WELCOME TO THE CENTURY 21® SYSTEM

SALES ASSOCIATE ONBOARDING GUIDE BOOK

Century 21®
ALTON CLARK

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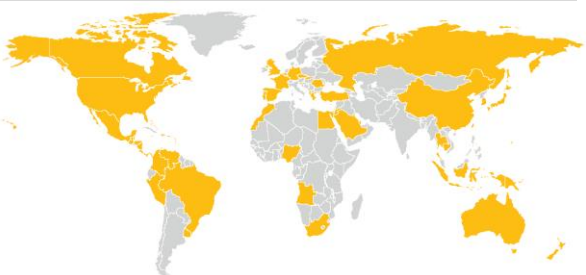


As an independent sales associate affiliated with a CENTURY 21® franchised office, you have a variety of resources, tools, technologies and opportunities available to you. The CENTURY 21 suite of marketing, educational and operational materials, programs, tools or meetings are not mandatory. This document may contain suggestions and best practices that are completely voluntary for you to use at your discretion. Nothing in this document is intended to create an employment relationship.

GREG SEXTON – COO– CENTURY 21 REAL ESTATE LLC

Hello and welcome to the CENTURY 21® System…

While real estate tends to be a particularly cyclical industry, one that often mirrors the American economy, I firmly believe that success in this business is not market driven. Real estate significance comes from being "market driving," or being able to leverage systems, tools and people to build a business beyond what could be accomplished alone.

You now have the right people (like yourselves), the right leadership (like your broker/owner(s) and the right System in place to leverage and succeed no matter where your local market currently finds itself on the real estate cycle.

I encourage you to discover how the CENTURY 21 System can help enhance your business, deliver value-added efficiencies, and help drive increased productivity while at the same time earning the affinity and trust of real estate consumers and industry professionals worldwide. Here's how:

- We cultivate a brand that others want to be a part of.
- We bring to market the products and tools real estate professionals love to use.
- We craft messaging and deliver communications our Family is thrilled to receive.
- We are building a community of ambassadors others crave to belong to.

When I came to Century 21 Real Estate , the edict was that we would focus on these three key metrics which impact our reputation and market position:

- the professionals we associate,
- the companies we affiliate and
- the transactions we complete.

By all metrics, our strategy is working so much so that today, when someone walks through the door of any CENTURY 21 office or visits us online, they can experience affiliates, managers and agents conducting business with professionalism, honesty, integrity, and the highest quality of customer service.

I am very excited about what the future holds for you and for the CENTURY 21 brand. Thank you again for choosing to become a valued member of the CENTURY 21 Family.

Remember, the market does not dictate your success… you do!

Sincerely,

Greg Sexton
Chief Operating Office
Century 21 Real Estate LLC

VISION, MISSION, BRAND VALUE PROPOSITION

VISION

Is to be the:

The **world's most iconic real estate brand.**

A **universally recognized name**, and the **most preferred brand**, by **home buyers** and **home sellers world-wide**.

The **global leader** in real estate **transactions.**

MISSION

To provide **best-in-class brokerage services** to all who aspire to buy and sell real estate **anywhere in the world.**

BRAND VALUE PROPOSITION

We are a **strong, vibrant**, and **global real estate family**.

We strive everyday to **deliver unsurpassed market intelligence**, and to use our **strengths** to help you **successfully buy** and **sell real estate**

We deliver: **Performance. Value. Wisdom.**

CENTURY 21: The Gold Standard

Getting Started

century21.com
Our Flagship Marketing Vehicle
Listing Detail Page
Sales Associate Bio Page

21Online.com
CENTURY 21® Tools and Systems Website

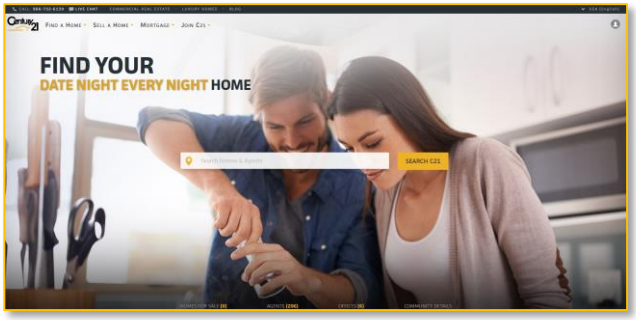
CENTURY 21 Brand Center℠
Company DBA Logos

CENTURY 21 Business Benefits℠
Programs and Discounts from National Vendors

ToolKitCMA™
Activating ToolKitCMA and Creating Presentations and Flyers

MAXIMIZING YOUR PRESENCE ON CENTURY21.COM

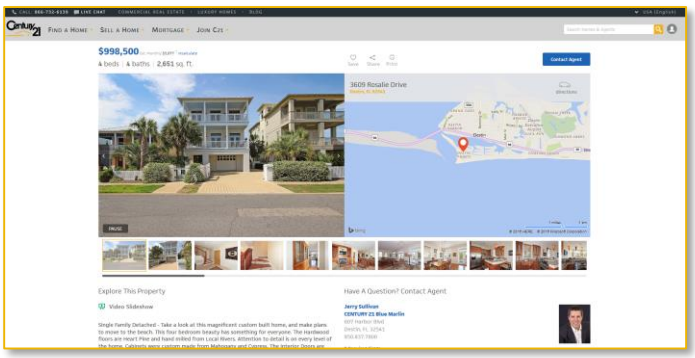
Now that you are associated with the CENTURY 21® System, you have the strength of century21.com behind you. Each time your listing is entered into our CREST EDG℠ office data system, your listing will automatically be populated to century21.com. We create a **Property Details Page** that showcases your photos, creates a slide show (that is in turn fed to YouTube®), lists the property information and furnishes neighborhood information.



In addition, we then feed your listing up to a large number of the major real estate aggregator websites who in turn feed your listing to their listing partners and then drive the consumer from those sites back to your Property Details Page.

With all the exposure your listing receives, it is important that the Property Details Page on century21.com be as robust as possible.

Check out the Property Details Page! It has a light, open feel that presents all of the rich content on the property.



Below the property details, we include key neighborhood demographics, school ratings and recently sold properties information that many consumers find highly relevant to their home buying search.

Of course, our primary goal is to deliver a superb user experience that potentially converts the visitor into a lead for you! The ever present contact form in the upper right column of the property details page encourages the consumer to take that next step in the process and begin to work with YOU.

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One of two key features to the **Property Details Page** is the ability for your photos to be displayed in a **Full Screen View**. Time and again consumers rate pictures as the most important element of an online listing.

To provide the full screen view of your property pictures we need to receive the photos shot in high resolution. The minimum resolution requirement for the photos to trigger the full screen viewer is **600 x 800 pixels.** If your pictures are not this resolution, they will still be displayed on the listing page, however the full screen view will not be available.

A minimum of 6 photos is needed for listings to appear on century21.com.

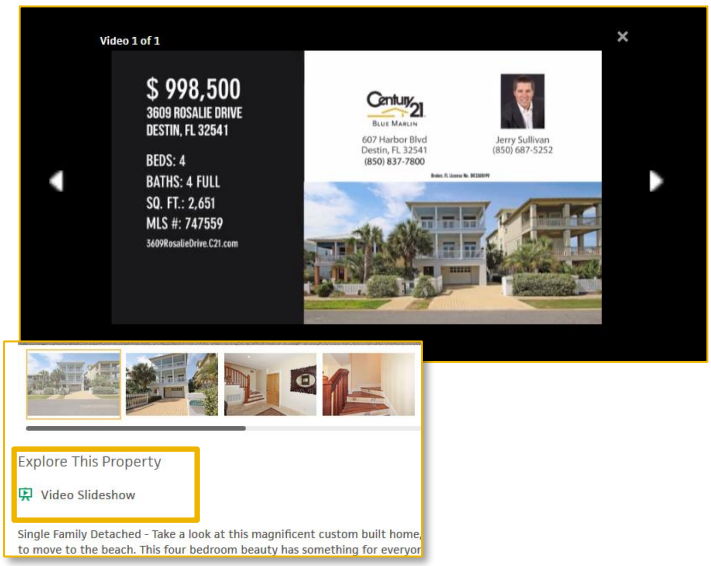
The second key feature to the **Property Detail Page** is the **Slide Show** we generate for the listing.

We automatically stitch your photos into a slide show, accompanied by music. For this enhancement to be triggered, the pictures need to be of a minimum resolution of **320 X 240 pixels.**

600 x 800 pixels is the recommended resolution for all photos.

The consumer can launch the slide show directly from the Property Listing Page.

We also send your property slide show to video. If a consumer types the property address in the YouTube search bar the slide show uploaded by the CENTURY 21® System will be displayed.



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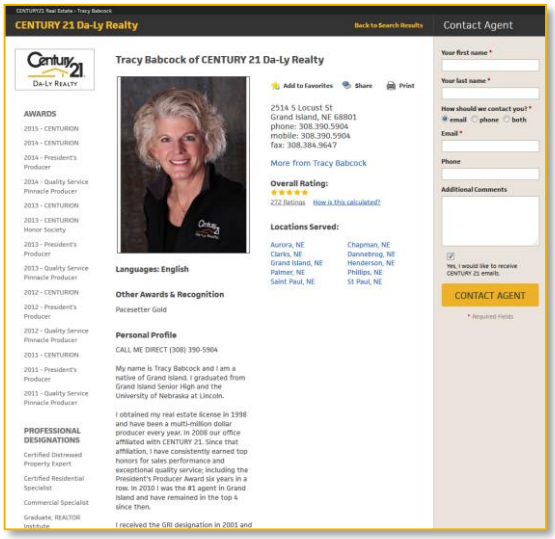
On century21.com we present each Sales Associate on a **Sales Associate Bio Page**. Think of this as your online resume. This page is linked to each of your listings and also to the **Office Bio Page**.

Consumers are tech savvy and most use the internet as a way to find and research potential sales associates. It is important that you put your best foot forward and have the right information about yourself available to them.



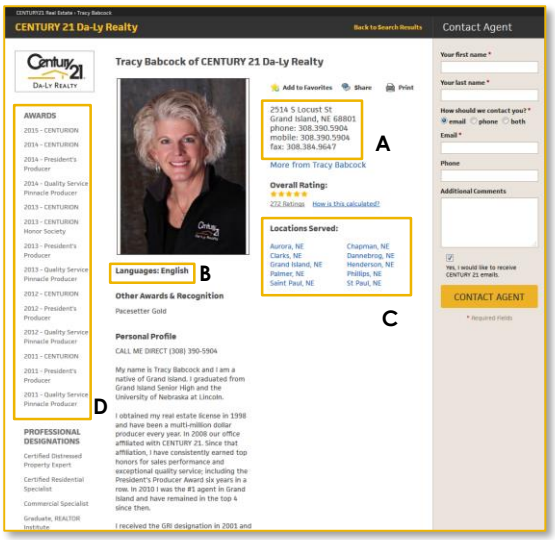
On the Sales Associate Bio Page there are areas that are auto populated with information from CREST EDG℠. They are:

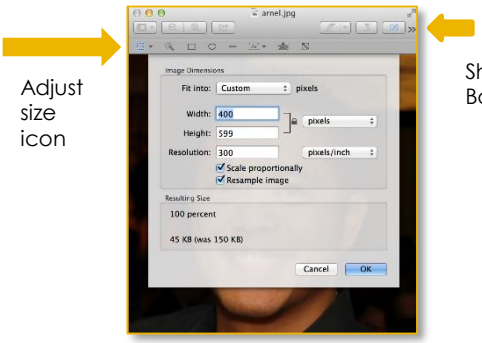
A&B pull from what is entered into the **Sales Associate in CREST EDG**. If this is not correct, it needs to be changed in CREST EDG by the CREST EDG Administrator.*

C. Based on the **Areas Served Rule** for the company **(based on prior production)**.

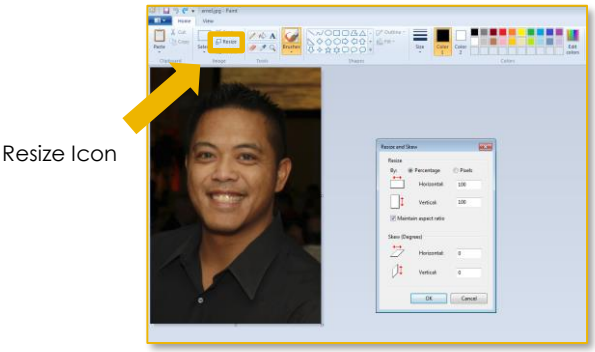
D. National CENTURY 21® Awards. This section is populated by the **CENTURY 21 Awards Staff**.

* For your profile photo to appear correctly it needs to be formatted to 600 x 840 pixels. You quickly resize your photo in either Windows or Mac.





To resize in Mac, open your photo in Preview and then click on Show Edit Tool Bar icon (located next to the search bar). Now click on the Adjust Size icon in the Edit Tool Bar, enter the correct pixel size and hit ok. That will resize your photo



In Windows, open your photo in the Paint program located in Accessories. Click on the Resize icon and enter the correct pixel size and hit ok. This will resize your photo.

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INTRODUCTION TO 21ONLINE.COM

21Online.com is the **CENTURY 21® Intranet site**. It is your complete resource center! Here you will find **the tools, materials, and information** needed to help you succeed in your real estate endeavors. Let's get started!

Logging in for the first time

You will **receive two emails** from "access@century21. The **first email** will be your **username**. Your **username** will be your **firstname.lastname@century21.com**.

The **second email** will be your **temporary password**.

After you enter your username and temp password, you will be asked to **create a new password**. The new **password requirements** are:

Minimum 8 characters
One Capital Letter
One Special Character
One Number

You will also be asked to **create a security question** and **answer** for **password retrieval**.

Resetting your Password

To **reset** your **password** you can either click on the **Forget Password link** on the login page or you can contact your office CREST EDG℠ administrator and they will send you a reset password link.

To reset your password you will be sent an email with a temporary password. You will set the new password in the same way as you set the initial password up.

If you should have trouble or your CREST EDG administrator is not available you can call the **CENTURY 21 Help Desk at 1.877.221.2765 option 1.**

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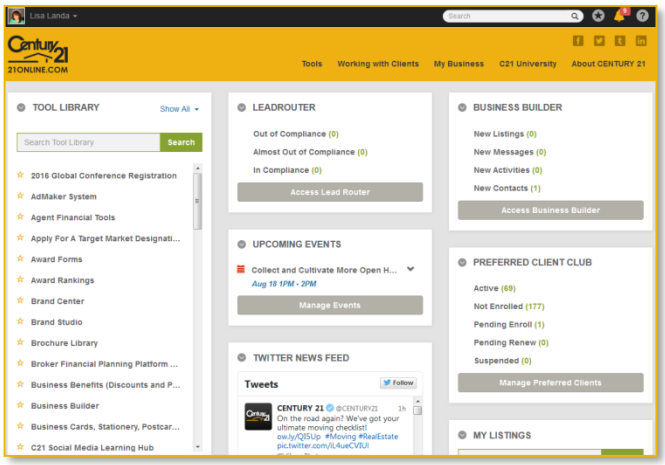
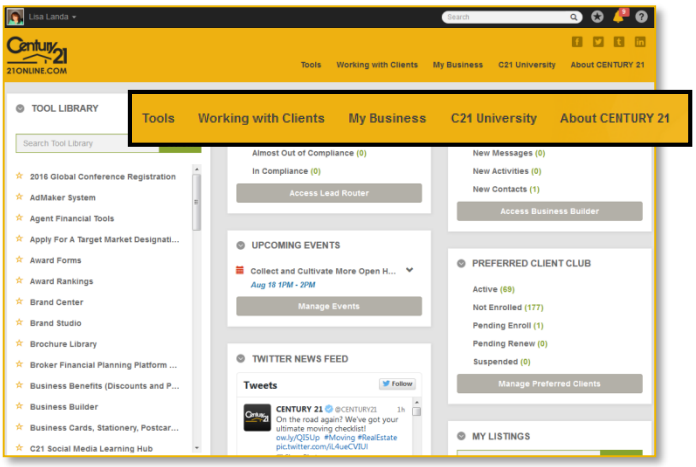
NAVIGATING 21ONLINE.COM

After logging on to **21Online.com** you will arrive at the homepage. Here you can find the **brand information** you need. With streamlined access to your **listings, contacts** and **valuable tools** like online learning and pre-built presentations, you can promote productivity.



