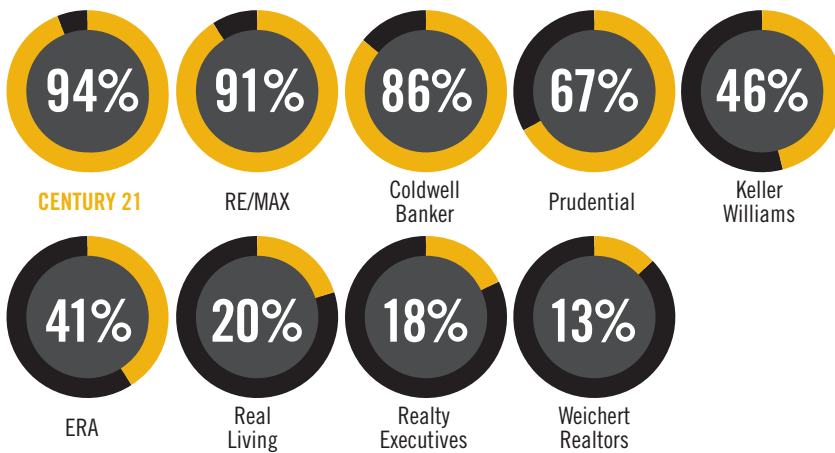


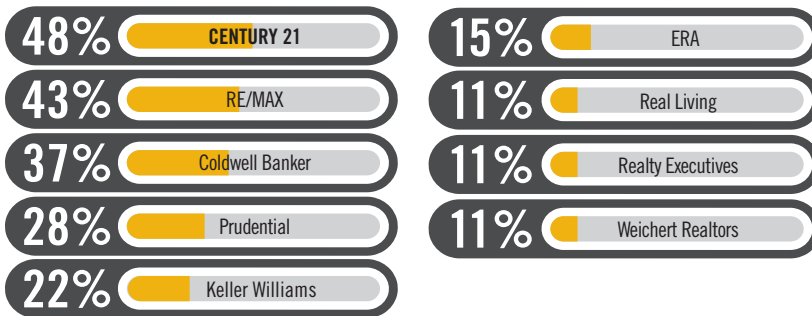
CHOSEN BY MORE HOMES THAN ANY OTHER BRAND.

Among consumers presented with a list of other real estate organizations, the CENTURY 21® System was identified as the real estate brand with the highest level of brand awareness according to a 2013 Millward Brown consumer survey — a trend we have upheld since 1999.

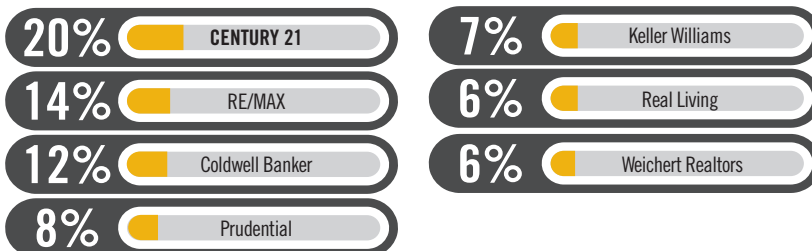
Q “Please tell me which of these real estate agencies you have ever seen or heard of?” (Base: 1,200 respondents: Sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years. Results significant at a 90% confidence level.)



Q “How likely are you to consider choosing each of these brands the next time you buy or sell a home?” (Multiple-choice question) (Base: 1,200 respondents: Sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years.)



Q “Which of these agencies, if any, is the most respected in the industry?” (Multiple-choice question) (Base: consumers aware of brand. Results significant at a 90% confidence level.)



CENTURY21.COM/CAREERFRANCHISE/REAL-ESTATE-CAREER

The **CENTURY 21 System** is the world’s largest residential real estate sales organization.



More **f** Facebook fans and **t** Twitter followers than any other real estate brand.

CENTURY21.COM IS THE MOST VISITED REAL ESTATE FRANCHISE WEBSITE,

with the highest number of visitors of any franchise website in the industry according to a recent Comscore survey.



Are you ready to step out of the shadows and join this elite force of CENTURY 21 Agents?

[f](#) [t](#) [in](#)

Study Source: 2013 Ad Tracking Study. The survey results are based on 1,200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and who have bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years. Brand awareness, Consideration and Likelihood to Recommend questions based on a sample of 1,200 respondents. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. Recognition and Respected questions based on those who had awareness of the brand. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%. The study was conducted in two waves by Millward Brown, a leading global market research organization during the following time periods: Wave 1: February 4th – February 18th 2013 Wave 2: September 30th- October 14th 2013 © 2014 Century 21 Real Estate LLC. All Rights Reserved. CENTURY 21®, the CENTURY 21 Logo and SMARTER. BOLDER. FASTER.® are registered service marks owned by Century 21 Real Estate LLC. Century 21 Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each Office is Independently Owned and Operated.