



REALTOR®

CENTURY 21® Circle

The *Gold Standard* in Real Estate



CENTURY 21® Circle

## REAL ESTATE SYSTEM GLOBAL IMPACT

Home buyers, sellers, tenants, and landlords transact their real estate from city to city, state to state and country to country

CENTURY 21® is the largest real estate organization in the world with >135,000 agents in over 10,000 offices in over 84 countries worldwide.

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Today, it's more important than ever before to be a part of the largest real estate organization in the world!

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Maximum Exposure!

# ABOVE & BEYOND

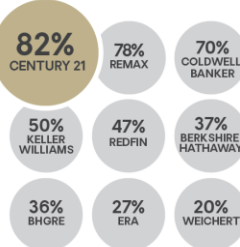
25 CONSECUTIVE YEARS

4 SEALS OF RECOGNITION

1 RELENTLESS BRAND

When presented with a list of real estate agencies, consumers gave the CENTURY 21® brand top marks.

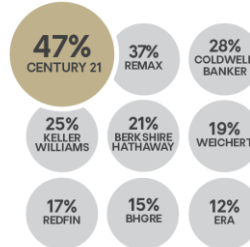
In 2023, the CENTURY 21 brand continued to maintain the **"highest brand awareness"** level—a trend we have upheld since 1999.



Consumers selected the CENTURY 21 brand as the **"most respected"** in the industry."



47% percent of consumers identified the CENTURY 21 brand as "the most recognized name in real estate."



Consumers selected the CENTURY 21 brand as "most likely to consider" for future transactions.



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**CENTURY 21**



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# REAL ESTATE SYSTEM **AWARDS**

3-Year Award Winners

for

[ Highest Customer  
Satisfaction ]

in

First-Time Home Buyers  
Repeat Home Buyers  
First-Time Home Sellers  
Repeat Home Sellers





**CENTURY 21** Circle

# ABOUT US

## YOUR CIRCLE OF TRUST

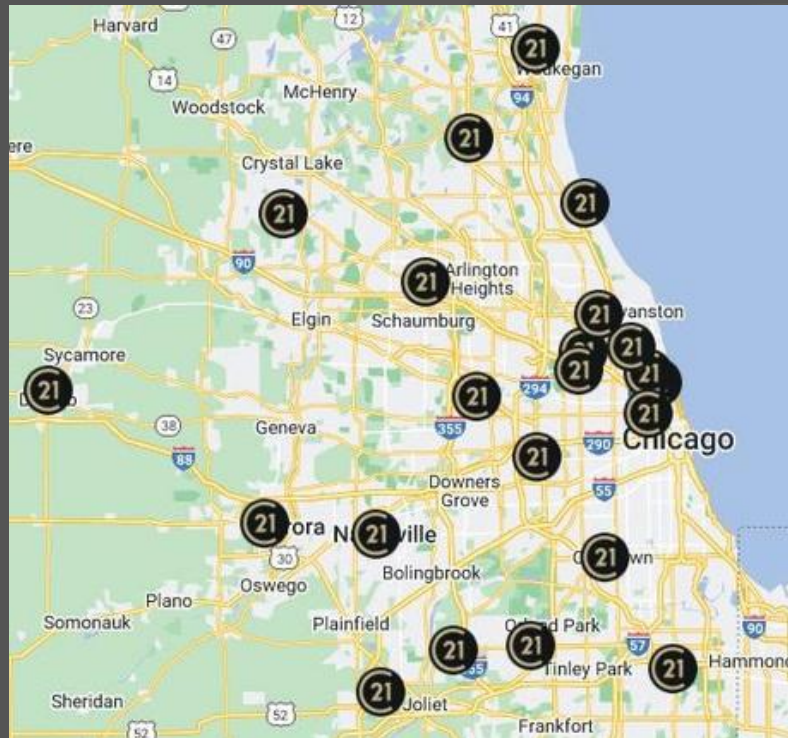
- 40+ Offices throughout 3 states –
- Florida, Illinois and Indiana
- 1,100+ Sales Associates
- #2 CENTURY 21 Franchise in the Nation
- #4 CENTURY 21 Company for Commercial Transactions
- 99% Customer Satisfaction Rating
- Relocation Platinum Excellence Award winner by Anywhere Leads Network
- Aires Broker Network Circle of Excellence Award Winner



