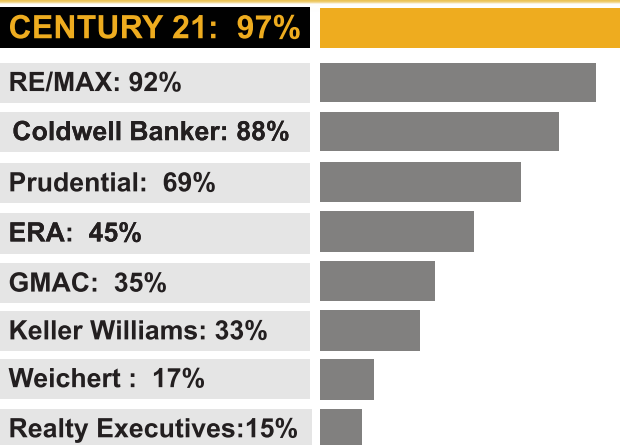


Leader in Brand Awareness:



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CENTURY 21®: A Global Brand

More than **7,700 offices** and over **120,000 sales associates** in **66 countries and territories** throughout the Caribbean, Europe and Asia



- Aruba
- Australia
- Belize
- Brazil
- Canada
- Cayman Is
- China
- Costa Rica
- Egypt
- France
- Greece
- Hong Kong
- Japan
- Mexico
- Morocco
- Portugal
- Russia
- Spain
- St. Kitts
- St. Maarten
- UAE
- UK

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Internet Ads vs. Newspaper Ads

- **77%** said they found the internet very useful
- **2%** said they found the newspaper very useful
- **36%** of buyers found their home on the internet first
- **42%** of buyers said they found yards signs to be very useful
- **10%** of buyers said they found open houses to be very useful

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Maximize Visibility!



CENTURY 21 listings are also displayed on all MLS enabled real estate sites: Remax.com, Coldwellbanker.com, ERA.com, Prudential.com, KW.com, and Weichert.com

MILLIONS of people find homes and property

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National Distribution For Your Home

130+ online newspaper real estate sites nationwide



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Quick Response with Lead Router

It takes most agents **54 hours** to respond to a buyer inquiry*

We do it in about 60 seconds!

- Today, **86%** of home buyers are online. That's why we send e-mail inquiries directly to our agents' cell phones.
- The system is called **LeadRouter™** and it helps us sell homes faster and for more money.

* Source: 2007 Realtor.com survey

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Factors That Influence The Listing Price Of Your Home

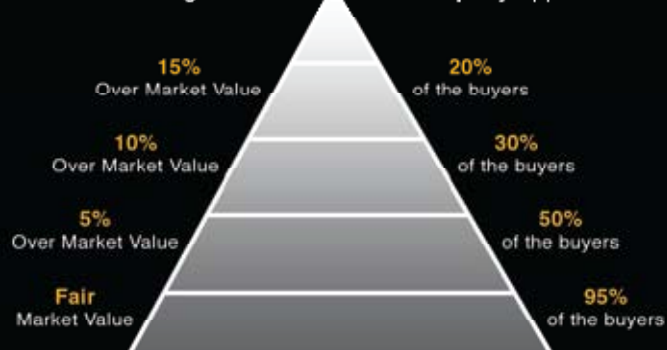


Factors that have **NO** impact on the current value of your home:

- What you paid for it * What you want to net from the sale
- What family, friends and neighbors believe the property is worth

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If The Asking Price Is: The Property Appeals To:



If the asking price of a property increases beyond fair market value, the pool of potential buyers decreases dramatically.

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