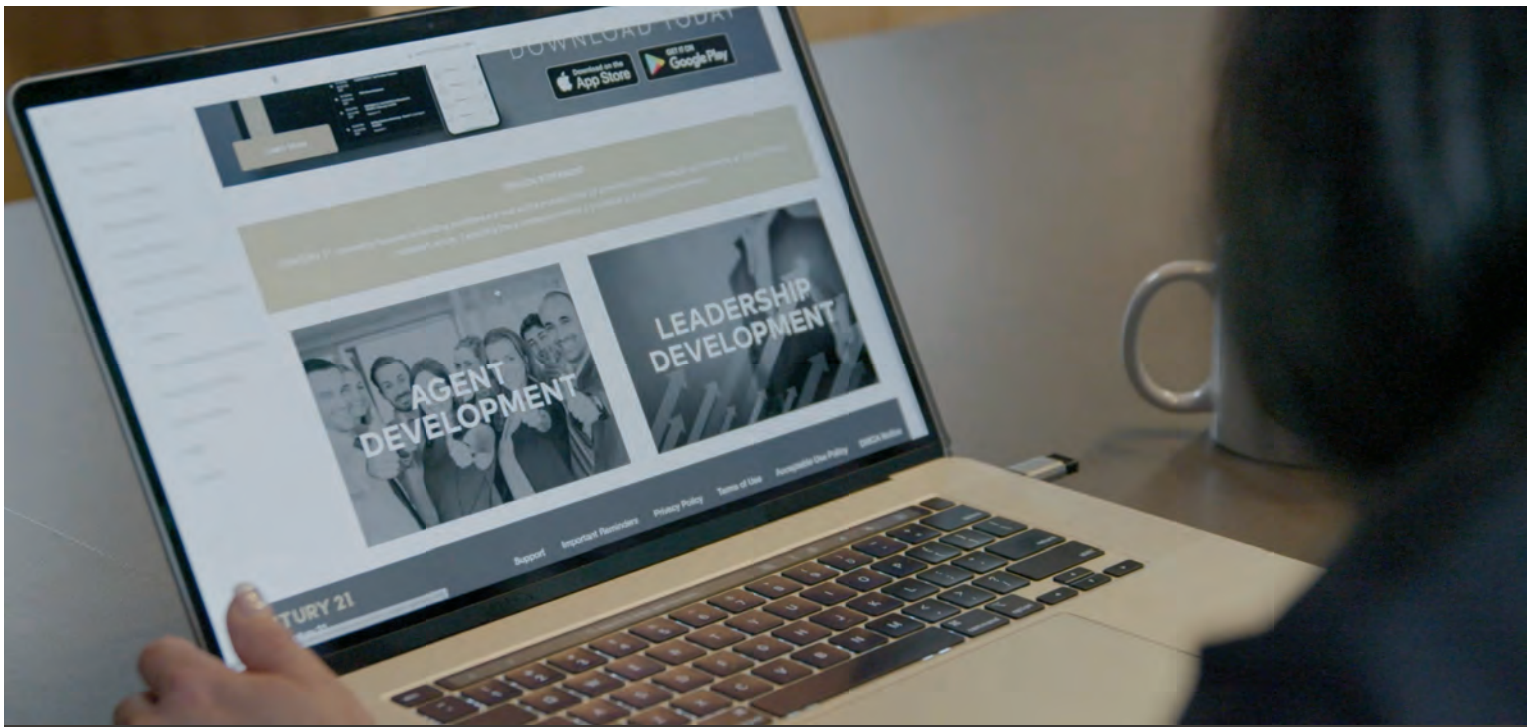
*Study Source: 2021 Ad Tracking Study. The survey results are based on 1,200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years). Brand awareness question 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 question based on consumers aware 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 9-27, 2021.

CENTURY 21 UNIVERSITY®

At CENTURY 21 University, we believe that you work hard and deserve a strong and successful business. We created a place for you to discover focused learning, proven strategies, and an environment of consistent action that aligns with your goals.

Whether you're just starting out or have years of experience, C21 University® provides multiple levels of education that will help you take your business to new heights. Our learning programs are available when and where you want to learn; both online and off-line classes allow you to earn NAR/REBAC designations, certifications and more.