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# ABOUT US

## OUR LOCATIONS



## ILLINOIS

Addison	16 W Lake Street, Addison, IL
Algonquin	1411 Commerce, Unit E, Algonquin, IL
Aurora	1999 W Galena Blvd, Aurora, IL
DeKalb	901 N 1st St, DeKalb, IL
Edison Park	6122 N Northwest Hwy, Chicago, IL
Highland Park	426 Park Ave, Highland Park, IL
Homewood	930 W 175th St, Homewood, IL
Inverness	1618 Colonial Pkwy, Inverness, IL
Joliet	1020 Essington Rd, Joliet, IL
Lincolnwood	3372 W Devon Ave, Lincolnwood, IL
Morton Grove	5800 Dempster Street, Morton Grove, IL
Mundelein	700 N Lake St, Mundelein, IL
Naperville	1288 Rickert Drive, Naperville, IL
Oak Lawn	5620 W 95th St, Oak Lawn, IL
Orland Park	15812 S Wolf Rd, Orland Park, IL
Schaumburg	718B E Schaumburg Rd, Schaumburg, IL
Waukegan	3425 W Sunset, Waukegan, IL
Westchester	1860 S Mannheim Rd, Westchester, IL



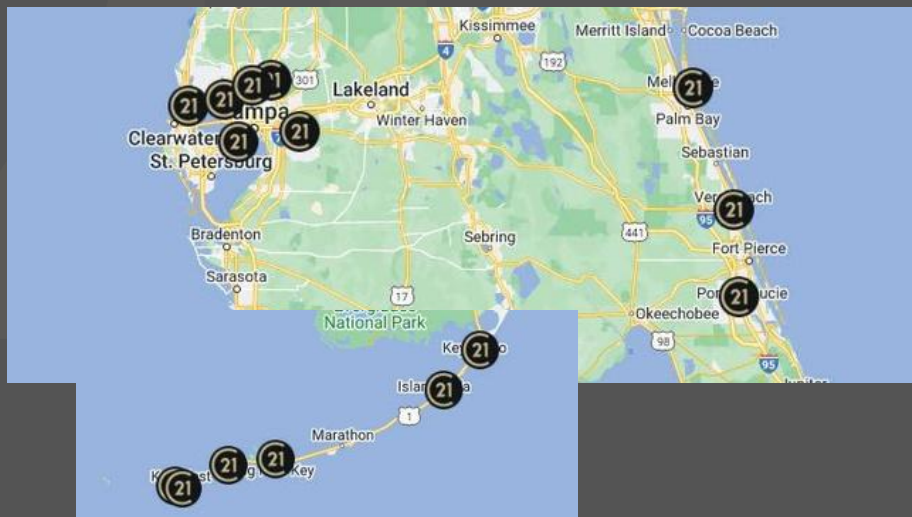
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# ABOUT US

## OUR LOCATIONS

### FLORIDA

Avila	503 Guisando de Avila, Tampa
Big Pine Key	31031 Avenue A, US 1, Big Pine Key
Brandon	1146 Bell Shoals Rd, Suite 102, Brandon
Clearwater/Dunedin	434 Skinner Blvd., Unit 104, Dunedin
Indialantic	1090 N Hwy A1A, Indialantic
Islamorada	86002 Overseas Highway, Islamorada
Key Largo	101925 Overseas Highway, Key Largo
Key West	211 Simonton St, Key West
Wesley Chapel	29210 Paseo Dr., Suite 190 110 & 111, Wesley Chapel
Port St. Lucie	1082 SW Bayshore Blvd, Port St. Lucie
South Tampa	4707 W Gandy Blvd, Tampa
Sugarloaf Key	17105 Overseas Highway, Sugarloaf
West Pasco	3030 Starkey Blvd., Ste. 204, New Port Richey





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# ABOUT US

## OUR LOCATIONS

### INDIANA



Crown Point

855 E North St, Crown Point, IN

Elkhart

1001 Parkway Ave, Suite 17, Elkhart, IN

LaPorte

603 J St, LaPorte, IN

Lowell

1042 E Commercial Ave, Lowell, IN

Michigan City

3401-B Franklin St, Michigan City, IN

Middlebury

104 N Main St, Middlebury, IN

Schererville

421 W Lincoln Hwy, Schererville, IN

South Bend

2410 Edison Rd, Suite 100, South Bend, IN

Valparaiso

503 Silhavy Rd, Suite A103, Valparaiso, IN

Winfield

8080 E 109th Ave, Crown Point, IN





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THE MARKET AND YOU



What is

# Market Value?

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Market value is what potential buyers **are** willing to pay **for** similar properties in your neighborhood **at** this particular time.

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The *marketplace* determines the value of a home.

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**Not** the real estate Broker. **Not** the homeowner.



