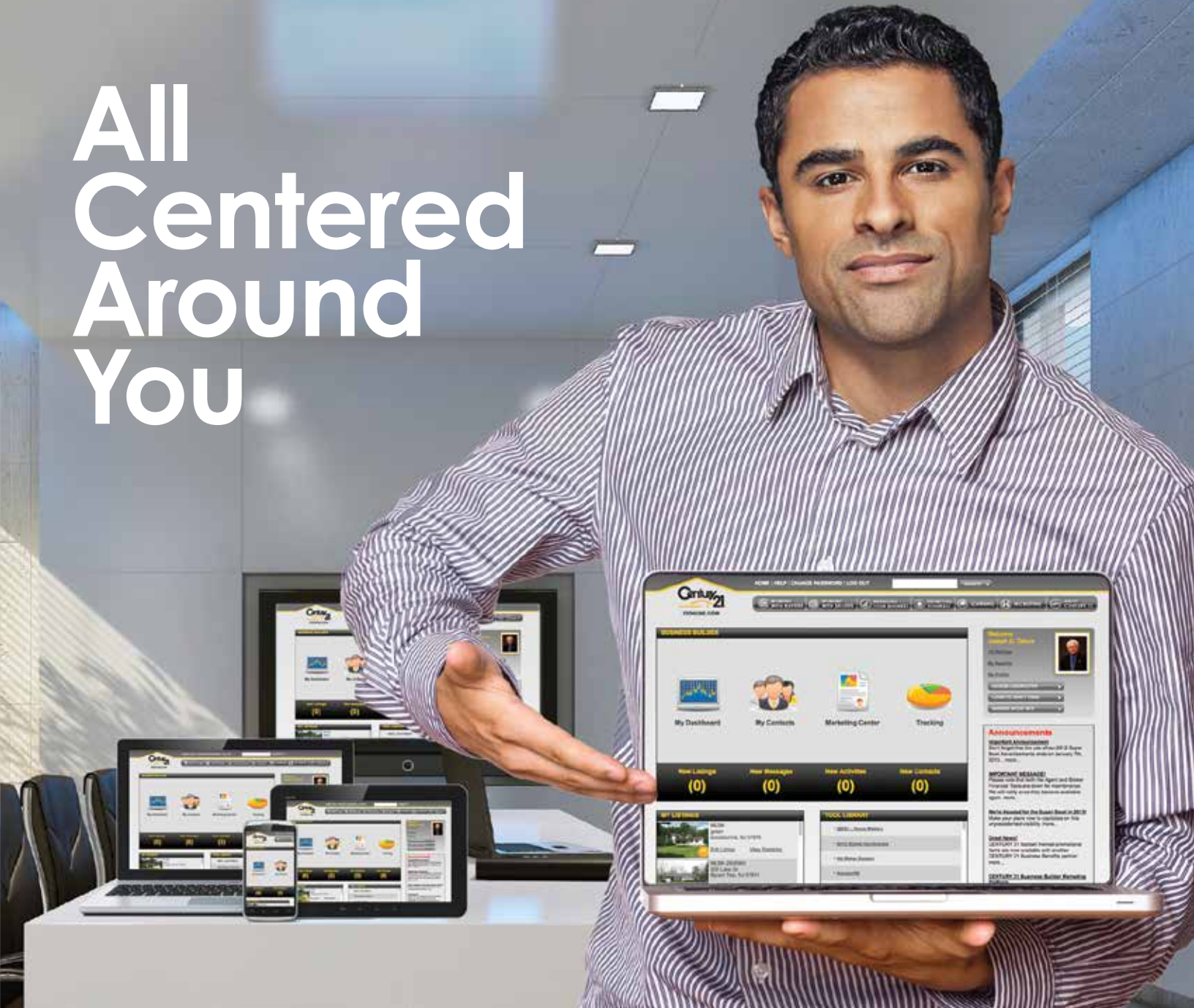


All Centered Around You



21Online.com® is your gateway to access the many tools and systems that will set you apart from the competition. Through this secure portal you can access your listings, manage leads, create your own Web site, read the latest industry news, access powerful CRM and Marketing tools and so much more. Explore the following pages and see how 21Online.com can help you manage and grow your business.



21ONLINE.COM

SMARTER. BOLDER. FASTER.®

Your online resource for acc



The 21Online.com® homepage is your personal dashboard

Put the power of this personalized intranet Web site to work for you. Place your mission-critical sections front and center, save links to your favorite resources, and more. 21Online.com offers you rapid access to the tools and information you need to accelerate your business goals.



Century 21
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CENTURY 21 Business BuilderSM

Keep your name top-of-mind with prospects & 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. The tool is integrated with CENTURY 21 LeadRouter,SM CREST and 21Online.com, thereby creating a seamless, easy to use experience.



Listing Central

Save time and get your listings noticed.

