

**THE BEST BRAND OF REAL ESTATE  
OF THE WORLD**

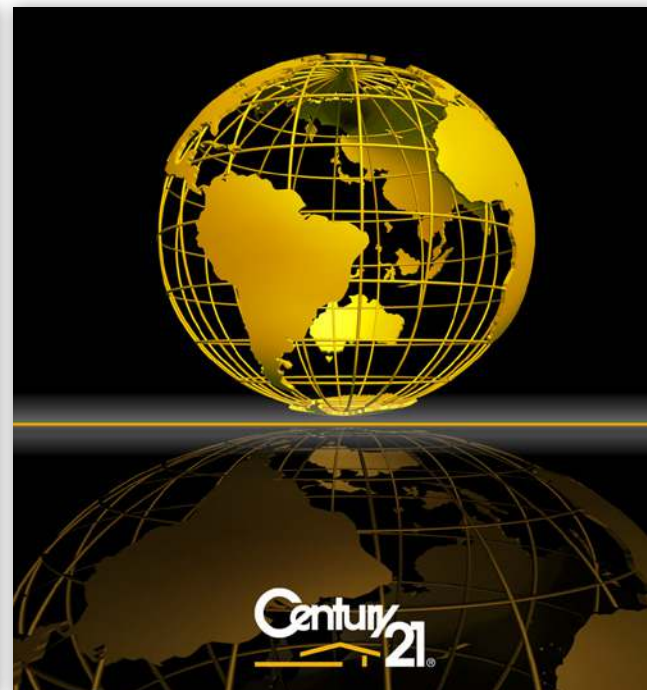


# OUR BRAND



**SMARTER. BOLDER. FASTER.**

- ◆ Local and international support.
- ◆ The most recognized real estate brand of the world.
- ◆ Over 40 years experience in the real estate market.
- ◆ Know-how in policies and procedures (best practices).
- ◆ State-of-the-art technology.
- ◆ Access to the offices network and sales associates worldwide.



# WORLD WIDE PRESENCE

## ◆ AFRICA

Marocco  
South Africa  
Cape Verde  
Angola

## ◆ AMERICA

Estados Unidos  
Canada  
Brazil  
Colombia  
Venezuela  
Mexico  
**Belize**  
**Costa Rica**  
**Guatemala**  
**Honduras**  
**Nicaragua**  
**Panama**  
Peru  
Uruguay

## ◆ ASIA

China  
Hong Kong  
Indonesia  
Japan  
Singapur  
Taiwan  
Philippines  
Thailand

## ◆ MIDDLE EAST

Bahrain  
Egypt  
Israel  
Jordan  
Kuwait  
Qatar  
Saudi Arabia  
United Arab Emirates  
Lebanon

## ◆ CARIBBEAN

Trinidad & Tobago  
Anguila  
Aruba  
Bermuda  
Islas Caimán  
Curazao  
República Dominicana  
Dominica  
Guadalupe  
Jamaica  
Martinica  
Puerto Rico  
Saba  
St. Kitts  
St. Maarten  
St. Martin  
Turks & Caicos

## ◆ EUROPE

Albania  
Belgium / Luxemburgo  
Bulgaria & Macedonia  
France  
Greece & chypre  
Portugal  
Spain  
Turkey  
United Kigdom  
Czech Republic  
Germany  
Rumania  
Russia  
Serbia & Montenegro  
Slovakia