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# THE MARKET AND YOU

# PROPERTY PRICING

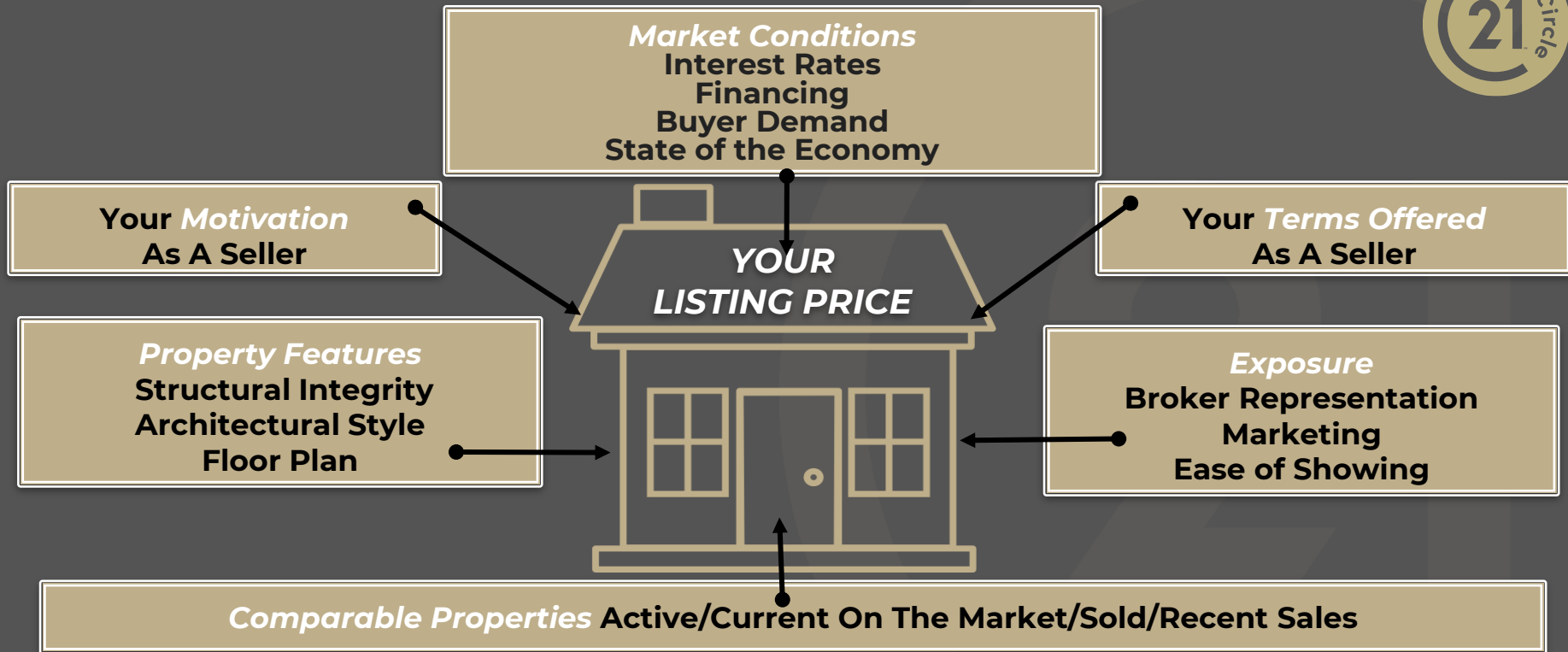
We utilize the Midwest Real Estate Data Multiple Listing Service to give you a comparative market analysis of your property and our strategy for pricing.

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This database is utilized by ALL REALTORS® and ALL Bank Appraisers when searching both active and sold properties to determine market value.

# Factors that INFLUENCE The Listing Price Of Your Property



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

\*What you paid for it

\*What you want to net from the sale

\*What family, friends and neighbors believe your property is worth



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THE MARKET AND YOU

Let's set the marketing price right the **first time.**

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Here's your Comparative  
Market  
Aalysis.

A large, stylized silhouette of a house in a light beige color, positioned in the lower-left corner of the slide.



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MARKETING YOUR PROPERTY

# TECHNOLOGY

Real estate listings with video receive **403%** more inquiries.