Navigation is designed to allow easy access to relevant content with just a few clicks. The content has been grouped based on activity:

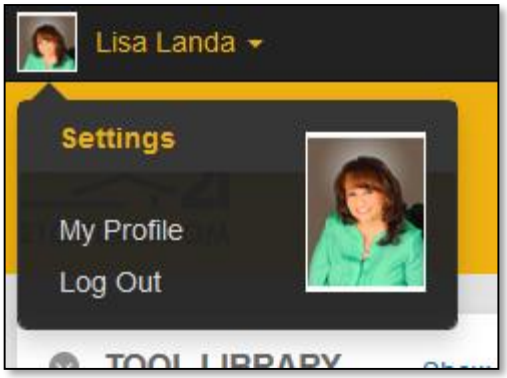
Tools
Working with Clients
My Business
C21 University®
About CENTURY 21®



In the upper left hand corner, you will find your **personal information** including a photo (if one is available in your CREST EDG℠ profile).

Under **My Profile** you can **turn on CENTURY 21 Text Message notifications.**

You can also **update your Social Network Links**. These links will automatically feed to your My C21® Site



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Customizing your 21Online.com homepage

The **Modules** on the home page are customizable so you can keep the tools that are most important to you front and center. Each module gives you instant information for easy access information you need. **Modules** include **Brand Studio, Tool Library, Business Builder, My Listings, UpComing Events,** and several more.

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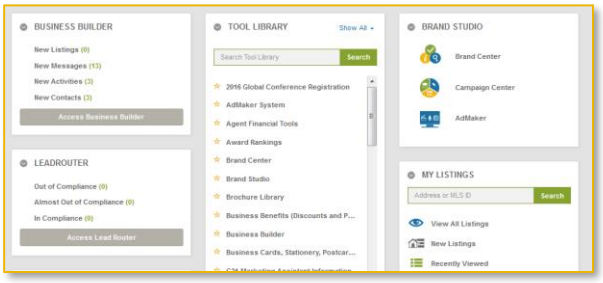
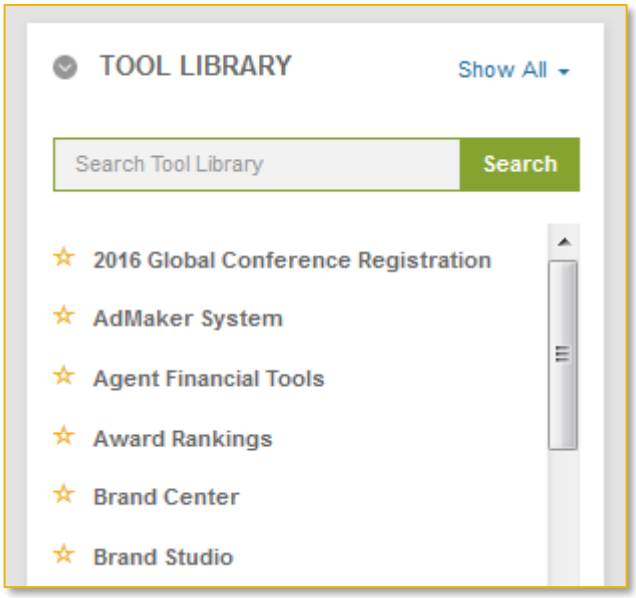


The Tool Library

The **Tool Library** module provides a comprehensive, alphabetized list of all of the tools available on the 21Online.com website. This list provides **Quick Links** to tools like **CENTURY 21 Ad Maker℠, PR Studio, My Logos, CENTURY 21 Campaign Center℠, CENTURY 21 Brand Center℠, CENTURY 21 University℠** and the **New Growth Platform** among many others.



Search, My Favorites, Alerts and Help

Located in the top right corner are the Search Bar and the My Favorites, Alerts and Help links.

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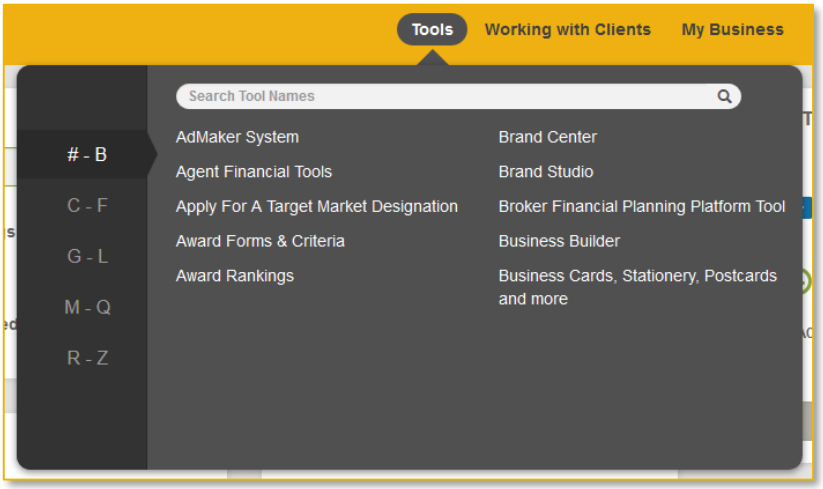
The Navigation Bar and its content

Tools

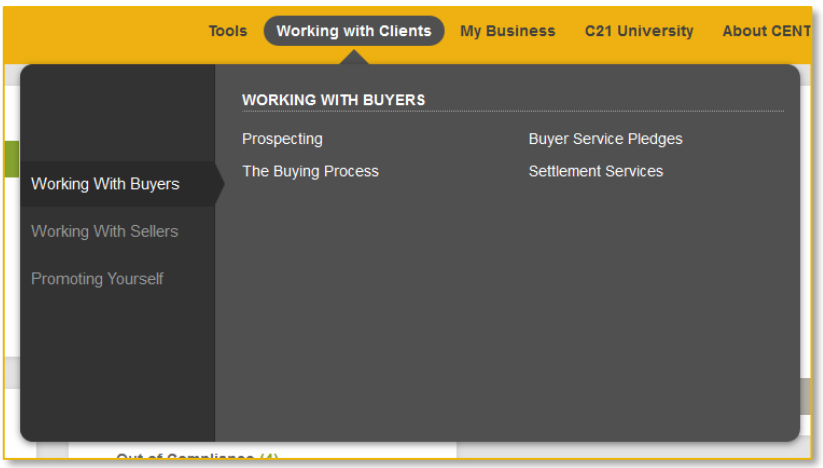


Under the **Tools tab** you are able to **search** for **CENTURY 21 ® Tools** by alphabetical order.

You can either **type the name** of the tool in the **search area** or **click** on the **letter group** located on the left hand side.

Working With Clients

Working With Buyers



Expanding the pool of homebuyers you work with is a crucial component in your business. Whether working with first-timers or more sophisticated property purchasers, it's imperative to **learn how to build business among homebuyers** of all kinds, and to help optimize their unique real estate experience with a comprehensive menu of services.

The CENTURY 21 System is designed to put you in the spotlight among home buyers, and position you as a full-service real estate authority capable of fulfilling their diversified needs throughout the purchase transaction.

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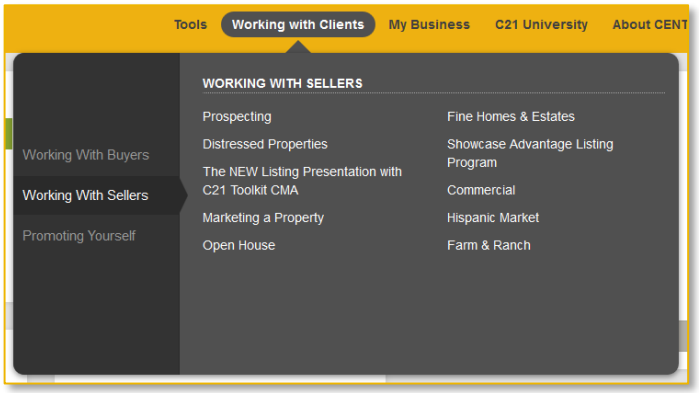
Working With Clients

Working With Sellers

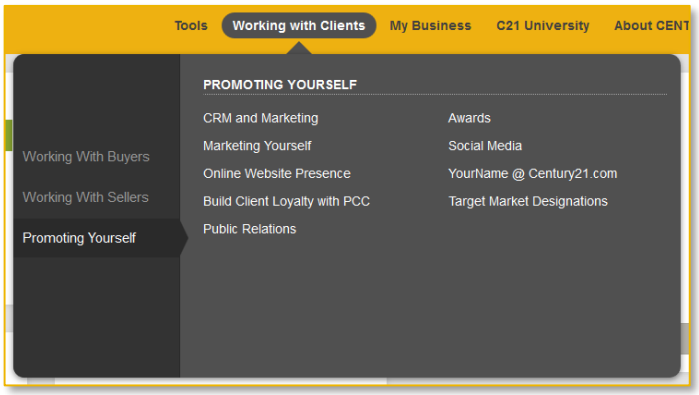


In this section, you'll find a wealth of invaluable ways to not only **help generate leads and build your business among homeowners looking to sell**, but to help keep your sellers happy with impactful strategic marketing that can promote the successful sale of their home.

Working with sellers can be the ultimate key to success in real estate whether you're a broker or a sales associate. That's why it's vital to focus attention on this very important target.

As part of the CENTURY 21® System, access to results-driven solutions designed to help you in your quest for getting sellers' attention and business is made available to you.

Promoting Yourself



Succeeding in real estate requires more than just selling homes. It entails ongoing promotion that keeps your name before prospects, your clients in the loop, and your listings in front of buyers. The CENTURY 21 System offers a wealth of promotion solutions designed to generate awareness and help System members excel. By using these resources, you can not only capitalize on your association with the highly recognized CENTURY 21 brand, but you can also have the tools necessary to:

Establish yourself as an leader in your market

Generate leads and business locally and nationally

Create and customize eye-catching marketing materials to complement your image

Utilize the power of technology to broaden your reach

Enhance your status with award recognition for your performance

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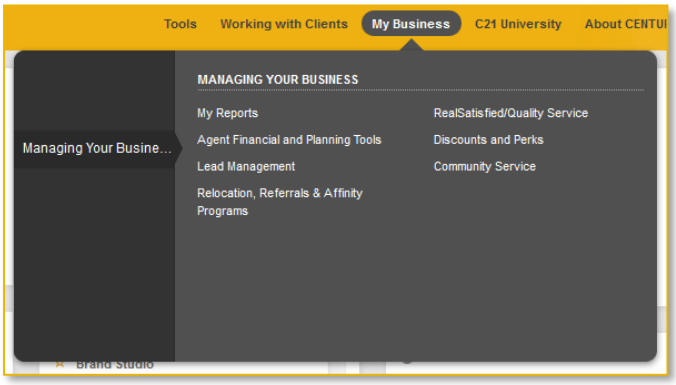
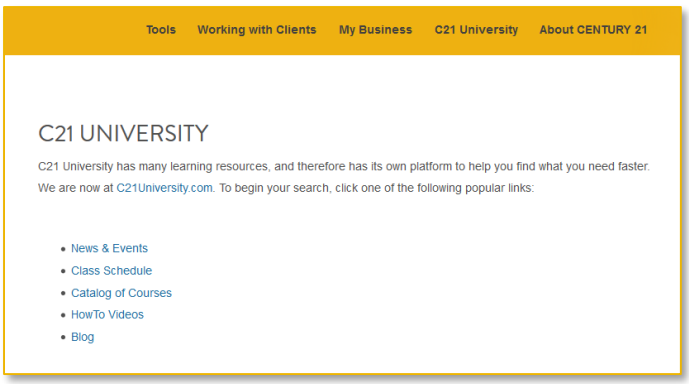
My Business



No matter how many transactions you complete, being a top-notch real estate professional entails understanding and handling the many other vital elements involved in managing your business.

As part of The CENTURY 21® System, you enjoy exclusive **access to a full range of tools and resources** that can help you stay organized, on top of your business, and ahead of the competition. From building customer relationships, leveraging advanced technological offerings, using marketing and advertising vehicles, taking advantage of valued partnership opportunities, and more, you have a virtual world of business management solutions at your fingertips.

C21 University



The key to long-term professional success and profitability in real estate is ongoing learning and business development.

The CENTURY 21 University® team is proud to offer **award-winning learning opportunities** to help you. They have made Training magazine's Top Lists of organizations known for their exemplary learning solutions for several years (Top 100 from 2002 through 2005, Top 125 in 2007 and Top 125 in 2010 - 2014).

Whether you are a Broker, Manager, Training Manager, Experienced Sales Associate, New Sales Associate to CENTURY 21 System or a New Sale Associate to real estate, there are numerous relevant programs available to you.

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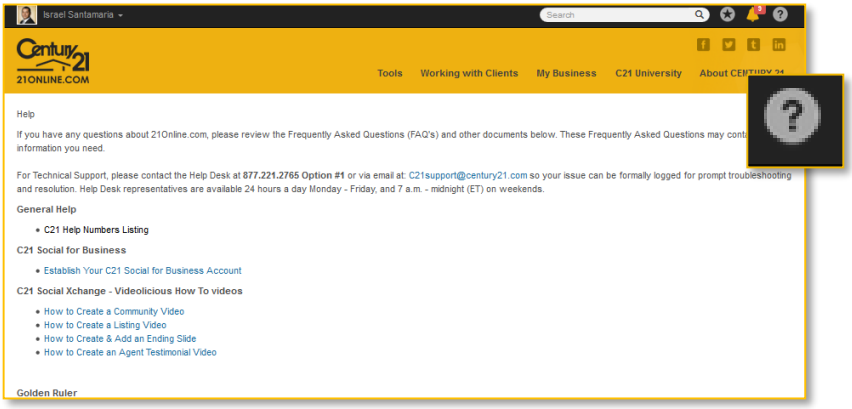
About CENTURY 21

Here is a single place for brokers, sales associates, and other System members to find **information about Century 21 Real Estate LLC**. This comprehensive company-focused section provides a wealth of information - from facts and figures to officers, goings-on, events, and more!

Additional Assistance

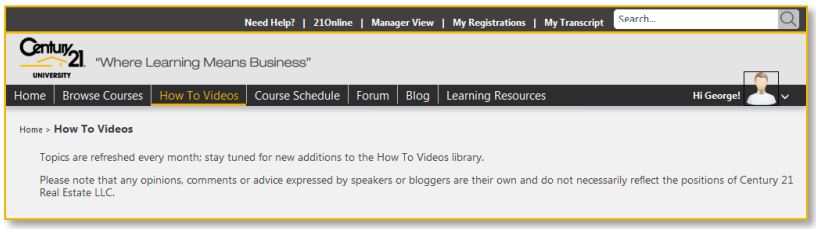
Click on the ? icon at the top of the page and you will be directed to 21Online.com help and tutorials.



Online Self-paced Tutorials are available through the **How-to-Videos** system on **21Online.com.** Just **click** on **How-to-Videos** located in the **Tool Library** on the 21Online.com homepage.