## ◆ OCEANIA

Australia  
New Zealand




# TECHNOLOGY

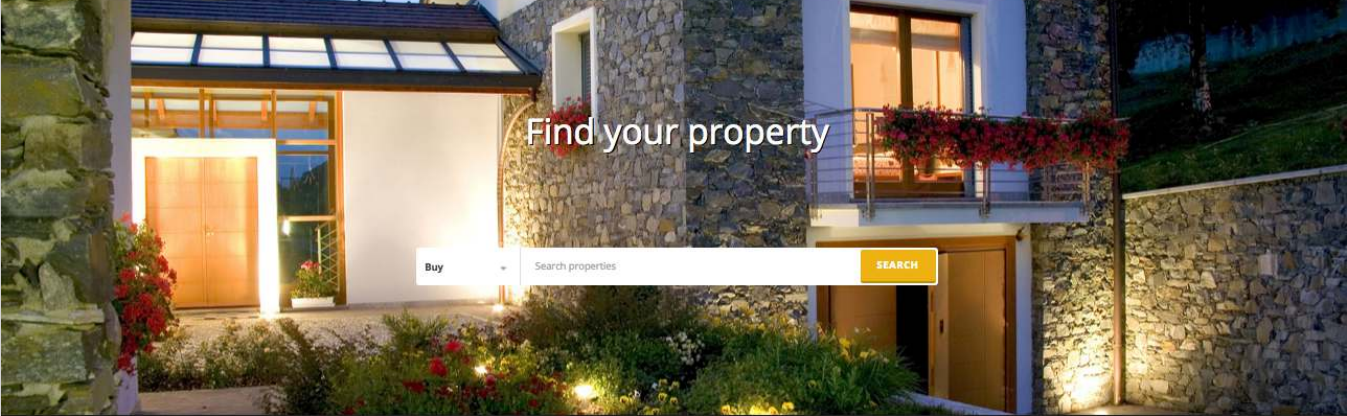


The technology in the real estate industry is a determining factor for success. That's why CENTURY 21® works continuously for innovating the services to provide customers a CENTURY 21® network and better tools to support their needs.



We have global exposure through the global website CENTURY 21® ([www.century21global.com](http://www.century21global.com)) and at the regional level through the website for Central America ([www.c21centralamerica.com](http://www.c21centralamerica.com)). In addition, each office has a personalized site to meet the needs of each client in each area.


Home Franchise Sales Services About Us Contact Us



## Find your property


Buy  SEARCH

We do everything for you to know the price of your house




So that you know what is the fair price of your house, contact a CENTURY 21 real estate adviser®. He will make you a free market analysis. Without any commitment.

CENTURY 21 on Facebook



Follow the official page of CENTURY 21 on Facebook and keep up with all developments in the network, as well as articles and tips on decoration and trends for the home.

We do everything for your entrepreneurial spirit



In CENTURY 21®, the largest real estate network in the world, we are convinced that you can be the best entrepreneur.

# MARKETING TOOLS

◆ As an international firm, CENTURY 21® invests hundreds of millions of dollars annually, in institutional advertising, which results in trademark positioning in the minds of consumers.

◆ The brand provides access to advanced marketing tools and brand identity materials to use in each market (newsletters, templates, brochures, flyers, postcards, among others).

◆ Property signage on our properties remains being one of the main promotional tools of our affiliates.

◆ Over 90% of customers use the Internet as the primary contact for a real estate business. CENTURY 21® invests a high percentage of their marketing budget on technology and brand positioning on Internet.

◆ The CENTURY 21® offices network and its strong negotiating power as a brand, establishes strategic alliances with the most important print and digital media companies of the market (newspapers, magazines, directories, real estate portals, billboards, among others)

◆ CENTURY 21® mailing campaigns have become one of the main tools for selling and renting properties, with access to the directory of offices and sales associates worldwide network.



◆ At institutional level and through its offices, CENTURY 21® get involved in the main events in each market including golf tournaments, real estate fairs, open houses, and other social events.



# TRAINING

Our real estate advisors receive constant training to provide the best service to our customers. CENTURY 21® has training programs in different areas, with the aim of having the best specialized human resources market.

- ◆ Formal Training:
  - CENTURY 21® Listing Presentation
  - Pricing Your Listing to Sell
  - 21st Century Prospecting Techniques
  - Success Planning
  - Social Media
- ◆ Specific workshops on topics such as:
  - Valuation of Properties
  - Legal Workshop
  - Financial Workshop
  - Photography



Specific training in CENTURY 21® Global Conference

## POLICIES AND PROCEDURES (BEST PRACTICES)

- ◆ CENTURY 21® has a corporate identity manual to guide its affiliates on how to use the brand, logos and marketing tools.
- ◆ With more than 40 years of experience, CENTURY 21® has developed policies manuals, procedures and forms for professional operation of a real estate office.



## INTERNACIONAL NETWORKING

- ◆ All properties listed by a CENTURY 21® affiliate access the whole office system not only in its respective country or region but also to more than the 7,000 offices worldwide network.
- ◆ The CENTURY 21® network generates lots of shared operations between offices (referrals), optimizing the revenue potential of the affiliates.