UP YOUR GAME



Affiliated agents, who participated in classes offered by C21 University® exhibited greater improvement in their performance.

9%

MORE
LISTINGS
TAKEN

9

12%

MORE
CLOSED
UNITS

17%

HIGHER
HOME
VOLUME

Listings Taken, Closed Units, and Closed Sales Volume (collectively, the "Metrics") were measured during this Study. To calculate the results, we took a sample of the 9,580 independent sales associates affiliated with Century 21 Real Estate for at least a year prior to the study and who participated in CENTURY 21® classes and activities between August 2017 and August 2019 (the "Sample Pool") and entered their activities into RE-Scoreboard.com. All sales associates included in the study completed one or more classes, each ranging in duration from a minimum of three hours up to twenty-two hours. We measured the Metrics generated by the Sample Pool during the 12 months prior to their taking any CENTURY 21 courses and then measured the Metrics generated by the Sample Pool during the 12 months after the end date of each agent's coursework. Study completion date was September 2020. The research is subject to a sampling error rate of + or - 5%. This was not a controlled study; correlation does not equal causation. Past performance does not guarantee future results. Market conditions may influence results and there is no assurance any CENTURY 21 affiliated sales associate will achieve the same or similar results. © 2020 Century 21 Real Estate LLC. All rights reserved. CENTURY 21®, CENTURY 21 University®, and the CENTURY 21 Logo 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 franchise is independently owned and operated.

CAPTURE ATTENTION AND GENERATE LEADS

DIGITAL PLATFORMS

There's no limit to what you can achieve with the CENTURY 21® System. Gain access to leads and more with our sleek, industry-leading websites at century21.com and century21espanol.com.



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EXPAND THE NEIGHBORHOOD

HOUSE
HABIT





NATIONAL MARKETING

When it comes to marketing and advertising, we're always looking for the best ways to connect you with buyers and sellers. In today's ever-evolving real estate market, we understand the importance of capturing consumer attention wherever they are. From executing high-profile partnerships such as the first-ever C21® branded documentary with National Geographic CreativeWorks, to driving key industry conversations

with our brand leaders on today's top media outlets, to executing focused campaigns across growing digital, streaming and broadcast platforms, our goal is to differentiate the CENTURY 21® brand. We'll continue to create unique media experiences that capture consumer attention, elevate your market presence and generate leads, which can help you as agents not just meet but exceed your business goals.



MoxiWorks

CENTURY 21® affiliated agents and brokers have access to products by MoxiWorks, which can act as your devoted sidekicks to keep you on task, a versatile presentation builder and more.

MoxiEngage, by MoxiWorks,

is a powerful CRM and business planner designed specifically for real estate professionals. Brokerages with MoxiEngage provide incomparable value to their regions, offices, teams, and agents with the leading sphere-selling focused CRM built on the best practices of the greatest agents.

MoxiPresent, by MoxiWorks, gives you the power to take your audience on a journey: from selling guidance and pricing

consultations, creating virtual open houses, recruiting new talent, sharing neighborhood insights — there's endless creative opportunity! Deliver amazing presentations to prospects and clients all while barely lifting a finger.

MoxiImpress, by MoxiWorks,

gives you the ability to automatically create and distribute print, digital, and social media advertising materials in a matter of minutes

MoxiWebsites, by MoxiWorks,

is a web content management system that gives control to agents (or teams) to create awe-inspiring websites without knowing a line of code.

WIN

THE

HOUSE HABIT
OWN IT



LISTING

INCREASE PRODUCTIVITY AND REFERRALS

WORKPLACE BY FACEBOOK®

Great ideas come from everywhere and CENTURY 21® affiliated brokers and agents are always listening to each other. Through Workplace by Facebook, idea sharing, problem-solving and access to other agents and brokers as well as leaders of this iconic brand are just a few clicks away.





GIVE
121%

15

HOUSE HABIT

21ONLINE.COM

21Online.com is more than a brand intranet. It's a personalized productivity platform that guides you through the key steps and actions in the real estate process.

It adapts your experience based on preferences and behaviors, and its responsive design allows you to start tasks and pick up where you left off on other devices. During the onboarding

process with 21Online.com you can input your goals so the system can serve you personalized content to help you reach them.

21Online.com is your gateway to any resources that can set you apart from the competition. View your listings, manage leads, access our CRM, read latest industry news, launch powerful marketing tools and more.