Some How-to—Video include:

Navigate 21Online.com
My C21® Site
CENTURY 21 Business Builder®
Commercial



Sales Associate Help Desk: 877.221.2765 Option 1

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CENTURY 21 OFFICE DBA LOGO LIBRARY

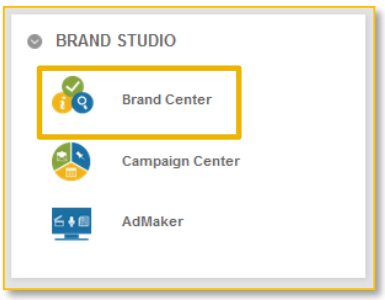
Your Company Logo

Now that you are associated with the CENTURY 21® System you will need a company logo to start using the power of the brand!

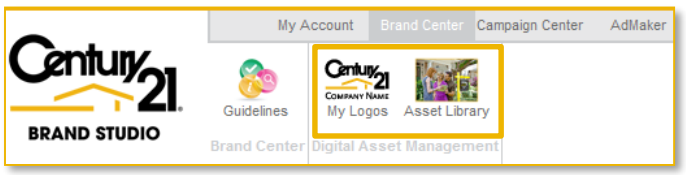
Your approved **CENTURY 21 Company DBA Logos** can be downloaded and managed within the **CENTURY 21 Brand Studio℠***

<u>*The Brand Studio will be available 48 hours after the first time you log onto 21Online.com</u>

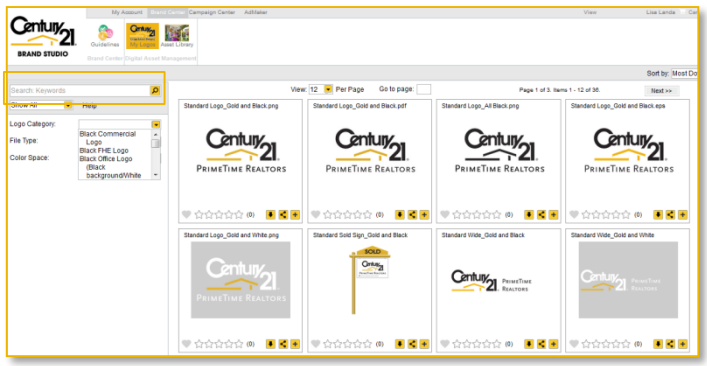
To access your **Company DBA Logos**, go to **21Online.com** and click on the **Brand Center** icon in the **Brand Studio** module.



Next click on the **My Logos** Icon located under the Navigation Bar in the top left of the homepage



Your Company DBA Logos Library will now load in the window on the right. This includes any additional "designation" logos that you are permitted to use. You can view your logos from 8 to 48 per page depending on the size of your logo library. Logos are available in a variety of color and file formats for different media and design purposes.



You also have the ability to email the logos directly from this page. This is handy when working with a printing company or vendor.

To refine your logo search for all files in a particular style, use keywords or filters in the left column.

***Note: Approved CENTURY 21 DBA Logos should be used for all your brand applications.* Never use the CENTURY 21 Logo by itself without the DBA name.**

Quick Reference: Where to find Company DBA Logos

21Online.com > Brand Studio Module> Brand Center > My Logos

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ToolKitCMA™

Create and Deliver Knock-Out Client Presentations

Easily create distinctive, customized presentations including CMAs to help set you apart from your competition at no additional cost to you!

You get a library of presentations to choose from and easy to understand instructions on how to use them like a pro. You can create authoritative comparative market analysis reports, incorporate listings with your photo, contact info, and business address. Seamlessly merge charts, graphs, property photos and data for flyers, property tours, and more. Interfaces are accessible to virtually any MLS in North America.

- BRANDED PRESENTATIONS
- MOBILE & TABLET PRESENTATIONS
- MLS INTERFACE
- CLOUD-BASED
- EASY TO USE
- EMAILS AND ALERTS
- WALK-THRU SERVICE, WEBINAR AND HELP RESOURCES

Listing Presentations

Fine Homes & Estates Presentations

Buyers Presentations

CMA Presentations

Property Flyers

Tablet Ready

Quick Reference: Where to ToolKitCMA

21Online.com > Working With Clients> Working with Sellers > ToolKitCMA

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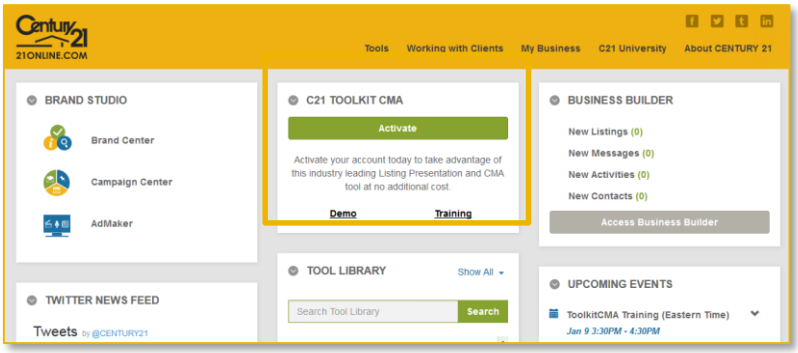
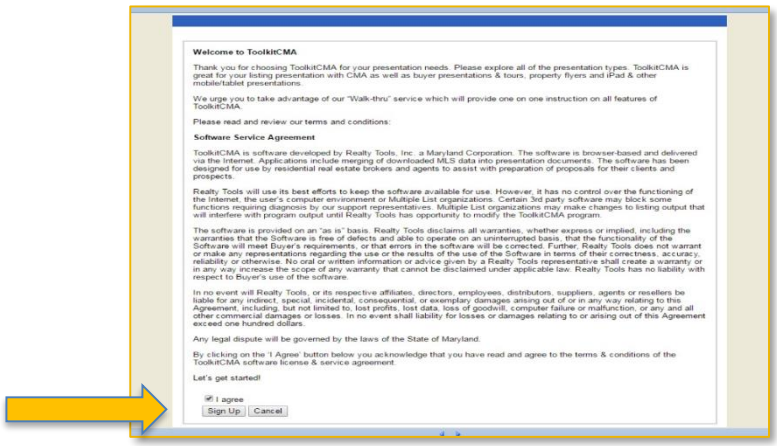
Getting Started

To **start click on** the **green "ACTIVATE"** button under C21 ToolkitCMA on the welcome page, and **follow the prompts** and instructions – it is very quick and easy.

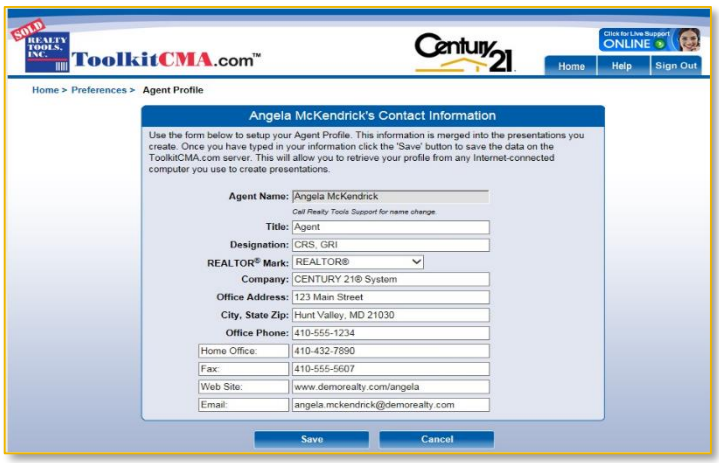


You will be prompted to **acknowledge and agree** to the **ToolkitCMA Software Service Agreement** – once you have checked the box at the bottom of the agreement **and clicked on the "Sign-up" button**, your **account** is **automatically setup** in a matter of a few moments



ToolkitCMA will automatically be opened up to your account and you can edit your profile information, fill in your references and resume information, etc.

Here is the screen that you will first encounter when activating your ToolkitCMA account if you are a brand new user.



If you are a current user of ToolkitCMA, you still need to activate your account through 21Online.com in order to get switched over to your free account as a CENTURY 21® System member. Once you activate your account you will see your familiar ToolkitCMA account welcome screen with your profile (and picture, if you've added it) and the main menu buttons prominently displayed as always.

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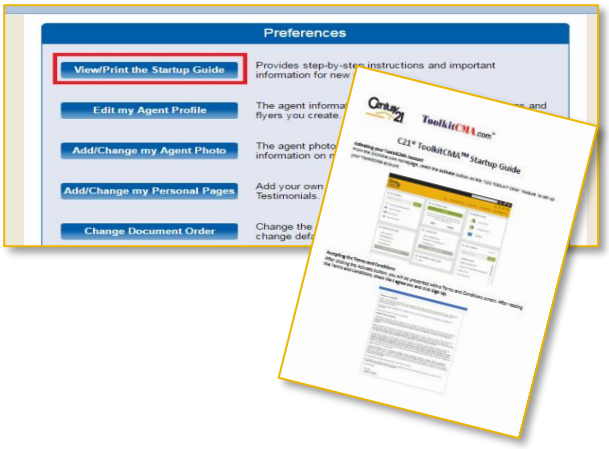
Getting Started

View and **print** the **ToolKitCMA Startup Guide**. This can be found in the Preferences section.

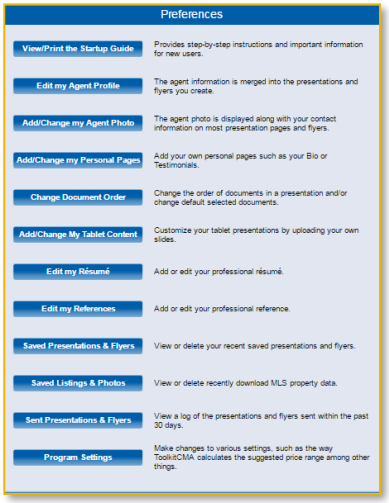
The **Start-Up Guide** will **provide the basics** on how to begin to use **ToolkitCMA** and the first things you should do to familiarize yourself with the powerful marketing tool now available to you at your fingertips.

The **Start-Up Guide** is essentially **step-by-step instructions** and important information for **new users.**



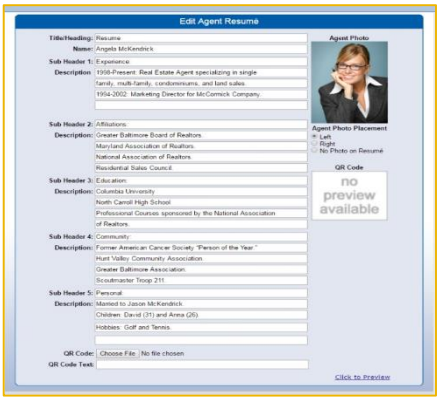
To **complete** the **set up process**:

- Edit agent profile
- Add / change agent photo
- Add personal pages
- Edit your resume
- Edit your references use your RealSatisfied responses



Sales Associate Resume

Fill out as much as you can. This is the place to highlight yourself and this information will be displayed in your client presentations.



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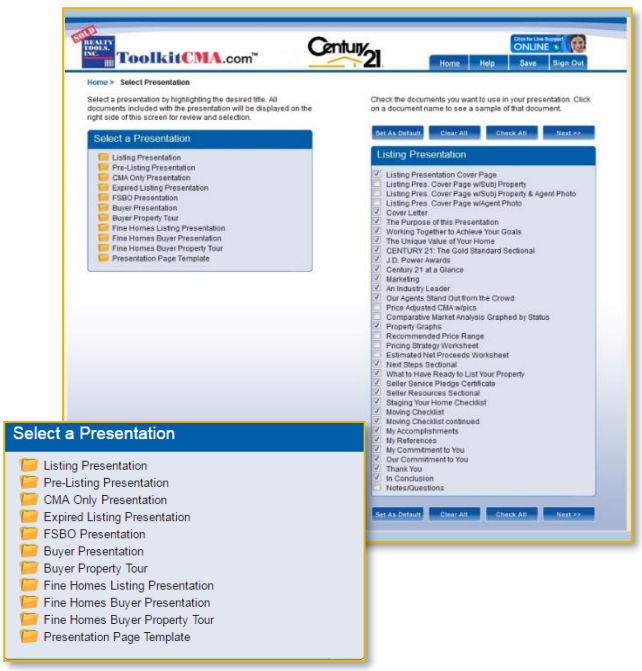
Building a Listing Presentation

To **build a presentation**, property flyer or CMA, **click** on the **Presentation icon** located on the homepage of ToolKitCMA.

Displayed will be the **sample presentation choices** that are currently available.

Your company may have custom content which may have changed your presentation menu and associated documents.

To the right, you will see a **document list associated** with the **selected presentation**. The **Listing Presentation** is the **default cho**ice but can be changed by mousing-over another presentation choice on the left and clicking which automatically brings up the corresponding presentation document choices.



Some of the documents have been preset as default pages – however, you may pick and choose any pages you prefer to build your presentations, as well as set your own default pages for future use. You may preview each of the documents simply by mousing-over the document and clicking on the document – an enlarged sample page will then appear on your screen.

Once you have made your document and report selections you simply click the "Next" button to advance

You do have the ability in ToolkitCMA to add your own content pages into the document menu for inclusion in your presentations. There is a built-in presentation manager that allows you to upload your pages, select which presentations you wish to add the custom pages to, and in what order you want them to appear in the document menu line-up.

The pages need to be in PDF format, which is a universal output option in almost every current application.

If you have questions or wish instructional assistance with adding your own content, please do not hesitate to contact the customer service support team at Realty Tools.

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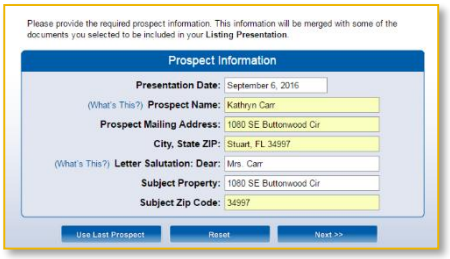
After choosing the template and pages you will be prompted to fill in the client information.



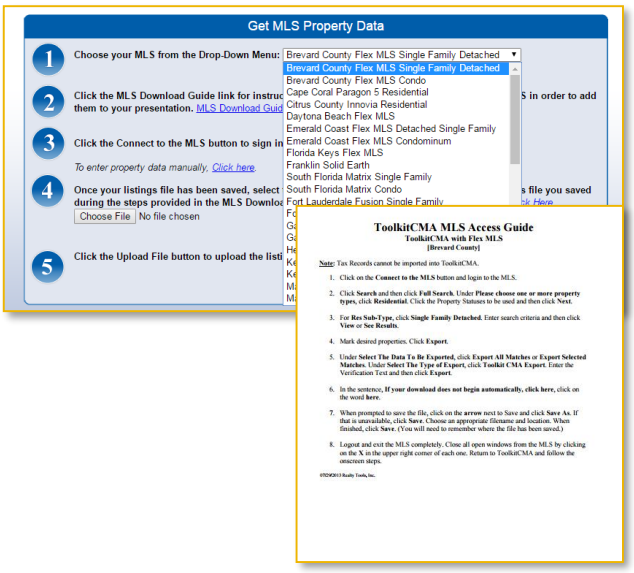
The **cover letter**, which has merged the prospect information, along with key company and sales associate information**, is editable**.

You may also **create your own default letter** for **repeated use**. The letter is branded consistently, like all of the other content included in the CENTURY 21® suite, providing a uniform and cohesive presentation.

