



# 21

**REASONS**  
Why choose



**THE WORLD'S LARGEST REAL ESTATE ORGANISATION**

Century 21 South Africa, a member of the iconic brand and franchisor with the largest global network in the residential real estate industry, comprised of approximately 6,900 independently owned and operated franchised broker offices in 78 countries and territories worldwide with more than 101,000 independent sales professionals. ©2016 Century 21 Real Estate LLC. All Rights Reserved. CENTURY 21® and the CENTURY 21 Logo are registered service marks owned by Century 21 Real Estate LLC. Each office is independently owned and operated.

All Centered  
**AROUND YOU**

- 1 SKILLED REAL ESTATE AGENTS**  
CENTURY 21® real estate agents have access to the best real estate training in the industry, so you can rest easy knowing your home sale or purchase is in the hands of a well-trained real estate agent. Our training Academy is known as the CENTURY 21 National Training Academy, South Africa's leading Real Estate Training Academy with award winning learning programs.
- 2 THE WORLD'S LARGEST REAL ESTATE ORGANISATION**  
There are many Real Estate signs on front lawns these days, but only one can offer representation in over 78 countries & territories with over 6 800 offices approximately 102 000 Property Professionals Globally
- 3 MOST RECOGNIZED REAL ESTATE BRAND**  
Century 21 Real Estate LLC, is pleased to announce its 16th consecutive year of market leadership in brand awareness. In a study conducted by Millward Brown, a leading global market research organisation, the CENTURY 21® brand achieved 97 percent name recognition, the highest consumer awareness level when compared to other real estate brands.
- 4 PREPARING FOR "LISTING" A HOUSE FOR SALE**  
Creating the right first impression is often the key to the successful marketing of any property. CENTURY 21 real estate agents will provide guidance on how to best showcase your property.
- 5 MONITORING ACTIVITY AND RESULTS**  
CENTURY 21® real estate agents are knowledgeable about the marketing techniques best suited for your needs. Monitoring results keeps the purchase or sale of your home on track. With over 40 years of collective experience, the CENTURY 21 System knows what works!
- 6 MANAGING THE DETAILS**  
It's not your job to worry about the details! CENTURY 21 real estate agents are prepared to handle all of your real estate concerns.
- 7 SETTING APPROPRIATE PRICING**  
CENTURY 21 real estate agents will consult with you on market place trends and assist you with pricing issues.
- 8 NEGOTIATING**  
Working with a skilled negotiator such as your CENTURY 21 real estate agent who has your best interests in mind may improve your chances of selling at the desired price.
- 9 KEEPING YOU INFORMED**  
No need to worry about what is going on! CENTURY 21 real estate agents will stay in touch to keep you posted on the details of your real estate transaction.
- 10 STATE OF THE ART WEBSITE**  
**Century21.co.za**  
An immense audience & state of the art technology! Our state of the art website delivers the information that home buyers, sellers & investors need to make an informed decision when buying or selling a property, in just a few quick clicks.  
  
**Century21global.com**  
Through the development and launch of our global website, CENTURY 21 has positioned its worldwide offices to collaborate, connect and engage buyers, sellers and investors around the world. Visitors to the site will not only be able to more easily perform language, currency and translation functions but also conduct cross-border transactions more naturally with CENTURY 21 brokers and agents.

- 11 THE CENTURY 21 MOBILE WEBSITE INNOVATIVE TECHNOLOGY**  
The Century 21 mobile website allows buyers, sellers & investors to browse for a home while in line at the grocery store, during a break from a meeting or sitting on the couch with a tablet in the evening. Century 21 also features a GeoSearch facility, an architecture that enables the quick and easy search capabilities integrating the popular Google Maps technology.
- 12 ONLINE INQUIRIES**  
CENTURY 21 captures online inquiries from home buyers and sellers and instantly informs a CENTURY 21 real estate agent of the request via phone communication enabling a CENTURY 21 real estate agent to respond within hours of receiving the request.
- 13 THE CENTURY 21 SOCIAL MEDIA**  
The CENTURY 21® System is on the cutting edge of real estate marketing. We successfully utilize social media channels like YouTube, Facebook, Twitter and many other applications to market your property listing in an effort to find the right buyer for your home. Considering that hundreds of millions of people use these sites on a daily basis, it is important for your home to be included.
- 14 CENTURY 21 FOR SALE BOARD**  
A sign of distinction: The internationally recognised CENTURY 21 Logo on our For Sale board will be placed on your property, with your permission and subject to local ordinances.
- 15 FINANCING OPTIONS**  
CENTURY 21 professionals can help guide you through the complete home financing process, so you can decide which program best fits your needs to ensure a hassle free process.
- 16 REFERRAL AND RELOCATION SERVICES**  
Let us help you with your relocation needs, anywhere, anytime. CENTURY 21 real estate agents assists a newcomer with information on schools, rental availability, community facilities, temporary housing options and much more.
- 17 CENTURY 21® National Enhance your Lifestyle Magazine**  
CENTURY 21 real estate agents focus on personal attention and customer service beyond the conclusion of a transaction. The CENTURY 21 National Magazine showcases this enduring commitment in grand style and offers our clients a variety of unique communications highlighted by the CENTURY 21 magazine. The magazine is an outstanding resource and fun reading for any homeowner!
- 18 CENTURY 21 FINE HOMES AND ESTATES®**  
Luxury homes deserve special attention. Our CENTURY 21 Fine Homes & Estates real estate agents understand that excess time is a luxury many homeowners in this unique market do not have. These professionals have the knowledge, tools and extensive network of offices to bring luxury home buyers and sellers together. (Only available in certain territories in South Africa)
- 19 CENTURY 21 COMMERCIAL**  
Looking to invest your money in the real estate market? CENTURY 21 Commercial real estate agents have the knowledge and tools to navigate the market, whether you are selling a property or just getting into the game.
- 20 SOCIAL RESPONSIBILITY Global & National**  
CENTURY 21 offices from across the globe have supported East seals, a non-profit organisation that helps adults & children with disabilities. In fact, the CENTURY 21 System has raised more than R90 million to support local Easter Seals chapters since it became a corporate sponsor in 1979. Century 21 offices across South Africa have supported LIV, Door of Hope & The Haven, non-profit organisations that support & home abandoned children and the homeless. This is our commitment to better the lives of South African's & give back to our communities.
- 21 CENTURY 21 IN SOUTH AFRICA**  
CENTURY 21 real estate recognize that all South Africans are in need of real estate services. Being a global brand, CENTURY 21 has humbled its dedication to render services to people in respect regardless of their financial status.

