

21ONLINE.COM

21Online.com is your gateway to the many tools and systems provided by Century 21[®] LLC that can set you apart from the competition. Through this secure portal, you can view your listings, manage leads, access a CRM system, read the latest industry news, launch powerful marketing tools and so much more.

The Golden Ruler[®]: Maximize and measure online visibility.

THE GOLDEN RULER measurement tool provides reports on consumer views and leads; resulting from the distribution of your DASH and 21Online.com enhanced listings to over 500 real estate industry and aggregator websites. It is a comprehensive marketing tool for your online listings, and gives you the ability to provide consistent and meaningful updates to your seller. THE GOLDEN RULER differentiates the CENTURY 21 System approach to marketing our competitors, showcasing our innovation to better support you in servicing your customers.

C21[®] ToolkitCMA[™]

ToolkitCMA is a cloud-based software that provides real estate professionals a way to quickly and easily create listing proposals, marketing presentations with photo CMAs, and property flyers for all listing and selling occasions. The software is easy to use, and automatically merges comparable property and picture content from your MLS into presentations, property flyers, and buyer tour documents.

Xpressdocs[®] Direct Marketing: Present your office and properties with style.

This powerful suite of tools puts a wide range of promotional products at your fingertips, from business cards to promotional products with CENTURY 21 Affiliated logos. Create customized marketing materials that can make your properties stand-out from the crowd. Also find customizable, personal promotion and relationship marketing materials to help build your business.

CENTURY 21 Preferred Client ClubSM (PCC): Stay in touch with prospects and past clients.

Experience the benefits of the CENTURY 21 Preferred Client Club to follow up with past clients and build their loyalty. It is our premier program that supports you in your ongoing customer relationship marketing efforts. This program automatically sends high-quality communications 7 times per year over a 2-year, 5-year, or 7-year period on your behalf. Enroll clients in this exclusive program to stay in touch with them over the long term without sacrificing your time. All mailings are personalized with your contact information and photo. You can add or renew clients easily through 21Online.com.

Listing Dashboard: Save time and get your listings noticed.

With just a few simple steps, this tool provides an interface complete with search and sorting ability, a dashboard to view core listing data information from DASH, as well as the place to find your listing's online tools. It is easy to search fields and filters that let you find listings by address, MLS, property type (Residential and Commercial), or sales type.

CENTURY 21 Brand CenterSM: Learn our brand guidelines and download brand logos and assets.

The Brand Center is a CENTURY 21 Brand Studio component that offers guidelines, assets, and the visual and verbal tools to assure consistency across the CENTURY 21 brand. Find CENTURY 21 brand guidelines to keep communications within brand standards. Access a gallery of images including yard signs, PowerPoint templates, and a full downloadable library of CENTURY 21 Affiliated logos.

CENTURY 21 AdMakerSM: Create compelling advertising at this one-stop-shop.

AdMaker is a CENTURY 21 Brand Studio component that lets you create more professional-looking advertising, in a more efficient manner. It can generate significant savings in time and money while leveraging all that the CENTURY 21 brand can provide. AdMaker provides a quick and easy way for you to handle your advertising needs for listings, recruitment, and self-promotion. Create materials across different media types, such as print, online, outdoor, TV and radio.

21ONLINE.COM (continued)

CENTURY 21 Campaign CenterSM

Provides an overview of the current national advertising campaign and other marketing programs. You can access materials supporting information and assets to leverage at a local level, sponsorships, and other marketing programs.

CENTURY 21 University[®]: Build long-term success and profitability.

Through CENTURY 21 University, system members will have access to a dynamic curriculum of industry speakers, face-to-face and online classes, and business generation tools. CENTURY 21 University features include free online learning programs for new and seasoned real estate professionals, informative webinars, and access to outside coaching programs like those offered by the Buffini Group and the Mike Ferry Organization.

RealSatisfied Quality Service (QSS): Capitalize on positive feedback.

Brokers and affiliated sales associates will automatically have a RealSatisfied/Quality Service Survey sent to their client's email for every transaction closed in the DASH system. Feedback received from customers can then be used to measure performance on key service delivery attributes as well as to better align themselves with customer needs and expectations. The testimonials received on completed surveys can be syndicated and published to century21.com, realtor.com[®], Facebook, Twitter, and more.

PR Studio[®]: Promote your business through PR Studio.

Choose from nearly 100 news release templates, and within minutes, PR Studio can send your accomplishments and announcements to local media outlets with a simple click of a button. Raise awareness, generate buzz and earn credibility with minimal effort and no additional cost to you.

CENTURY 21[®] Unique Property Sites: Increase online listing exposure and generate more leads.

CENTURY 21 Unique Property sites are professionally designed individual property websites automatically created at no cost for each residential listing on century21.com and for each commercial listing on century21commercial.com. The sites are dedicated to selling that property and with unique domain names like 123MaintSt.C21.com; it can make it easier for consumers to find them and connect with the listing sales associate.

MY C21[®] Site: Capture prospects and promote your business on the web.

Consumers search for properties online more now than ever before, and as real estate professionals, it is critical to be visible online. My C21 Site is a tool that provides System members with the power to create high-quality websites in English, Spanish, as well as Commercial, leveraging century21.com tools and resources.

C21[®] Social for Business: Social Media Marketing Made Simple.

As a member of the CENTURY 21 System you now have access to the world's most popular social relationship platform*. The C21 Social for Business platform, developed in tandem with Hootsuite, empowers CENTURY 21 brokers and affiliated sales professionals to access and schedule social content for sharing on Facebook, Google+, Instagram, LinkedIn, and Twitter. *Comscore.com/Insights/Market-Rankings/comScore-Releases-January-2015-US-Desktop-Search-Engine-Rankings

CENTURY 21 Business Builder[®]: Keep your name top-of-mind with prospects and clients.

CENTURY 21 Business Builder is a customer relationship manager (CRM) and marketing engine designed specifically for real estate sales professionals. This comprehensive system enables you to design, create, and manage marketing campaigns, actively engage your contacts and clients, and cultivate relationships from the initial lead through to a successful home sale.