If you have chosen **to include a CMA** in your presentation, Toolkit CMA will prompt you to **go online with your MLS** to search and **select the appropriate properties for your CMA** (also property tours and property flyers). Once you have chosen the properties, the **downloaded data and photos** are **automatically imported into ToolkitCMA .**

There is a **MLS Download Guide** with **simple step-by-step instructions specific to each and every MLS**. Only the MLS systems for your particular market will be listed on the pull-down for you to choose from. If there is an MLS in which you participate which is not listed on the pull-down in your account, please contact customer service support at Realty Tools.

The **properties** you include for your **ToolkitCMA reports** will be **formatted into the CENTURY 21 branded** reports along with all the other presentation pages.



Setting up your MLS is a one time process choose your MLS and download the **MLS Download Guide** to assist you with this process.

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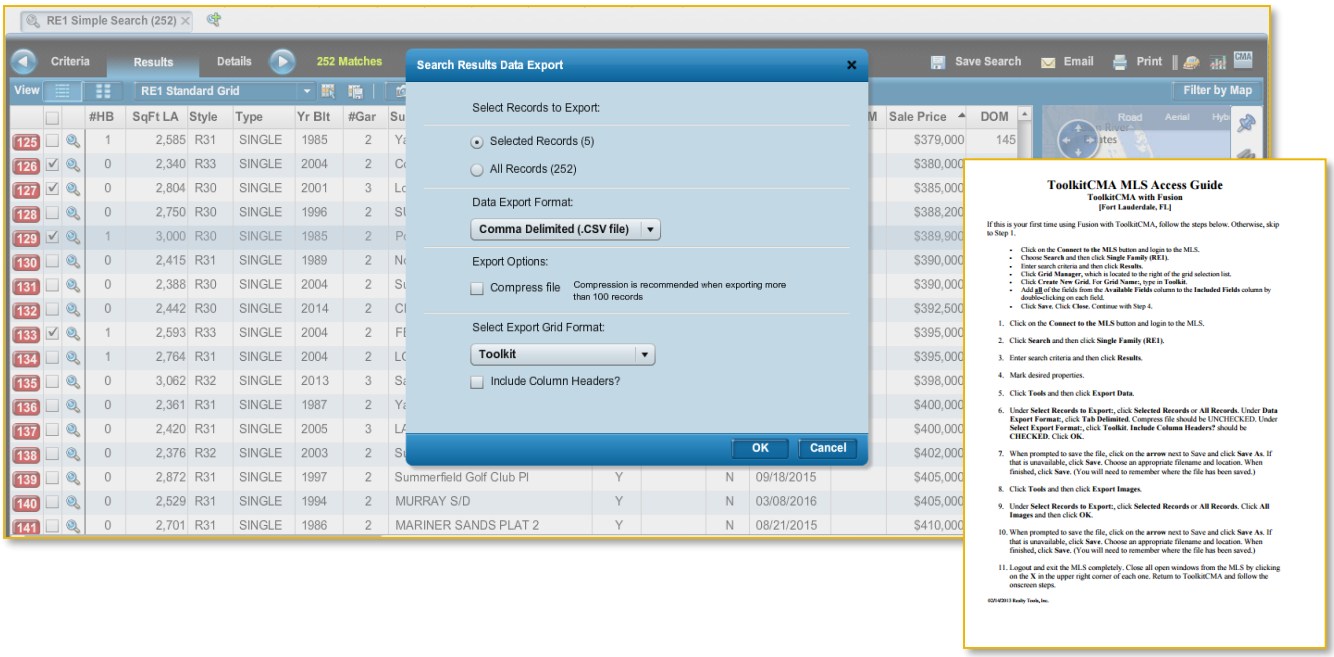


Follow the steps in the guide.

When the **downloaded properties** are **automatically imported** into ToolkitCMA, they are **presented** in a **one-line summary** indicating the property status (active, sold, pending/under contract, and expired/off market), address, listing price, sold price (if applicable), listing dollar per square foot and sold dollar per square foot (if applicable), sale date, number bedrooms and bathrooms, if there's a primary photo and an icon to access the listing details.

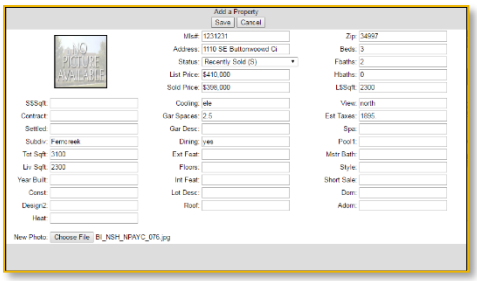
ToolkitCMA also **allows** for **manual entry of property data and photos** in cases where an owner sale, estate sale, auction, etc. was processed outside the MLS to be included in the CMA comparable properties.

The properties to be included in the CMA are simply checked with the box on the far left column.

Connecting to the MLS

If you run into **problems with setting up and exporting your data call the help line @ 800.828.0970 or use the online chat.**

Also **request a special one-on-one training**, available at **no cost**. Call Realty Tools Customer Service at 800.828.0970 and ask for a "Walk-Thru" or schedule your personal walk-thru here.



Manual data input is also offered

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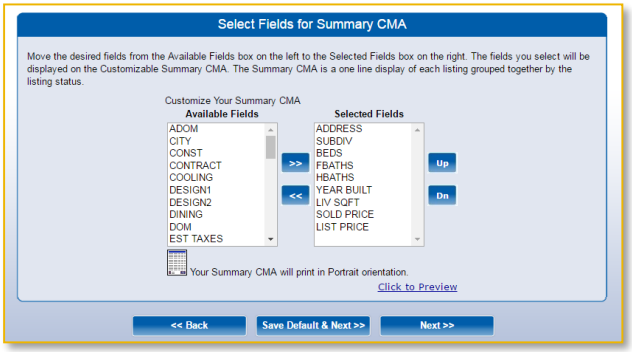
If one of the **cover pages** with subject **property picture is selected**, ToolkitCMA will prompt the user with this input screen to provide a photo of the subject property either through browsing and uploading or downloaded from the MLS (if available).

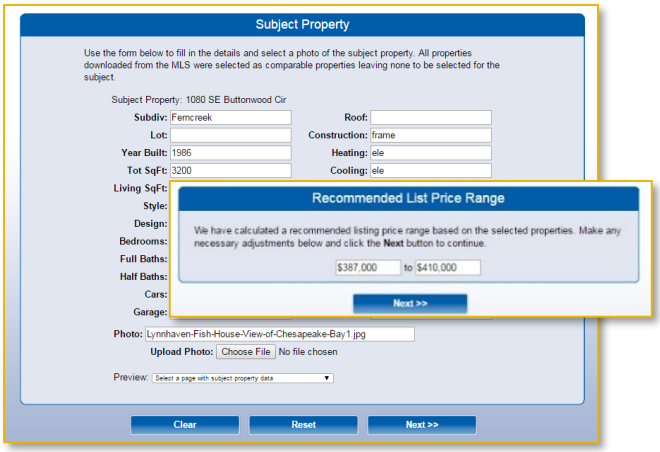


If one of the **subject property highlight pages,** columnar CMA with subject property and/or price-adjusted CMA report is **selected**, ToolkitCMA will prompt the user with this input screen to provide details of the subject property either manually or downloaded from the MLS (if available).

If the **price-adjusted CMA is selected** as one of the CMA reports for the presentation, the user is given the opportunity to change the property description fields to be compared, either from the list of fields available from the MLS, custom fields added by the user, or to be left blank.

Data fields selected from the list available **from the MLS** are **auto-populated** in the downloaded comparable.

Value adjustments, negative or positive, are automatically factored into the adjusted value of the comparable. When the price-adjusted CMA is utilized the recommended price range is calculated on the basis of the adjusted prices of the sold comparable.



Marketing Checklist

Look at what **you do** additional and what **your office does** and add all items to the list, such as :

Monthly Market Updates aka **THE GOLDERN RULER®**

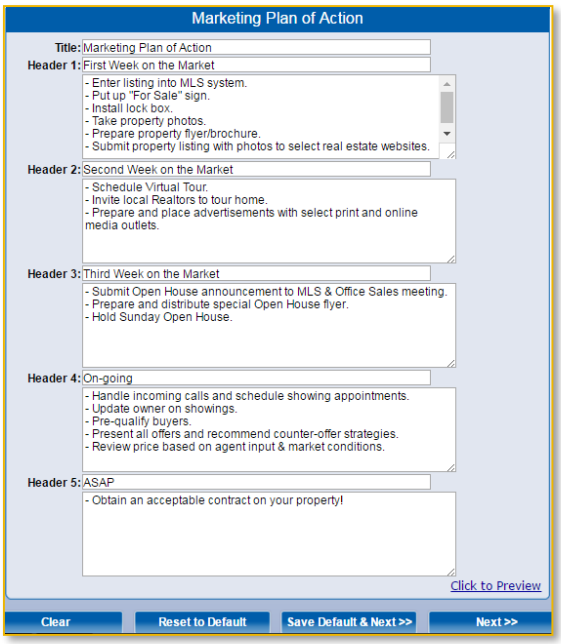
Unique Property website

Property Videos

Service Pledge

Global marketing

Placement on over 500 websites



Marketing Checklist

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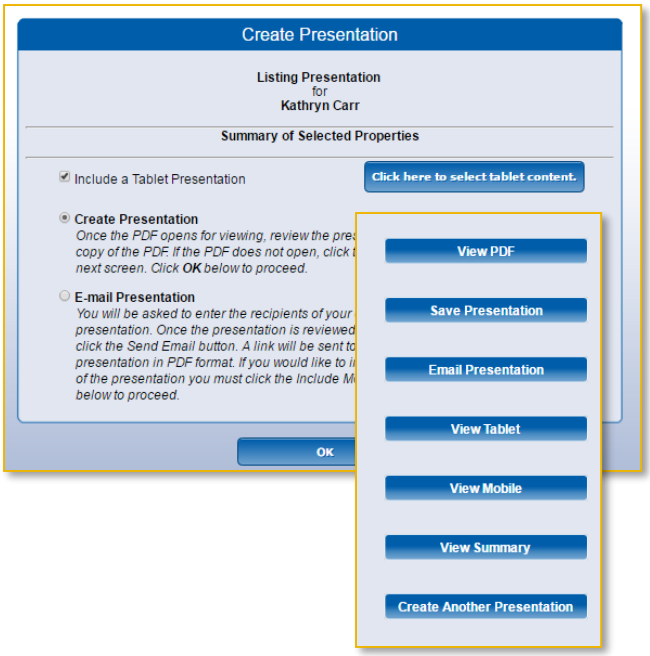
Once you have **completed** the **steps to create** your **presentation**, you will be asked to **save your presentation**.

You will also **now be able to share** the presentation **across several platforms**:

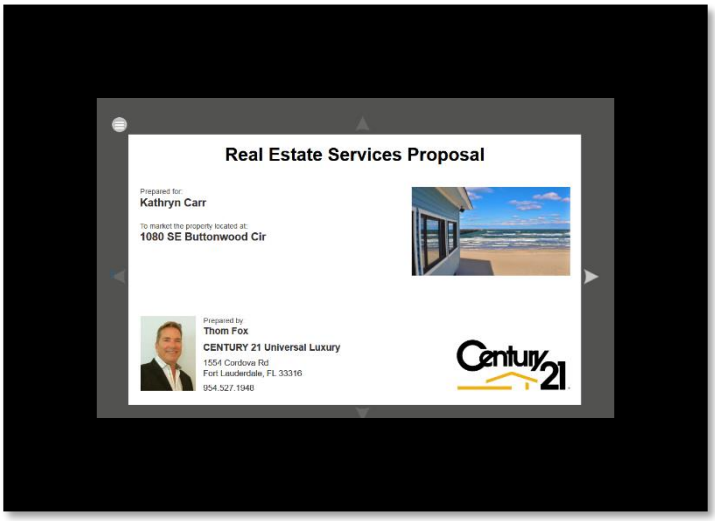
Printed as a PDF
Email
Tablet
Mobile

Don't forget to "√" for a tablet presentation.

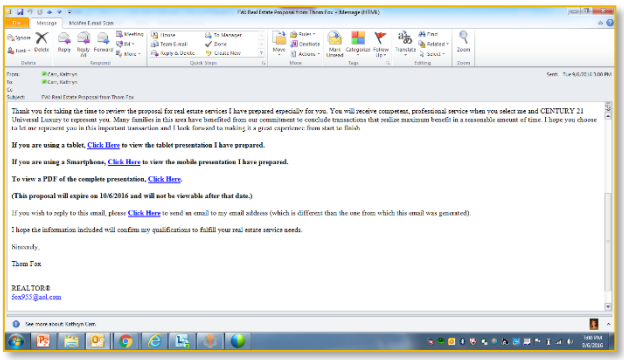
.



Once the tablet presentation is **created** the system allows you to pick and **choose** the pages you would like to use. In most cases agents chose to have a **smaller presentation** on a tablet verses a printed presentation.



Here is a **sample** of the consumers **email** as you can see they can look at the presentation in **several ways**.



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Sample Pages from a Listing Presentation

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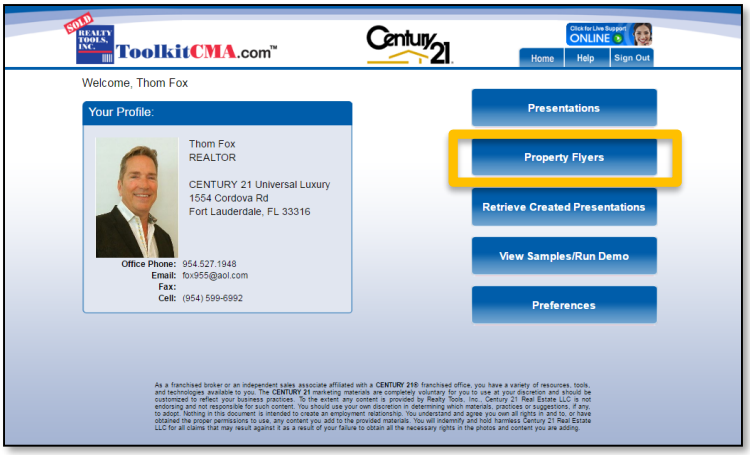
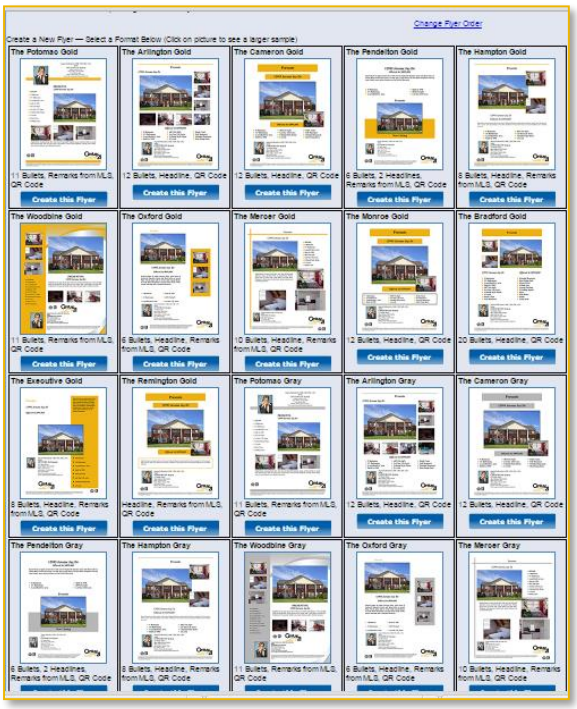
Property Flyers

To **create a flyer** in Toolkit CMA is quick and easy. Simply **click** the **"Property Flyers"** button on the **main menu** to begin.



"Pick & Click" from the menu the property flyer template you wish to use.



