

VALUE PROPOSITION



Allow us to introduce ourselves. We're CENTURY 21 Affiliated, a family-owned, local agency with over 100 offices in the region and 40 years of experience, & we just so happen to be the #1 Century 21 firm in the world. In other words, we know a thing or two about selling homes.

1. OUR AWARDS AND RECOGNITION

- CENTURY 21 #1 most recognized brand
- #1 CENTURY 21 franchise in the world
- Inman 2015 Innovator Award finalist
- Voted Best Place to Work in 2014/2015
- Voted Best and Brightest Real Estate Company by the National Association of Business Resources

2. OFFICE BENEFITS

- Free office space
- Free phone/voicemail/answering service
- Free wireless internet
- Free supplies including paper, printing & copies
- Free stationary, company letterhead and branded folders
- Free business cards
- Free forms and contracts
- Free signs, riders, open house with installation
- Free lock boxes

3. FREE TRAINING PROGRAMS

- Free one on one training and classes
- Free recorded webinars
- Free Mike Ferry Scripts and training
- Free mentorship
- Free Jared James Blueprint & Virtual Coaching

4. OPTIMIZED LISTING FEATURES

- Listings displayed on 500+ websites
- Free unique URL sites for listings
- Free Youtube video and virtual tour on listings
- Golden Ruler – listing analytics reporting number of unique views
- Free property information sheets

5. FREE COMPANY LEAD GENERATION PROGRAMS

- Emily Matthews
- Cartus
- Zillow
- Realtor.com
- Lead Router
- Free multi-state and international referral – lead generation system

6. NATIONAL ADVERTISING

- Super Bowl campaign
- US Soccer campaign
- Little League campaign
- Indy 500 campaign

7. OTHER BENEFITS

- Free award and recognition programs
- Free personalized lead generating website with analytics
- Most unique website visitors
- Free CRM – with free drip campaigns