GET

THE

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WORD

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CENTURY 21 BRAND STUDIOSM

With CENTURY 21 Brand Studio, you can create professional marketing pieces easily and more efficiently. We've done the hard work of designing customizable and attention-grabbing ads for all

media formats like print, online, social media, outdoor and video. It also offers templates, photos, logos, signs and general outreach that can be customized for agents and teams.

OUT

GENERATE
MORE LEADS

CENTURY 21® UNIQUE PROPERTY SITES

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.

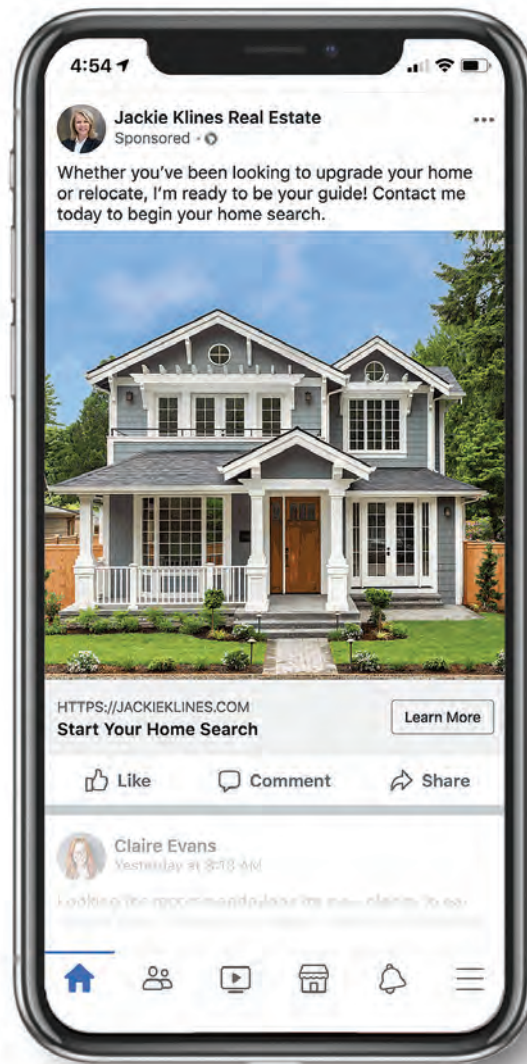
These sites are dedicated to selling that particular property and unique domain names like 123MainSt.C21.com can make it easier for consumers to find them and connect with the listing sales associate.