Over 100 flyer designs

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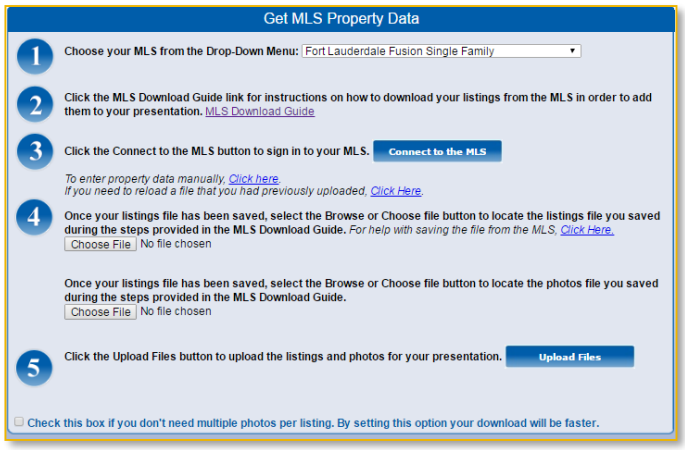
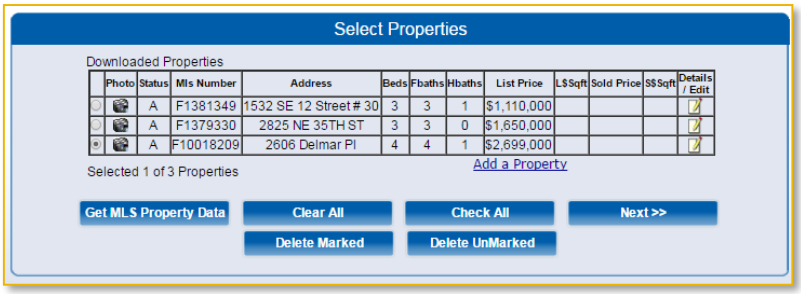
Creating Property Flyers

Steps for **Creating a Flyer**

- Pick a template
- Import listing from the MLS (Both Data and Images)
- Place photos in template
- Edit text on template



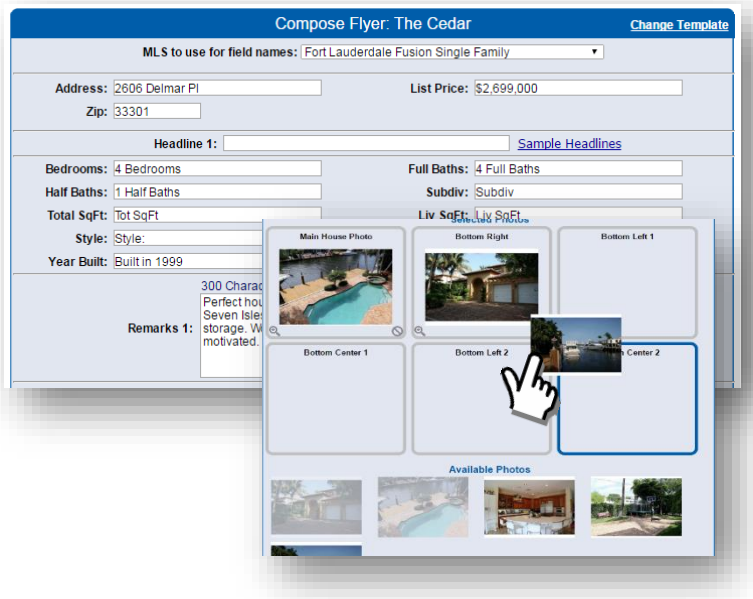
Pick which **Listing** you would like **from the data you imported**. **You can** also **manually add** a **listing** to the system.



Edit the text and **select photos**. Pay attention to the placement of the photos within the flyer.

The **ToolkitCMA property flyer template** uses pull-down menus and drag-and-drop to place photos on the template.

Sales associate contact information and photo along with company logo are **automatically placed on the property flyer.**



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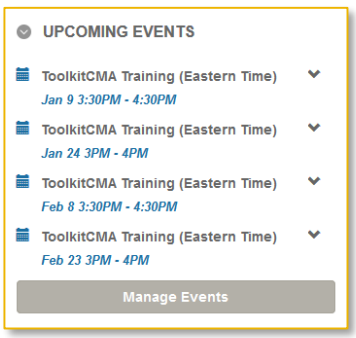
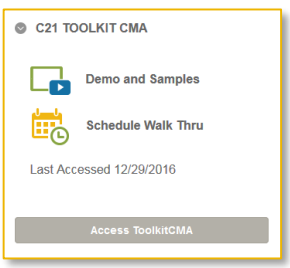
Property Flyer Samples

Additional Assistance

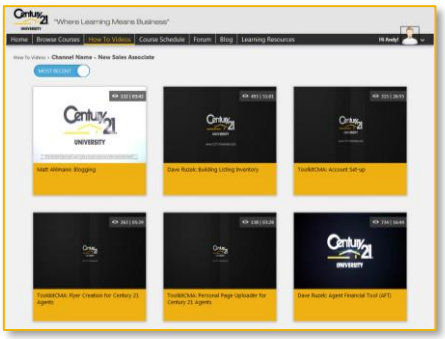


Bi-Monthly Web-ex

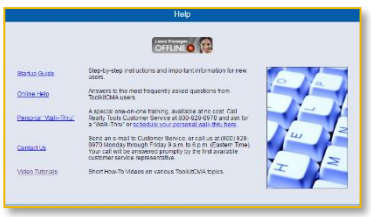


One on One Walk Thru

ToolKitCMA Help Desk 800.828.0970



How To Videos located in the CENTURY 21 University



ToolKitCMA Help Tab

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ToolkitCMA™ MLS Access Guide
ToolkitCMA with Flex MLS

[Metro MLS]

Note: Tax Records cannot be imported into ToolkitCMA.

- Click on the **Connect to the MLS** button and login to the MLS.
- Click **Search** and then click **Full Search**. Under **Please choose one or more property types**, click **Single Family**. Click the Property Statuses to be used and then click **Next**.
- Enter search criteria and click on **View Results**.
- Mark desired properties. Click **Export**.
- Under **Select The Data To Be Exported**, click **Export All Matches** or **Export Selected Matches**. Under **Select The Type of Export**, click **ToolkitCMA Export**. Enter the Verification Text and then click **Export**.
- In the sentence, **If your download does not begin automatically, click here**, click on the word **here**.
- When prompted to save the file, click on the **arrow** next to Save and click **Save As**. If that is unavailable, click **Save**. Choose an appropriate filename and location. When finished, click **Save**. (You will need to remember where the file has been saved.)
- Logout and exit the MLS completely. Close all open windows from the MLS by clicking on the **X** in the upper right corner of each one. Return to Toolkit CMA and follow the onscreen steps.

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CENTURY 21 BUSINESS BENEFITS

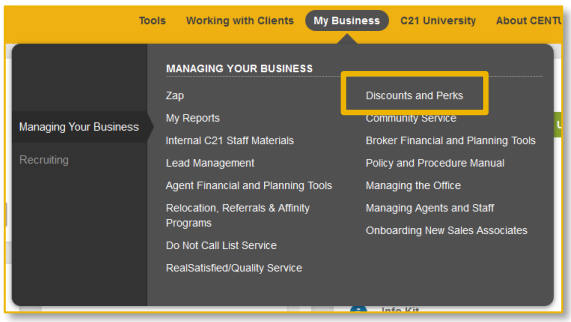
Discounts and Perks

The **CENTURY 21 Business Benefits**[SM] program provides cost-effective solutions to help manage your real estate business needs. The program is a compilation of various products and services provided by nationally recognized companies offering cost savings, specialized tools, and high quality service. Whether you are looking to manage your business, work with buyers and sellers, promote yourself or reduce your expenses, CENTURY 21 Business Benefits can help you.

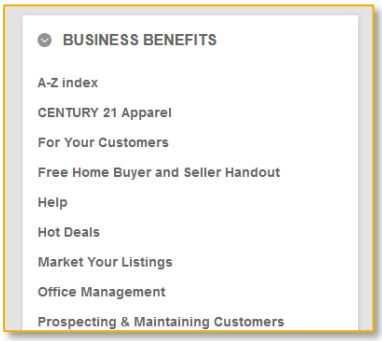
AND MANY MORE!

Where to Find

1. Log into **21Online.com**
2. From the **My Business Tab** select **Discounts and Perks.**



You can also find **access** through the **Business Benefits Widget** on the **front page 21Online.com**.



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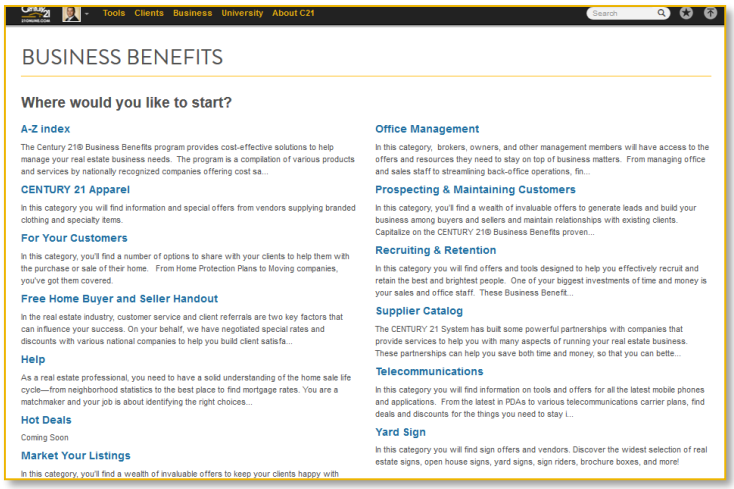
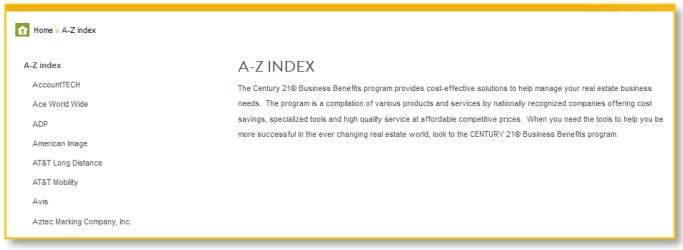
3. Inspired by the 21Online.com navigation bar, the CENTURY 21 Business Benefits programs have been organized under similar categories to help you focus on certain areas of development. To **review program specifics**, click on the **category** and a drop down menu containing program names will appear. To learn more about the program, simply **click on the name for more details**.



Many of these **relationships** are **specific to you**, the CENTURY 21® System member, but **a handfu**l of these can be extended to your clients. These programs can be found under the category 'For Your Customer'.

The A to Z Index

The **A-Z Index** is a comprehensive list of all **CENTURY 21 Business Benefits** programs. New programs are frequently added so checking this list quarterly is a good habit to form.

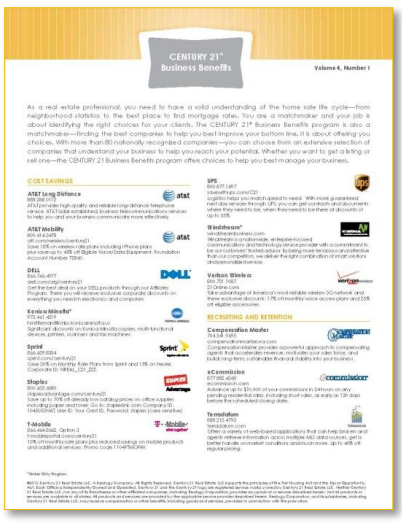


Pass It On

Each quarter, an updated brochure containing an overview of each **CENTURY 21 Business Benefits** program is sent to each office.

To receive an electronic copy of the flyer send an email to BusinessBenefits@century21.com with "**C21 Ref Guide**" in the subject line.

Stay in touch with your approved suppliers through Facebook at facebook.com/c21businessbenefits



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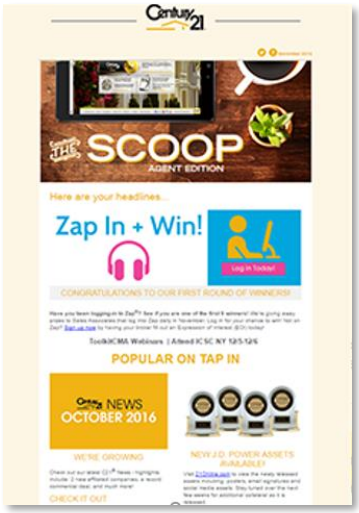
CENTURY 21 NEWS FOR YOU

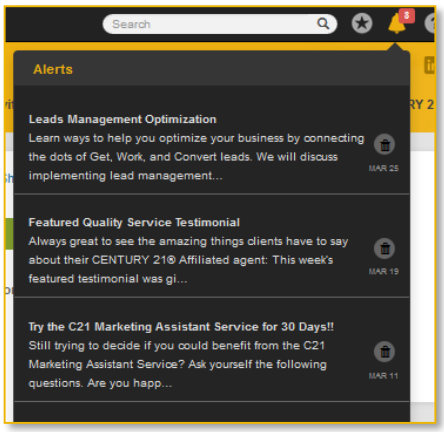
Keeping you up to date with what's new in the CENTURY 21 ® System is important! Each month **we communicate** with you in ***several different ways.***

C21 Tap In℠ is the official Tumblr page for CENTURY 21 Brokers and Sales Associates



The **C21® Scoop** is our monthly email newsletter. This newsletter contains links to timely topics highlighting what is happening inside the CENTURY 21 System and what is going on in the marketplace.

Thought leader and recognized as one of the most powerful and influential people in residential real estate, **Rick Davidson**, **President and Chief Executive Officer of Century 21 Real Estate LLC**, shares his unique thoughts each month on various real estate related matters from driving growth and enhancing productivity to earning relevance and being relevant with consumers and other industry professionals in today's digital economy.



21Online.com Alerts keep you updated daily on news the CENTURY 21 System news.

