THE BEST BRAND OF REAL ESTATE OF THE WORLD
OUR BRAND

- Local and international support.
- The most recognized real estate brand of the world.
- Over 40 years experience in the real estate market.
- Know-how in policies and procedures (best practices).
- State-of-the-art technology.
- Access to the offices network and sales associates worldwide.
WORLD WIDE PRESENCE

**AFRICA**
- Marocco
- South Africa
- Cape Verde
- Angola

**AMERICA**
- Estados Unidos
- Canada
- Brazil
- Colombia
- Venezuela
- Mexico
- Belize
- Costa Rica
- Guatemala
- Honduras
- Nicaragua
- Panama
- Peru
- Uruguay

**ASIA**
- China
- Hong Kong
- Indonesia
- Japan
- Singapur
- Taiwan
- Philippines
- Thailand

**CARIBBEAN**
- Trinidad & Tobago
- Anguila
- Aruba
- Bermuda
- Islas Caimán
- Curazao
- República Dominicana
- Dominica
- Guadalupe
- Jamaica
- Martinica
- Puerto Rico
- Saba
- St. Kitts
- St. Maarten
- St. Martin
- Turks & Caicos

**EUROPE**
- Albania
- Belgium / Luxemburgo
- Bulgaria & Macedonia
- France
- Greece & chypre
- Portugal
- Spain
- Turkey
- United Kigdom
- Czech Republic
- Germany
- Rumania
- Russia
- Serbia & Montenegro
- Slovakia

**OCEANIA**
- Australia
- New Zealand
The technology in the real estate industry is a determining factor for success. That’s why CENTURY 21® works continuously for innovating the services to provide customers a CENTURY 21® network and better tools to support their needs.

We have global exposure through the global website CENTURY 21® (www.century21global.com) and at the regional level through the website for Central America (www.c21centralamerica.com). In addition, each office has a personalized site to meet the needs of each client in each area.
As an international firm, CENTURY 21® invests hundreds of millions of dollars annually, in institutional advertising, which results in trademark positioning in the minds of consumers.

The brand provides access to advanced marketing tools and brand identity materials to use in each market (newsletters, templates, brochures, flyers, postcards, among others).

Property signage on our properties remains being one of the main promotional tools of our affiliates.

Over 90% of customers use the Internet as the primary contact for a real estate business. CENTURY 21® invests a high percentage of their marketing budget on technology and brand positioning on Internet.

The CENTURY 21® offices network and its strong negotiating power as a brand, establishes strategic alliances with the most important print and digital media companies of the market (newspapers, magazines, directories, real estate portals, billboards, among others)

CENTURY 21® mailing campaigns have become one of the main tools for selling and renting properties, with access to the directory of offices and sales associates worldwide network.

At institutional level and through its offices, CENTURY 21® get involved in the main events in each market including golf tournaments, real estate fairs, open houses, and other social events.
Our real estate advisors receive constant training to provide the best service to our customers. CENTURY 21® has training programs in different areas, with the aim of having the best specialized human resources market.

- **Formal Training:**
  - CENTURY 21® Listing Presentation
  - Pricing Your Listing to Sell
  - 21st Century Prospecting Techniques
  - Success Planning
  - Social Media

- **Specific workshops on topics such as:**
  - Valuation of Properties
  - Legal Workshop
  - Financial Workshop
  - Photography

Specific training in CENTURY 21® Global Conference

**POLICIES AND PROCEDURES (BEST PRACTICES)**

- CENTURY 21® has a corporate identity manual to guide its affiliates on how to use the brand, logos and marketing tools.

- With more than 40 years of experience, CENTURY 21® has developed policies manuals, procedures and forms for professional operation of a real estate office.

**INTERNACIONAL NETWORKING**

- All properties listed by a CENTURY 21® affiliate access the whole office system not only in its respective country or region but also to more than the 7,000 offices worldwide network.

- The CENTURY 21® network generates lots of shared operations between offices (referrals), optimizing the revenue potential of the affiliates.
Each office is independently owned and operated.