[ **93%** of real estate searches **begin online**;  
it's more important now than ever before  
to **truly captivate** with your property. ]

\*from 2019 NAR research

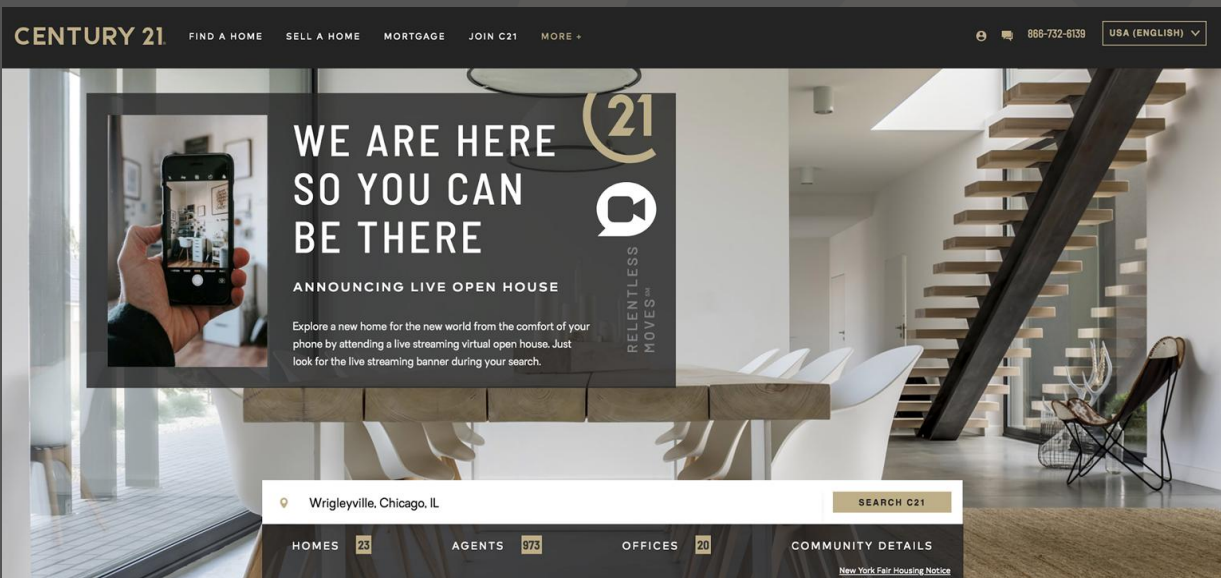
**85% +** of buyers and sellers want to work with an agent utilizing  
***videography.***



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# MARKETING YOUR PROPERTY ONLINE MARKETING

All listings are marketed on the **Century 21** website, which utilizes its own property search, and averages **~6.8 million** views a month.



Century21.com Provides Tremendous exposure for your listings



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MARKETING YOUR PROPERTY

# ONLINE MARKETING

In addition to  
**the Multiple  
Listing Service  
(the MLS),**

your property  
will be listed on...



Over **93 Million** Monthly Views



Over **56 million** Monthly Views



Over **25 million** Monthly Views



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MARKETING YOUR PROPERTY

# TECHNOLOGY

We market **every listing**

Using the [**Latest Technology:**]

- HDR High Resolution Still Photography
- Interior & Exterior Drone Videography
- 3D Matterport & Floor Plan optional
- **Personalized Live Video** optional





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# MARKETING YOUR PROPERTY VIDEO MARKETING

**Drone videography** of your property allows potential buyers the opportunity to see your home and surroundings and your neighborhood from every angle before they visit

See an example video from one of our closed properties.





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MARKETING YOUR PROPERTY

# SOCIAL MEDIA

## [ Promotional Strategy ]

**Social media** has become a **resounding force** in the real estate market. Where a large portion of consumers uses these mediums not just to view content but also to shop and share, it is imperative to have a presence and to engage.

INSTAGRAM



FACEBOOK



YOUTUBE





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## MARKETING YOUR PROPERTY

Our **professional brochures**, are used to promote your property, and are all **intricately designed** using the previously discussed professional imagery as well as detailed descriptions and the latest **QR code technology**.





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A FULL-SERVICE BROKERAGE

## We get Started by...

Coordinate professional photography for photos and videos of your property.

Install electronic lockbox with SentiLock, if owner gives consent.

Send advertising copy to our advertising department for immediate release.

Oversee, prepare, and officiate all marketing for exposure of property.

Order “For Sale” sign installation where desired and permissible.

Prepare detailed property brochure for upcoming showings

Weekly reports of showings and reliable reported feedback.

Place updated, accurate listing on the Multiple Listing Service.



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A FULL-SERVICE BROKERAGE

# CONTRACT TO CLOSING

Present ALL “Contracts to Purchase” to the seller.

Review and explain all terms regarding the offer to the seller.

Verify purchaser mortgage qualifications.

Coordinate buyer’s professional home inspection.

Provide a good faith estimate of net proceeds to seller.

Deliver fully executed contracts to attorney, listing agent, and other principal parties to transaction.

Monitor each step of the buying process and keep property owner up-to-date.



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Let's *Get Started*