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SUGGESTED ACTIVITES

ACTIVITY ONE LOG ON TO 21ONLINE.COM FOR THE FIRST TIME

ACTIVITY TWO DOWNLOAD COMPANY NAME DBA LOGO

ACTIVITY FOUR EXPLORE CENTURY 21 BUSINESS BENEFITS

ACTIVITY FIVE ACTIVATE TOOLKITCMA AND CREATE A PRESENTATION

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Marketing Tools

CENTURY 21 Brand Studio℠
Brand Center, Campaign Center and AdMaker

CENTURY 21 Listing Presentation
Utilizing the ToolKit CMA

THE GOLDEN RULER®
Track Online Views and Leads for Your Listings

CENTURY 21 Preferred Client Club℠
Client Retention with the At Home With Century 21 Magazine

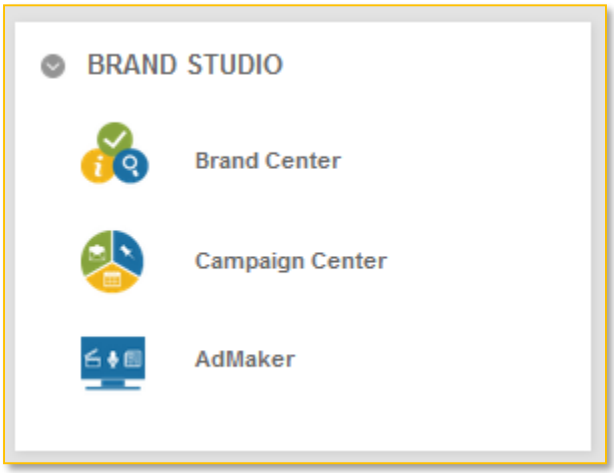
CENTURY 21 BRAND STUDIO

The **CENTURY 21 Brand Studio℠** module on the home page of 21Online.com gives you a single point of access to three of our most popular tools:

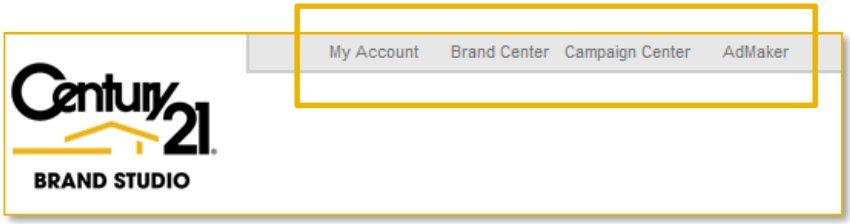
Brand Center

Campaign Center

AdMaker



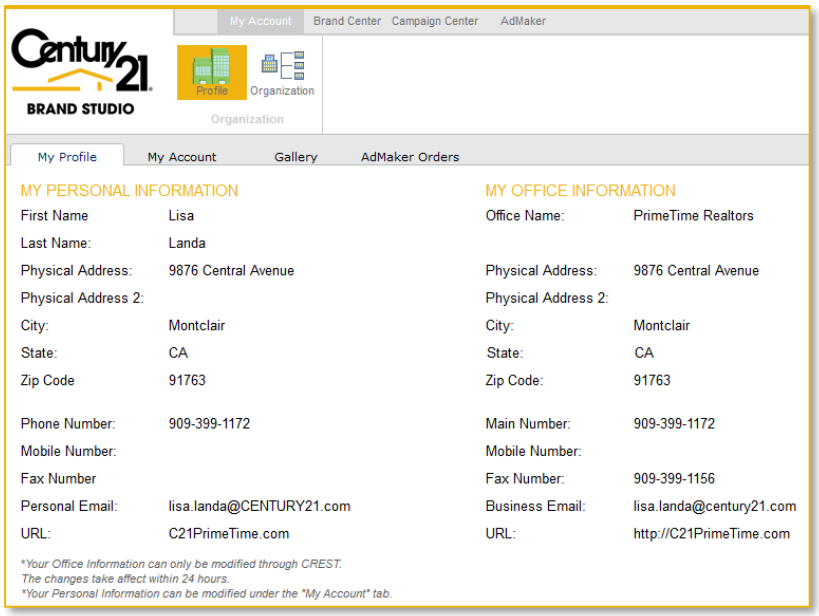
Once inside the **Brand Studio**, you can access each of the tools via the **Navigation Bar** located at the **top left** of the Brand Studio homepage.



My Account

Under the **My Account** tab you will be able to update your personal information that will appear the marketing pieces you create in AdMaker and up load your own pictures and website URL's (such as YouTube®, Vimeo®).

The **My Profile** section under the My Account tabs shows information that will appear on the AdMaker marketing pieces. You have the ability to edit your personal information under the My Account tab. The office information can only be modified by your CREST EDG℠ Admin.



Note: Your Personal Physical Address must be an approved CENTURY 21® Office location. Home addresses or unapproved locations may not be used.

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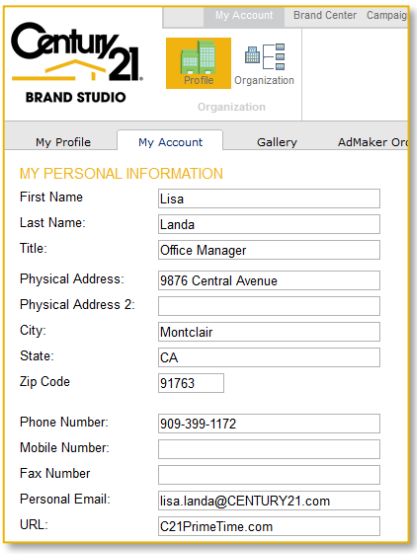
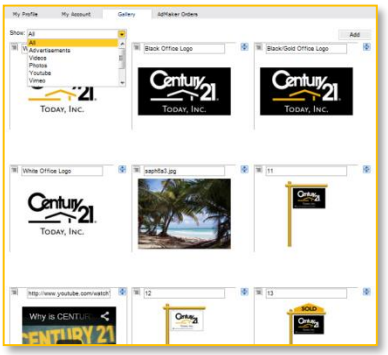
My Account

You may edit and add **Personal Information** under the **My Account**. You can also update or replace you head shot.



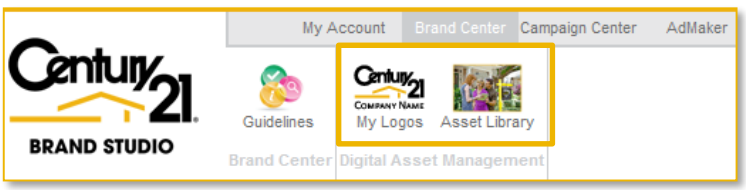
Under the **Gallery** tab, you can add photos, videos, videos and URL links that can be used later in AdMaker marketing pieces.

To **Upload**, chose the media you would like to upload from the drop down menu and then click **Add**.



My Logos and Asset Library

You can access your **Company DBA Logos** and the **Asset Library** from the Brand Center, Campaign Center or AdMaker by clicking on the **My Logos or Asset Library Icons**.



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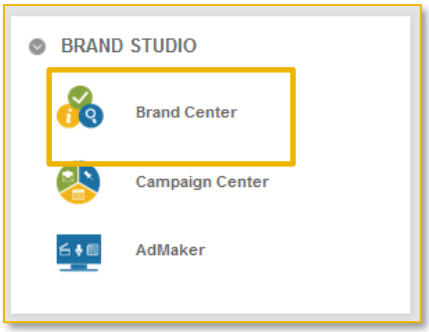
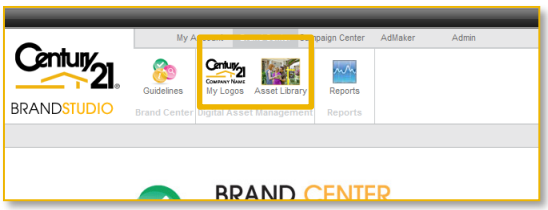
Company Name DBA Logos

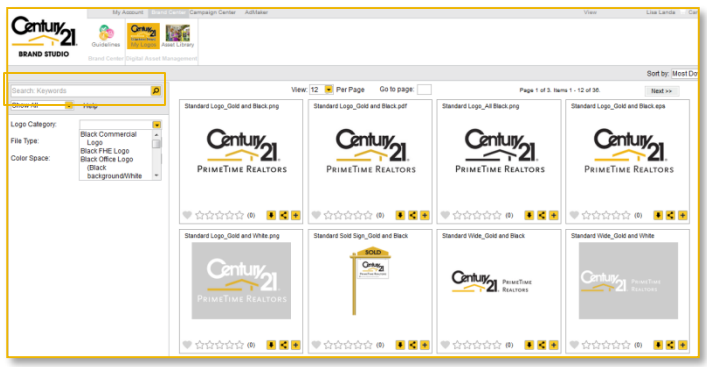
To access your **Company Name DBA Logos**, go to **21Online.com** and click on the **Brand Center** icon in the **Brand Studio** module.



Next click on the **My Logos** Icon located under the Navigation Bar in the top left of the homepage



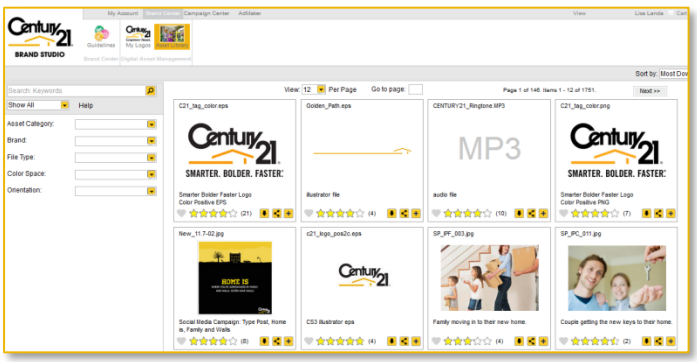
Your **Company Name DBA Logos Library** will now load in the window on the right. This includes any additional "designation" logos that you are permitted to use. You can view your logos from 8 to 48 per page depending on the size of your logo library. Logos are available in a variety of color and file formats (PDF, EPS. PNG) for different media and design purposes.



To refine your logo search for all files in a particular style, use keywords or filters in the left column.

Asset Library

In the **Asset Library** you will find images, logos, posters, videos and audio files in both **Spanish** and **English**.



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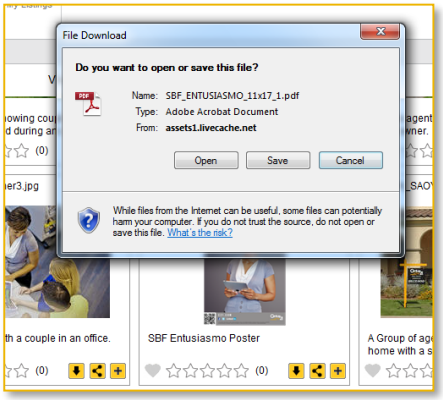
Asset Library

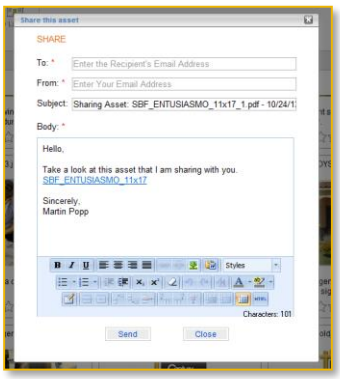
Download

To download an item from the Asset Library onto your hard drive click the **Arrow Icon** and follow your computers operating systems instructions.



Sharing

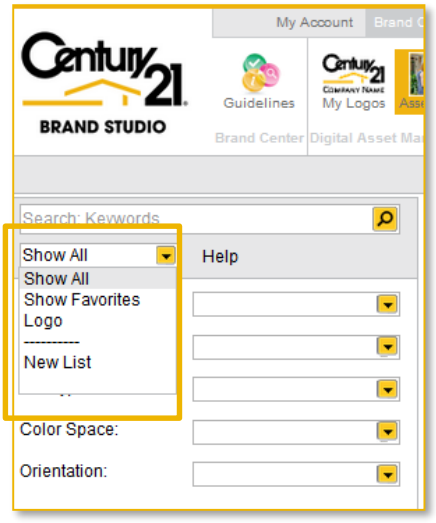
From time to time you may need to share a media piece with an outside vendor such as a printing company or webmaster. You can easily share media with them by clicking on the **Share Icon** and completing the pop up box.



Saving to a custom Asset Library List

If there are certain items that you know you will be using in the future, you can save these to a **Custom List** in the Asset Library. This will allow you to find the media item quickly when you do need to use it.

To create your own list, click on **New List**.



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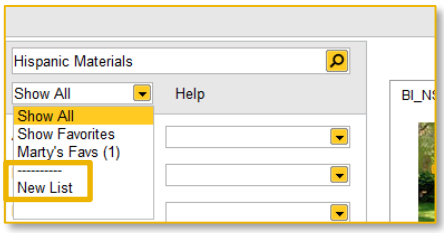
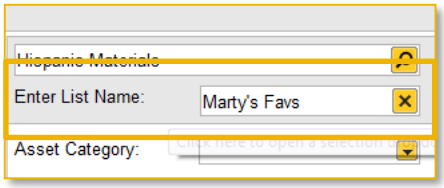
Saving to a custom Asset Library List

First you will need to create a new list. Simply click on **New List**. You will be prompted to enter the new list name.

Then enter the new lists name and you have created a New List! Now you can begin saving items to this list.

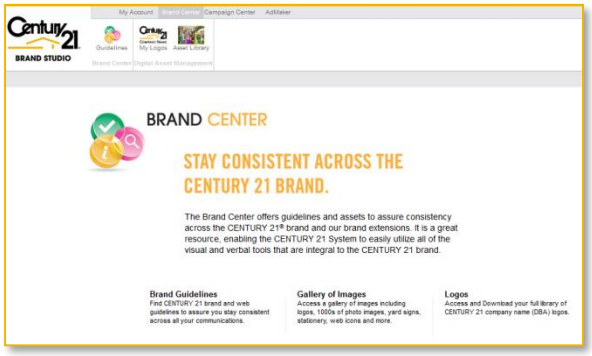
To add an ı to your New List, click on the **Add Icon** in the media item you would like to save and it will automatically be placed in your list.





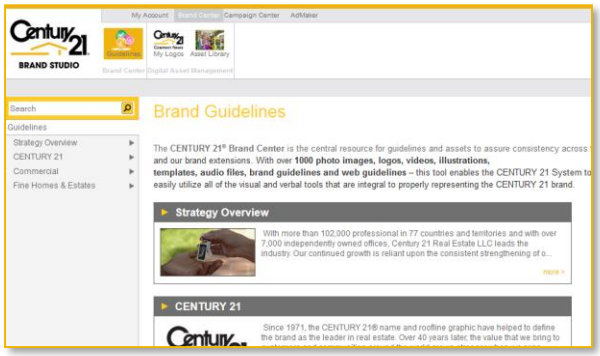
Brand Center

The **CENTURY 21 Brand Center℠** offers guidelines and assets to assure consistency across the CENTURY 21® brand and our brand extensions. It is a great resource, enabling the CENTURY 21 System to easily utilize all of the visual and verbal tools that are integral to the CENTURY 21 brand.



Under the **Brand Guidelines** link located at the top of the Brand Center page, there are four sections that will offer you guidelines on how to properly use the CENTURY 21 brand elements:

Strategy Overview
CENTURY 21
Commercial
Fine Homes & Estates



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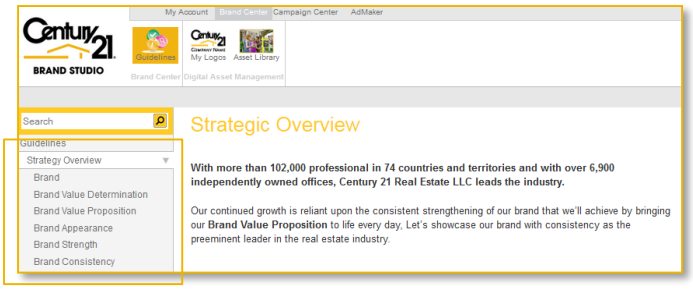
Brand Center

Strategy Overview

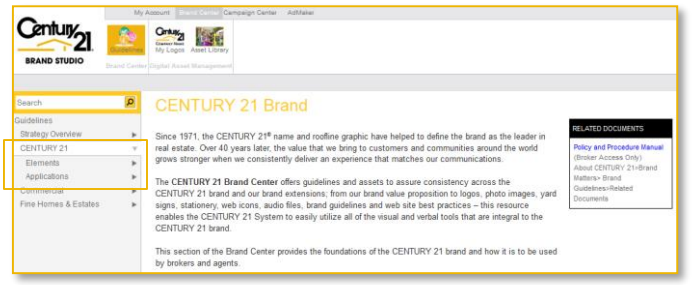
Underneath the Strategy Overview section of the Brand Center, we highlight six areas that are important to the success of our brand strategy. Click on each area to learn more



CENTURY 21 Brand

Here we offer **Guidelines and Assets** to assure consistency across the CENTURY 21® brand and our brand extensions; from our brand value proposition to logos, photo images, yard signs, stationery, web icons, audio files, brand guidelines and web site best practices – this resource enables the CENTURY 21 System to easily utilize all of the visual and verbal tools that are integral to the CENTURY 21 brand.

