



**WHY BECOME A CENTURY 21 AGENT?
REWARDS. YOU ARE A PEOPLE PERSON.
YOU CAN MAKE THINGS HAPPEN. IT'S
LIKE THAT STORY ABOUT THE ENGINE
THAT COULD. AND YOU CAN.**

SMARTER. BOLDER. FASTER.



SMARTER

WHEN IT COMES TO REAL ESTATE BRANDS, SIMPLY PUT CENTURY 21 IS THE MOST RECOGNIZED BRAND IN THE INDUSTRY.*

The CENTURY 21® System is an internationally recognized real estate powerhouse, working for our agents by reaching consumers where they shop – online.

CENTURY 21 agents work smarter – not harder – thanks to an incredibly intelligent system, learning options, and an impressive selection of cutting edge tools that are backed by 40 years of industry knowledge.

WE'RE THE SMART CHOICE FOR PEOPLE LIKE YOU.



CENTURY 21 has the highest brand awareness level when compared to any other real estate organization surveyed. *CENTURY 21 is also the most recognized name listed when by consumers. Source: 2010 Millward Brown Ad Tracking Study. The survey results are based on 932 online interviews with a national random sample of adults (age 18+) who are equal/likely to own and who have bought/sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness questions are based on a sample of 932 respondents at a 95% confidence level with a margin of error of +/-2.5%. The study was conducted in 2010 by Millward Brown, a leading global market research organization.

WE SEE THE EARTH AS ONE BIG COMMUNITY. ENERGIZED BY REALLY GREAT PEOPLE. IN 8,000 OFFICES WITH 121,000 AGENTS LIVING IN 72 COUNTRIES. REALLY, WHAT MORE COULD WE WANT?

WE WANT YOU.





LEARNING WITH THE PROS

Clients want information and expertise. Our 500+ programs are designed to give agents ways to learn where they are most comfortable. Plus there's always something new to help you expand your market. You'll learn faster with professional instruction on tools that matter.

We are proud to say our learning program has placed on *Training Magazine's* Top 125 and Top 100 Award list for the seventh time in the last 10 years.



CENTURY 21® Learning has been accepted into the American Society for Training & Development (ASTD) Forum, a consortium of public and private organizations joined together in a collaborative lab environment as a learning community to share and compare practices in order to improve the learning function's impact on business results.

CENTURY 21® Real Estate is the first real estate organization to be invited to join this elite learning group whose members consist of various Fortune 500 companies.

- 500+ programs
- Live classes
- Virtual classes
- Self-paced online classes
- Expert instruction challenging new and experienced agents



BENEFIT FROM 40 YEARS OF SOLID GOLD

Everything is in place in the CENTURY 21® System to support your success as an agent. You dream big. We dream bigger for you!

ADVERTISING AND PROMOTIONAL MATERIALS

Take our National Advertising and make it work for you. It's right at your fingertips – from listing and banner ads, to customizable radio and tv spots, our tools and materials are part of the benefits you have in being a CENTURY 21 agent. From your first listing presentation to your 100th Open House, we'll help you each step of the way.

FRIEND THOUSANDS OF PEOPLE INSTANTLY

Facebook®, LinkedIn®, Twitter®, YouTube® – all sites you know and probably visit every day. Now they become tools to help you develop your business. Social media is the community that touches people around the globe. You'll capture new leads and we automatically post property videos for qualified listings on YouTube.

Not sure how it all works? Our learning programs include a really innovative approach to help you tap into social media. We take you step by step through the process to help you succeed the first time!

THE BOLD BRAND FOR SELF-MOTIVATED, GOAL-DRIVEN PEOPLE LIKE YOU.

As a CENTURY 21 agent, you'll enjoy the benefit of being in business for yourself. You can set your own income goals and plan the use of your time accordingly. Create your own business plans, schedule your own vacations and work under your own pressure. Your career will be as rewarding and exciting as you choose to make it. The company you work with makes a big difference.



BOLDER



NATIONAL TELEVISION ADVERTISING

NATIONAL RADIO

INTERNET BANNERS

SEARCH ENGINE MARKETING

SOCIAL MEDIA

LOCAL MEDIA

INTERNET PRE-ROLL VIDEOS

MOBILE MARKETING

EMAIL CAMPAIGNS

CUSTOM MARKETING MATERIALS

bing



Google



LinkedIn



STEP INSIDE AN OPEN HOUSE WITH A CENTURY 21[®] AGENT. AND DISCOVER THE ONE.