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HOUSE HABIT

DREAM
BIG



19

UP YOUR
ONLINE EXPOSURE

SOCIALADENGINESM

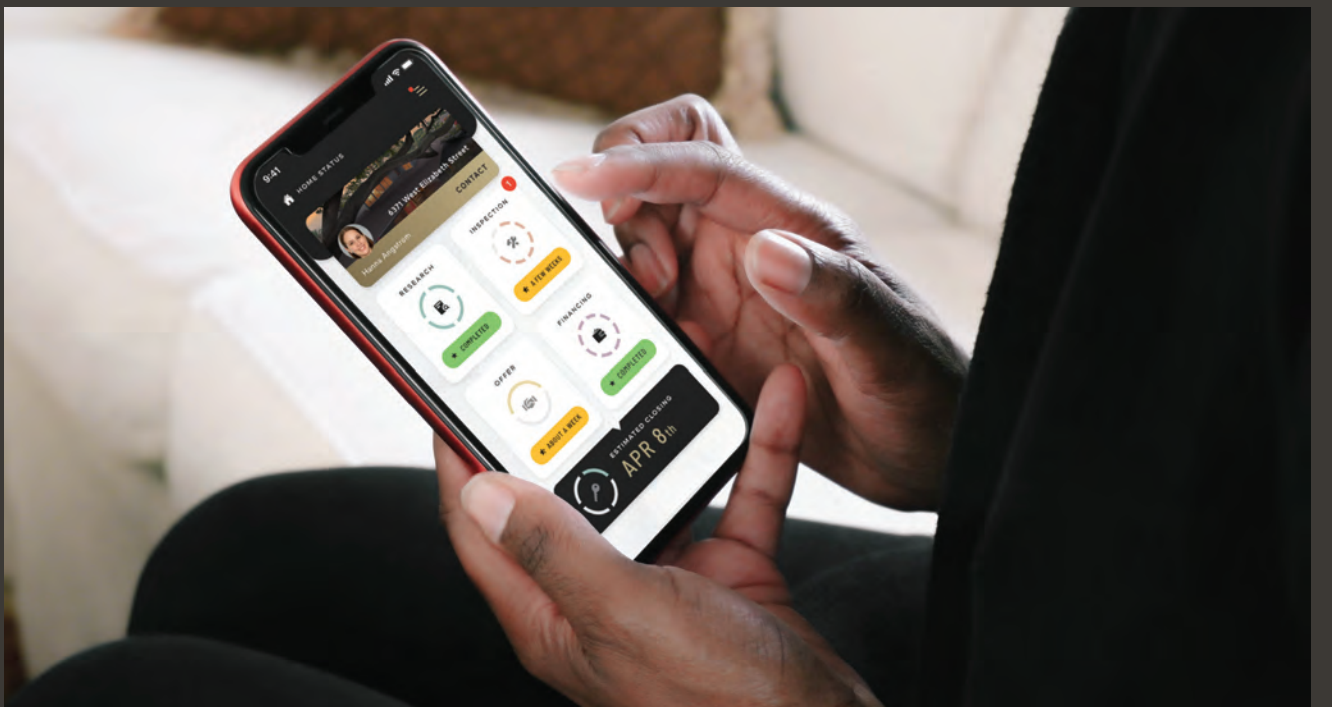
SocialAdEngine lets you promote your listings easily on social media for more results. It's a robust platform you can use to create Facebook and Instagram campaigns to increase awareness of your listings, drive web traffic and generate new business.

INCREASE CLIENT
SATISFACTION

OPEN THE
HOUSE

C21 TRACKER™

Let your clients know where they are in the sales process every step of the way with our C21 Tracker app: an industry first that helps you satisfy your client and earn more referrals.





THE GOLDEN RULER®

Lack of communication is the #1 problem sellers face. Alleviate that concern with this proprietary platform that generates weekly reports for your sellers that show them how many views and leads their listing is receiving. It'll take a burden off both you and your sellers, and allow you to work with other clients.



AWARDS

Showcase your achievements and build customer confidence with our awards program. Offices, individuals and teams can earn performance- based recognition, including CENTURY 21® National Awards, CENTURY 21 Masters Awards, and CENTURION® Awards. Earn and add these awards to your marketing materials to highlight your credibility.



GET



EVENTS

Your hard work deserves to be recognized and rewarded.

That's why we host exclusive events like Top Agent Retreat and One21® Experience at top destinations around the country every year.

These incredible experiences give you an opportunity to learn from industry leaders, make valuable connections, let loose and have a good time.

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STAY

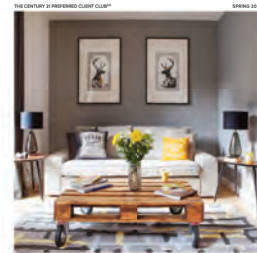
HOUSE HABIT

WHAT
IF?

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ATHOME
WITH CENTURY 21



21
CENTURY 21
SPECIALTY OF BUSINESS REALTY
OF COMMERCIAL, RESIDENTIAL, INDUSTRIAL
& CONSTRUCTION SERVICES
AND FINANCIAL SERVICES
IN THE METRO AREA OF CHICAGO

ATHOME
WITH CENTURY 21



21
CENTURY 21
SPECIALTY OF BUSINESS REALTY
OF COMMERCIAL, RESIDENTIAL, INDUSTRIAL
& CONSTRUCTION SERVICES
AND FINANCIAL SERVICES
IN THE METRO AREA OF CHICAGO

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CENTURY 21 PREFERRED CLIENT CLUBSM

Referrals are the lifeblood of real estate, and you work hard to give your clients an exceptional experience. But to ensure those relationships stay strong and drive referrals for your business over time, it's important to keep in touch.

Our exclusive direct-mail program allows you to automatically send select clients personalized magazines, greeting cards, home maintenance guides and more. All of which include your name, picture and contact information so that you remain top-of-mind with your past clients.

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**H I N
E N T
S S**

CENTURY 21.



century21.com

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CENTURY 21[®]

Ur Home Real Estate