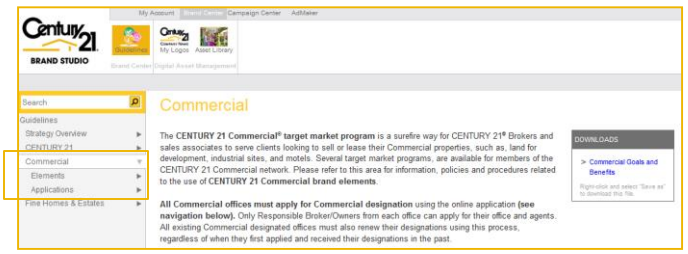
This section of the Brand Center provides the foundations of the CENTURY 21 brand and how it is to be used by brokers and sales associates.



Commercial

The **CENTURY 21 Commercial®** target market program is a tool for CENTURY 21 Brokers and Sales Associates to serve clients looking to sell or lease their Commercial properties, such as, land for development, industrial sites, and motels.

Please refer to this area for information, policies and procedures related to the use of CENTURY 21 Commercial brand elements.



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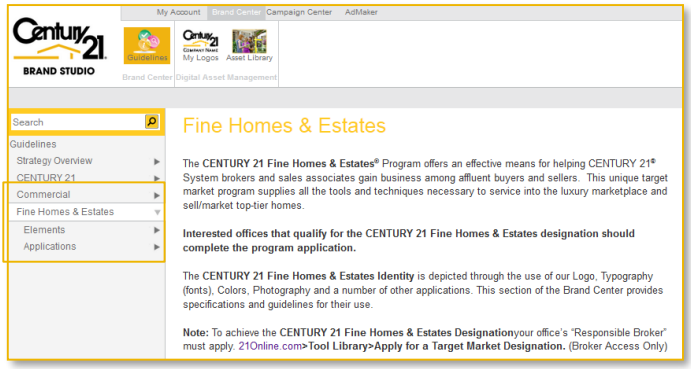
Brand Center

Fine Homes & Estates

The **CENTURY 21 Fine Homes & Estates®** brand extension offers a marketing program to help CENTURY 21® Brokers and Sales Associates gain business among affluent buyers and sellers.

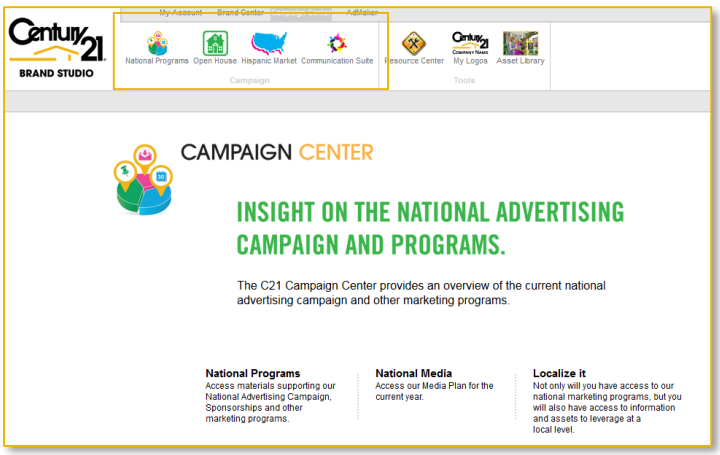
The CENTURY 21 Fine Homes & Estates Identity is depicted through the use of our Logo, Typography (fonts), Colors, Photography and a number of other applications. This section of the Brand Center provides specifications and guidelines for their use.



Campaign Center

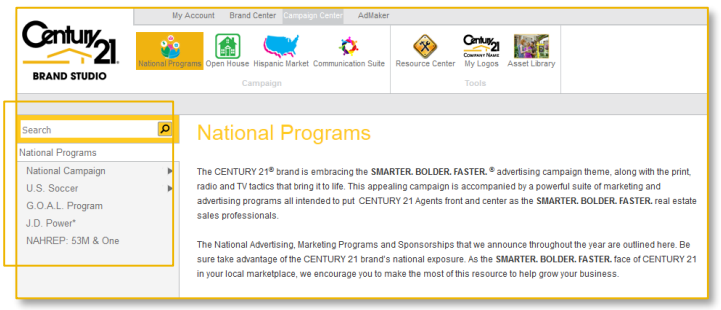
The **CENTURY 21 Campaign Center℠** provides an overview of the current national advertising campaigns and other marketing programs.

Across the top there are five icons that are links to **National Programs** and **Open House** Information as well as a **Resource Center**, **My Logos** and **Asset Library**.



National Programs

The National Advertising, Marketing Programs and Sponsorships that we announce throughout the year are outlined here. Be sure take advantage of the national exposure of the CENTURY 21 brand.



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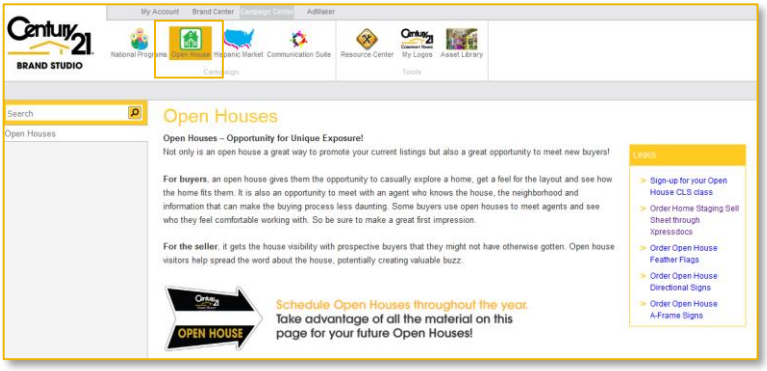
Campaign Center

Open House

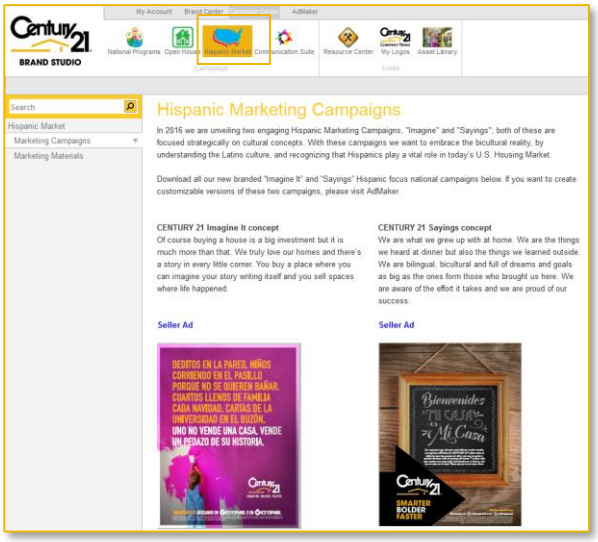
Not only is an **Open House** a great way to promote your current listings but also a great opportunity to meet new buyers.

Take advantage of the materials on this page for your future open houses.



Hispanic Marketing Material

The CENTURY 21® brand is truly committed to the rapidly growing Hispanic Market, for that reason as part of our 2016 Hispanic Marketing strategy we have created marketing materials in Spanish, to help those who are looking for a home achieve their dreams and at the same time support our affiliates.



C21 Communication Suite

Welcome to the **C21 Communications Suite**. This suite is inspired by you and consists of original content for you to leverage. We want to help you reach your maximum potential through vehicles that are conducive to your lifestyle and empower you to explore and learn. The real question is, what are you interested in exploring today?

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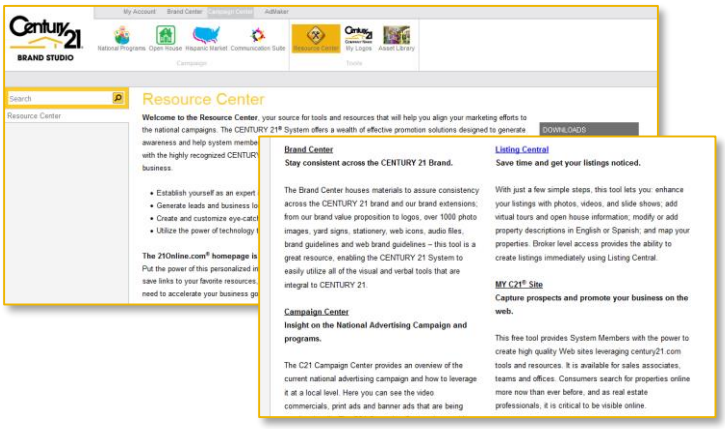
Resource Center

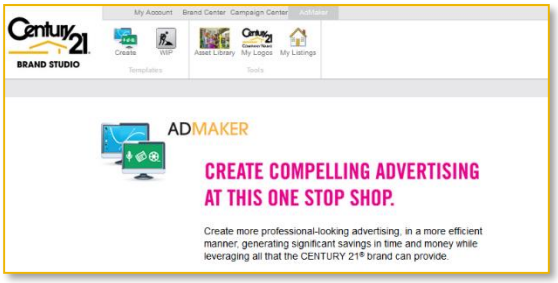
The **Resource Center** is your source for tools and resources that will help you align your marketing efforts to the national campaigns. The CENTURY 21® System offers a wealth of effective promotion solutions designed to generate awareness and help System members excel.

By using these resources, you'll not only capitalize on your association with the highly recognized CENTURY 21 brand, but will also have the tools available to market your business.



AdMaker

Create more professional looking advertising, in a more efficient manner, generating significant savings in time and money while leveraging all that the CENTURY 21® brand can provide.



Ad Templates

CENTURY 21 AdMaker℠ provides a quick and easy way for you to handle any of your advertising needs for listings, self-promotion and much more.

U.S. Soccer Branded

Branded Ads with your image

Property Flyers

SMARTER. BOLDER. FASTER.® Branded Ads

Multi Media Types

You can create materials across the different media types, such as **print, online, outdoor, TV and radio**.

In a matter of minutes you can create compelling advertising materials utilizing the latest creative materials that are brand approved

Online Elements

TV Commercials with your customized trailer

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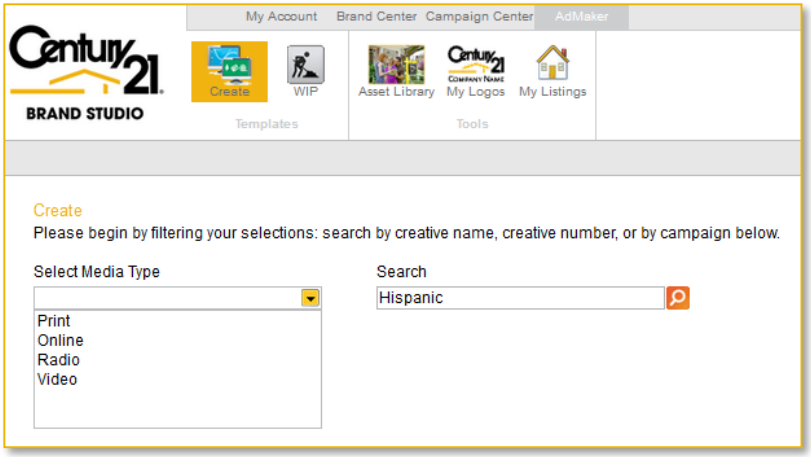
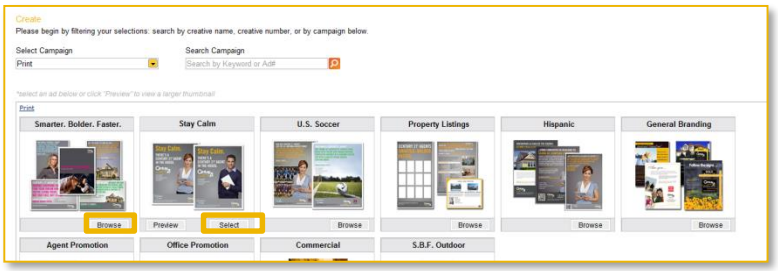
AdMaker

To begin creating marketing pieces in AdMaker click on the **Create Icon**.

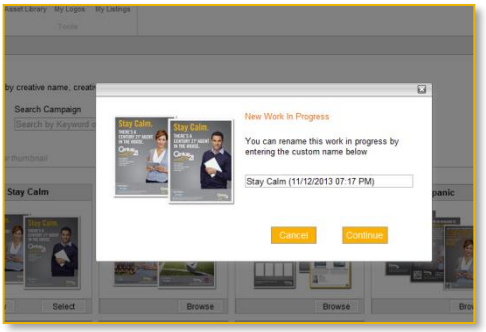
Next either click on **Select Campaign** and choose the medium you wish to work in or type what you are looking for into **Search Campaign**.



If you choose **Print**, next you will choose a category by clicking on **Browse**. Some categories are single templates. In that case you will choose **Select**.



You will now create a **New Work In Progress**. Click **Continue**.



Once you click Continue, **follow the prompts** to customize the piece.

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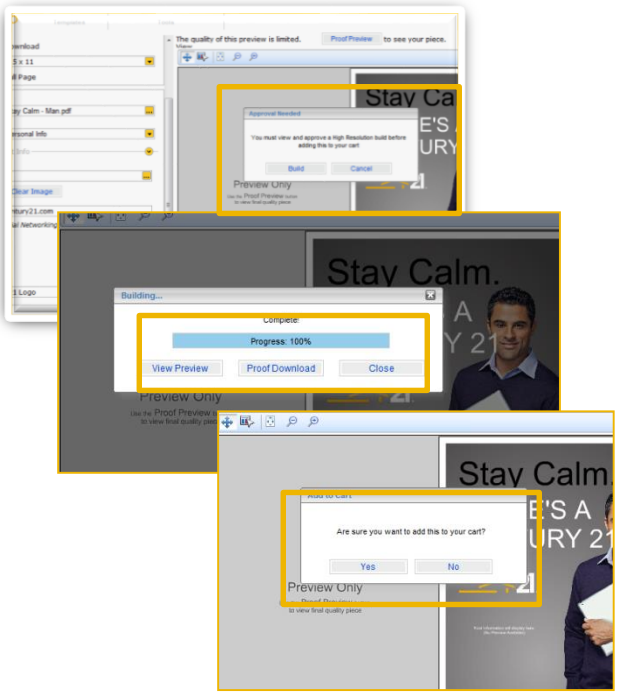
AdMaker

Once you have finished editing the piece, click **Add to Cart** and on **Build**.

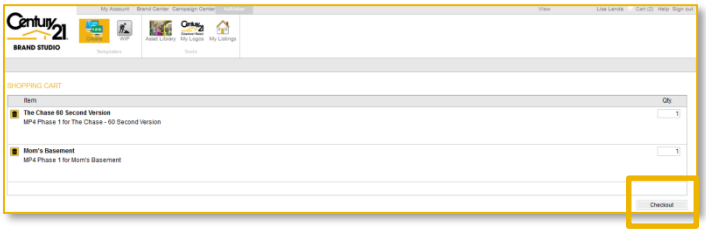
Next **Proof Download**. After you have proofed the piece, click on **Close**. Now click on **Add to Cart** again.

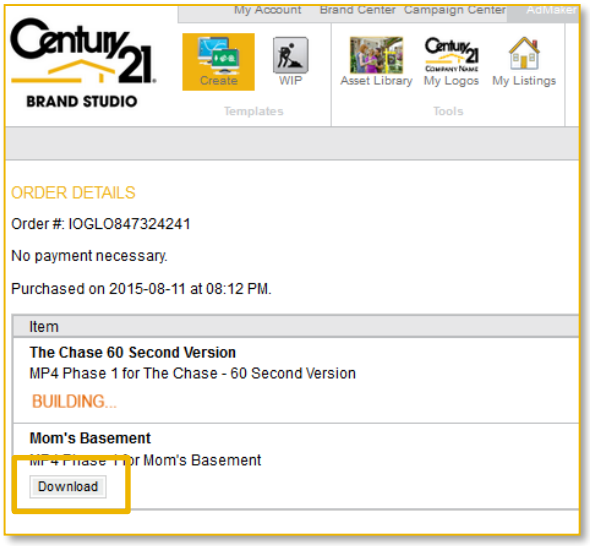


Once in your cart click **Checkout**, AdMaker will then render the piece.