YAHOO

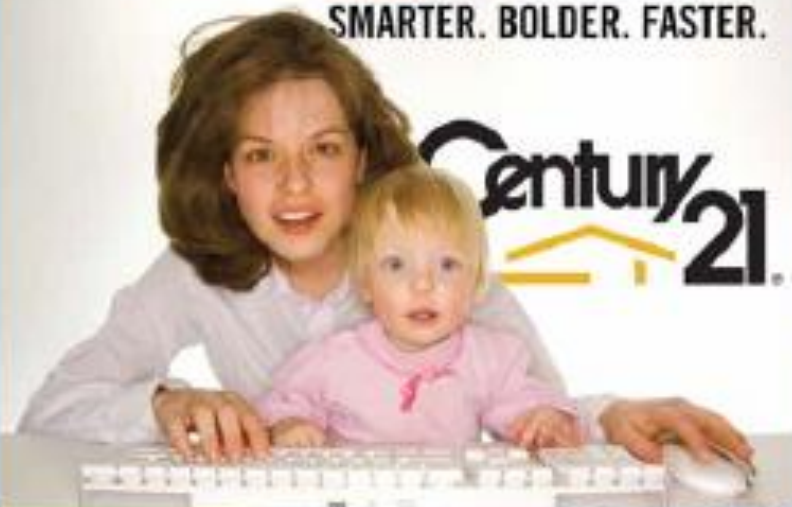


90%

OF HOMEBUYERS
USE THE WEB IN
THEIR SEARCH!¹



SMARTER. BOLDER. FASTER.



70%

CHOSE THE FIRST AGENT
ANSWERING THEIR
INQUIRY!²

CENTURY 21® AGENTS ARE FAST. WE'RE TALKING LIGHTNING-FAST. FAST LIKE FIND YOUR DREAM HOME — BLINK — YOU'RE LIVING THERE. OKAY, MAYBE NOT THAT FAST, BUT CLOSE.

OK, technology does help. We think our digital strategy is cool – we've even got an App for that. We create state-of-the-art technology so that you can spend your serious time building relationships. We like to think of it as high tech goes high touch.

COOL TOOLS

There's a tool that connects to leads faster, almost instantly called LeadRouter. A tool to keep your clients updated on how many views their listings get called the Golden Ruler. A tool that creates continuing communications between you and customers which is pretty neat. A tool that links you to all the printed material you can think of – and some you couldn't – to order at the click of a mouse.



All this innovation is just one reason why the CENTURY 21 System is a better choice. Who wants to be second best? We don't and we think you don't either.



1 Source: National Association of REALTORS® Profile of Home Buyers and Sellers 2009

2 Source: A 2009 National Association of Realtors Buyers and Sellers survey reveals 70% of internet buyers indicate they would work with the first webagent that contacts them.

EASTER

CENTURY 21 AGENTS ARE CELEBRATED FOR THEIR WORK. WE REWARD HARD WORK WITH HARD PLAY.

We are the leader in real estate because of CENTURY 21 agents. We value our associates and celebrate their success. Our events like – Our Top Agent retreats – have been held in the Bahamas, Hawaii, San Diego, Boston, and Las Vegas just to name a few.

BUSINESS DISCOUNTS

Discounts from national brands who support your goals. DELL, Staples, Lowe's, AT&T, Sprint, UPS are just a few of the businesses where you can receive discounts through your CENTURY 21 Office.

BENEFITS THAT ARE REALLY BENEFITS. IT'S THE – WOW YOU GET THAT WITH YOUR CAREER – KIND OF BENEFIT.

It's not just working with great people or actually looking forward to going to work every day, it's also the nuts and bolts benefits you enjoy as a CENTURY 21 agent.



ARE YOU READY TO FIND YOUR FUTURE?
BECAUSE YOU CAN LOOK AT IT ON THE WEB,
TALK TO FRIENDS AND YET THERE'S ONLY
ONE WAY TO REALLY, REALLY KNOW. CALL US
AND DISCOVER HOW GREAT A CAREER AS A
CENTURY 21 AGENT CAN BE.

CONTACT

NORTHLAND (816) 505-3338 OR
JACKSON COUNTY (816) 229-2900





JOIN THE MOST RECOGNIZED NAME IN REAL ESTATE. BE A CENTURY 21 AGENT. CALL NORTHLAND OFFICE @ (816) 505-3338 OR JACKSON COUNTY OFFICE @ (816) 229-2900.



Northland Location:

8904 NW Hwy 45
Parkville, MO 64052
(816) 505-3338

Mike Phillips, Broker/Owner
Mike.Phillips@century21.com

Jackson County Location:

1209 NW North Ridge Ste A
Blue Springs, MO 64015
(816) 229-2900

Vanessa Wilde, Broker
vanessasellshouses@yahoo.com