With just a few simple steps, this tool lets you: enhance your listings with photos, videos, and slide shows; add virtual tours and open house information; modify or add property descriptions in English or Spanish; and map your properties. Broker level access provides the ability to create listings immediately using Listing Central.



MY C21® Site

Capture prospects and promote your business on the web.

This free tool provides System Members with the power to create high quality Web sites leveraging century21.com® tools and resources. It is available for sales associates, teams and offices. Consumers search for properties online more now than ever before, and as real estate professionals, it is critical to be visible online. Do you have your own Web site? Are you linked to social networks?

Accelerating your business goals.



CENTURY 21 Preferred Client Club® (PCC)

Stay in touch with prospects and past clients effortlessly.

Experience the benefits of the CENTURY 21 Preferred Client Club® (PCC) 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 sends high quality communications 8 times per year over a 2-year, 5-year or 7-year period. 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 you can add or renew clients through 21Online.com® by selecting the links on your homepage.



CENTURY 21 LeadRouterSM Program

Capture and manage every lead.

This powerful software package captures leads from homebuyers and sellers, and matches this information with the appropriate Sales Associate according to business rules set by the office. In addition, LeadRouter instantly informs you of the lead by phone (or through other communication channels if requested), enabling you to respond to consumers within minutes of receiving the request. Never lose a lead again with LeadRouter.



CENTURY 21 Learning System® (CLS)

Build long-term success and profitability.

Our award-winning training programs are available for Brokers, Managers, and Sales Associates at all levels of experience. As a bonus, you can also download course materials, schedules, and information about core programs. We offer a variety of free classes, both live online and self-paced for all levels.



Ad Maker

Create compelling advertising at this one stop shop.

AdMaker provides a quick and easy way for you to handle any of your advertising needs for listings, recruitment, self promotion, etc. In a matter of minutes, you can create compelling advertising materials utilizing the latest creative media types, such as print, online, outdoor, TV and radio. Create more professional-looking advertising, in a more efficient manner, generating significant savings in time and money and leverage all that the CENTURY 21® brand can provide.



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 CREST and 21Online.com® enhanced listings to over 800 real estate industry and aggregator Web sites. 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® approach to marketing vs. our competitors, showcasing our innovative approaches to better supporting you and servicing your customers.



C21® Campaign Center

Insight on the National Advertising Campaign.

The C21 Campaign Center provides an overview of the current national advertising campaign and how to leverage it at a local level. Here you can see the video commercials, print ads and banner ads that are being used nationally. The C21 Campaign Center also provides access to marketing programs designed to work on a local level.



PR Studio

Promote Your Business Through PR Studio.

Public Relations (PR) is one of the most cost effective (It's Free!) and most under utilized marketing techniques available to you. Share your good news with your local press by taking advantage of PR Studio, now open to all CENTURY 21® System members. It has been designed to help take the stress out of writing, editing, and distributing company news to your local media.



Quality Service Surveys (QSS)

Capitalize on positive feedback.

Agents and Brokers can request a Quality Service Survey to be sent to clients for every transaction closed in the CREST EDG system. Available in English or Spanish, these surveys can be sent by paper or email, along with a personalized invitation to participate. Feedback received from customers can then be used to measure performance on key service delivery attributes as well as to better align yourself with customer needs and expectations. The program also rewards top performing offices and Sales Associates with Quality Service awards.



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 logos. Create customized marketing materials that make your properties stand out from the crowd. Also find customizable, personal promotion and relationship marketing materials to promote your business. Raise the bar in real estate marketing with Xpressdocs selection of distinctive CENTURY 21® Marketing materials.



Recruiting Resource Center

Recruit and retain the best talent for your company.

The Recruiting Resource Center provides a central location for brokers to access useful tools and resources to meet their recruiting goals. Recruiting and Retention is the lifeline of our business, attracting quality agents, both new and experienced, can help revitalize an office, increase agent productivity and grow the business. These tools include recruiting best practices, interview guidelines, value package presentations, business planning worksheets, recruiting through social media techniques, office assessments and more. These resources are accessible on 21Online.com®.



Awards

Showcase your accomplishments and build customer confidence.

Offices, teams, and individuals can earn recognition based on performance, including CENTURY 21® National Awards, Masters Awards, and CENTURION® Awards. Find criteria, forms, and other award-related materials in the awards area of 21Online.com®. Award winners can add distinguishing awards logos to their marketing materials to enhance their professional credibility.



Document Library

Share confidential, time-sensitive information in a safe manner.

Our Document Library is a great tool for company-wide sharing of confidential or timely information. Here, Brokers can store company-level documents, while granting or restricting access to different roles within your office. Users then have access to the appropriate materials. Leverage this tool to share all mission-critical documents in one central location.

Let the best-in-class solutions from 21Online.com put you on the golden path to profitability.

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