The beauty of this tool is that no matter what medium you choose, the building process is the same!

For print, radio and online elements, you will be able to download those pieces from the cart. For TV commercials you will be sent an external link from which you can download the commercial with your customized contact information at the end.





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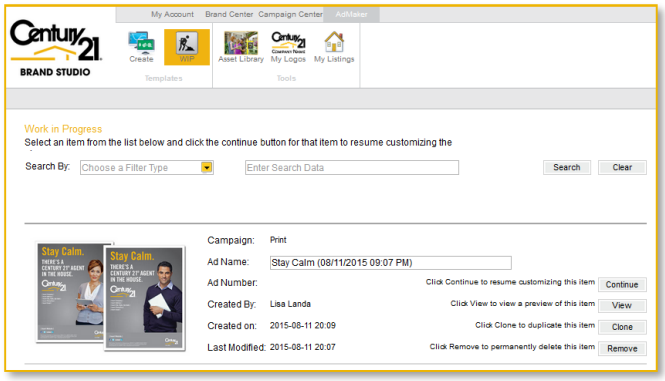
AdMaker

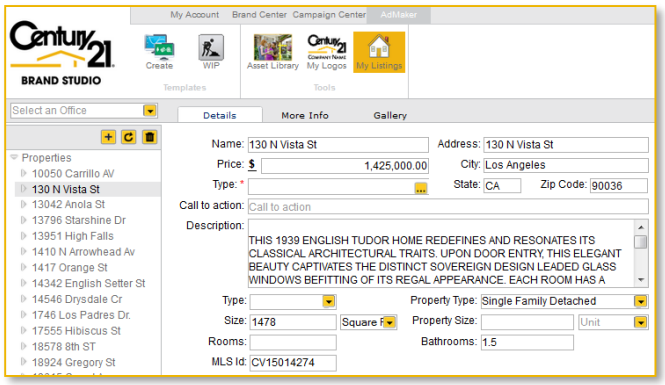
Work in Progress (WIP)

On occasion you may need to leave creating a piece before you are finished. Under the **WIP Icon**, you will be able to return to where you left off. You also have the ability to **View** the piece as is, **Clone** the piece or **Remove** it from your queue if you no longer want that piece.



My Listings

This is the **Agent Properties** section; here you can view and manage your properties.



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CENTURY 21 LISTING PRESENTATION USING ToolKit CMA

Create and Deliver Knock-Out Client Presentations

Easily create distinctive, customized presentations including CMAs to help set you apart from your competition at no additional cost to you!

You get a library of presentations to choose from and easy to understand instructions on how to use them like a pro. You can create authoritative comparative market analysis reports, incorporate listings with your photo, contact info, and business address. Seamlessly merge charts, graphs, property photos and data for flyers, property tours, and more. Interfaces are accessible to virtually any MLS in North America.

- BRANDED PRESENTATIONS
- MOBILE & TABLET PRESENTATIONS
- MLS INTERFACE
- CLOUD-BASED
- EASY TO USE
- EMAILS AND ALERTS
- WALK-THRU SERVICE, WEBINAR AND HELP RESOURCES

Listing Presentations

Fine Homes & Estates Presentations

Buyers Presentations

CMA Presentations

Property Flyers

Tablet Ready

For further information on ToolKit CMA please see Page 17 in the Getting Started section of this manual.

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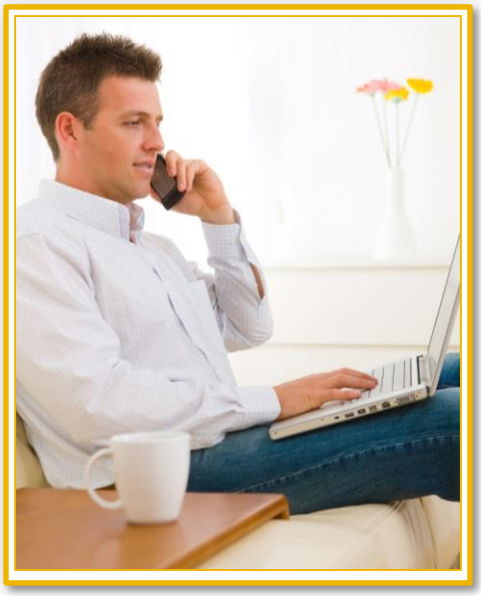
THE GOLDEN RULER

Your Listings Online View and Leads Statistics

THE GOLDEN RULER® is a measurement tool that provides reports on the number of consumer **views and leads** for your online property listings.

THE GOLDEN RULER reports on consumer **views and leads** resulting from the **distribution** of your CREST EDG℠ and 21Online.com enhanced listings to over 500 real estate industry and aggregator websites.



Market Advantages of THE GOLDEN RULER

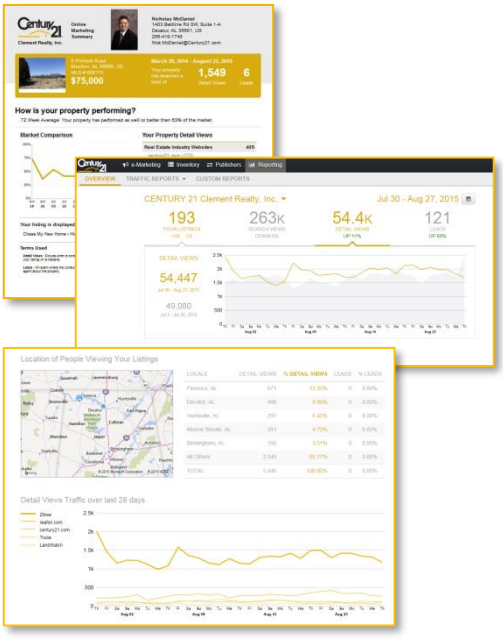
Powerful tool to capture new listings.

Comprehensive marketing for online listings.

Consistent and meaningful updates to Seller.

Displays CENTURY 21® online marketing prowess.

Differentiates the CENTURY 21 technique to marketing vs. our competitors.



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THE GOLDEN RULER Reports

THE GOLDEN RULER® reports are very powerful. They allow you to better understand which websites are best performing for views, visits and leads. You can now target market your marketing efforts for buyers based on real data. You will know the Area they live in, which Market they have an interest in, their Price Points and Type of Home.

Reporting > Overview

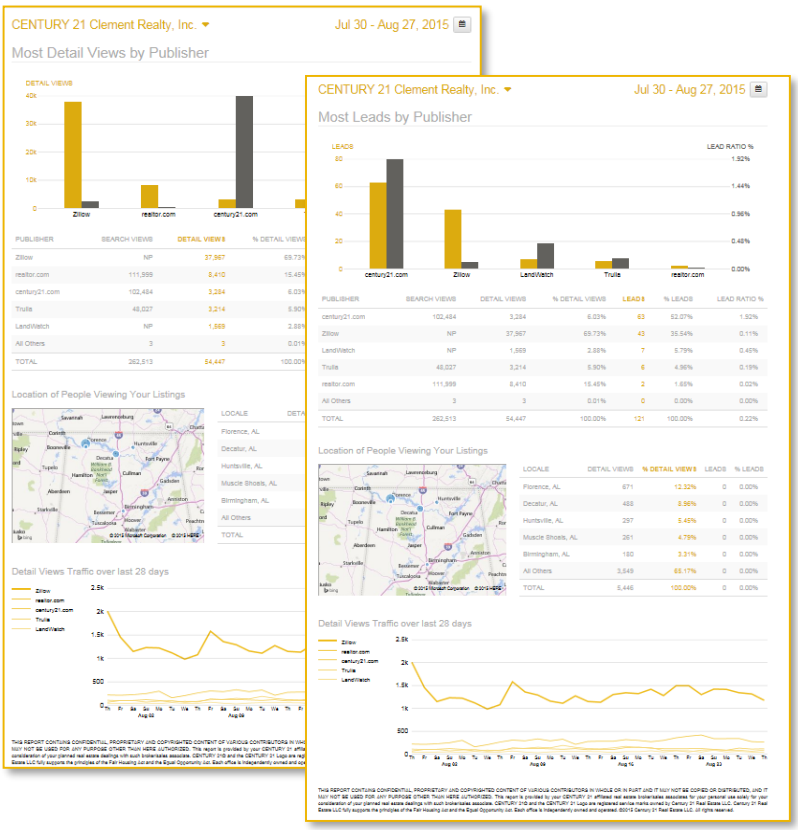
The **Overview** report will provide top level data relative to each reporting area: Number of listings, Search Views, Detail Views and Leads along with Traffic Report Previews and Most Detail Views by Price Range and Most Leads by Price Range.

The **Overview** serves as a great "at-a-glance" report.

Traffic Reports

The **Most Detail Views by Publisher and Most Leads by Publisher** dives far deeper into the performance of each website providing property views, visits direct to century21.com and generated leads.

Bar graphs are provided to show a quick visual of website performance.



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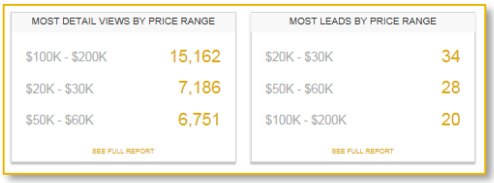
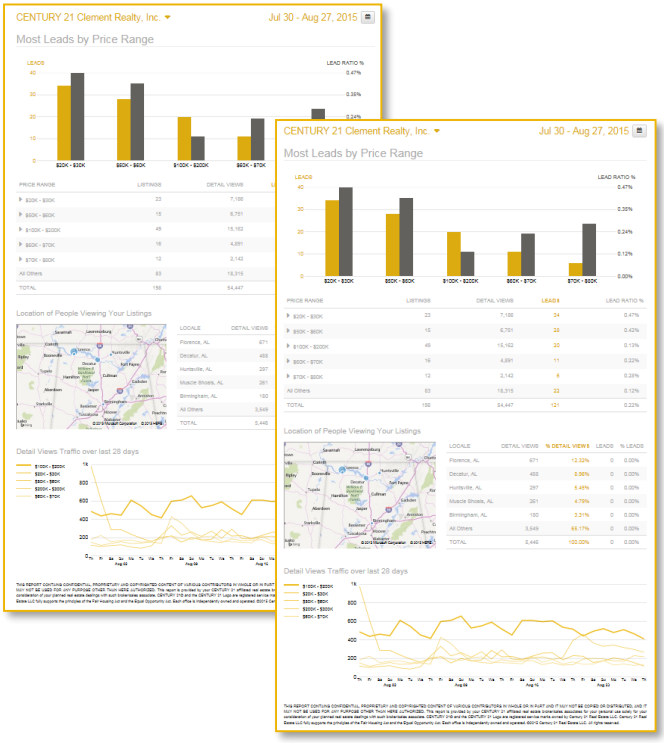
THE GOLDEN RULER Reports

Traffic Reports



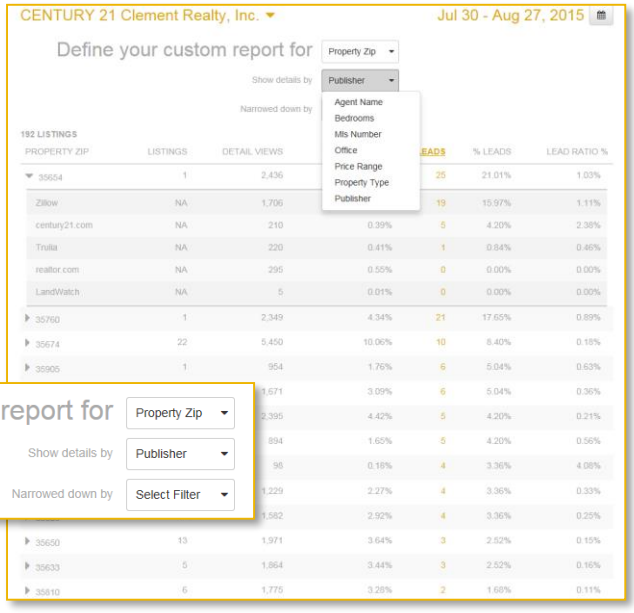


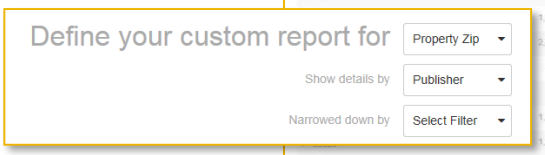
The **Most Detail Views by Price Range and Most Leads by Price Range** reports provide detail reports on traffic based on price range.

Bar graphs are provided to show a quick visual of web site performance.

Custom Reports

The **Custom Repots section** allows a Sales Associate to customize the report to very specific metrics that can be used in marketing decisions.





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THE GOLDEN RULER Reports

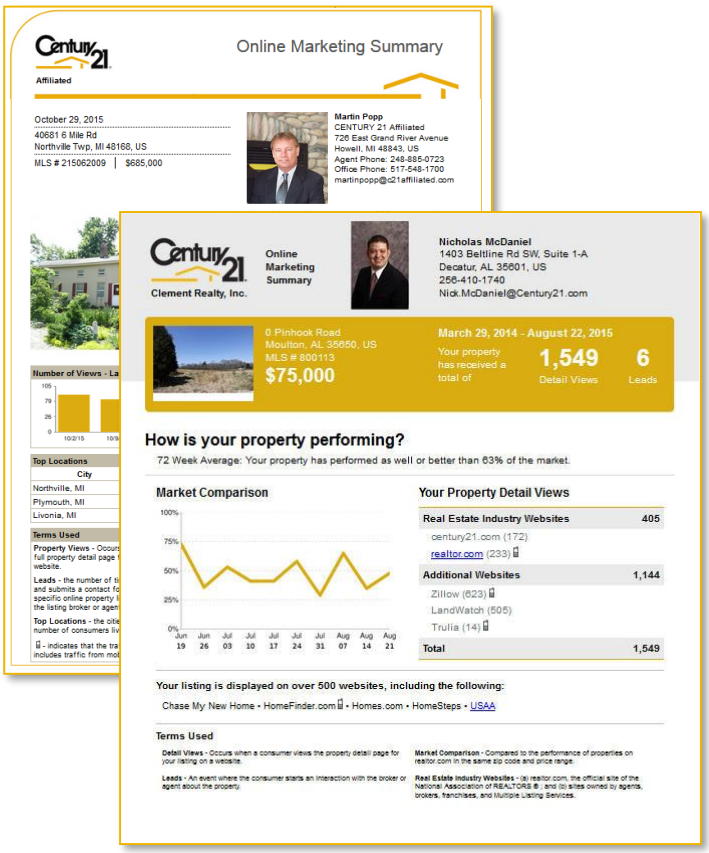
Sellers Reports

One of the most powerful components of THE GOLDEN RULER® Online Tool is the **Online Marketing Summary**. This report can be sent to sellers to demonstrate CENTURY 21® innovation.

Demonstrate value – Demonstrate value to your seller by providing a report showing online buyer traffic to their property.

Keep communication lines open – If a listing has been sitting on the market, utilize this report as a simple touch point for demonstrating ongoing activity.

Support for price reduction conversations – If a listing isn't selling and the report shows that their online traffic is low, you may want to utilize the numbers as possible support that a price reduction may be worthy of consideration.



Use THE GOLDEN RULER In Your Listing Presentation

This **Marketing Flyer**, located within THE GOLDEN RULER demonstrates the depth and breadth of the CENTURY 21 online listing distribution strategy. This is a great slide to consider using as part of a listing presentation to further demonstrate the CENTURY 21 innovative approach to marketing properties. What a great way for you to differentiate your services from the competition.

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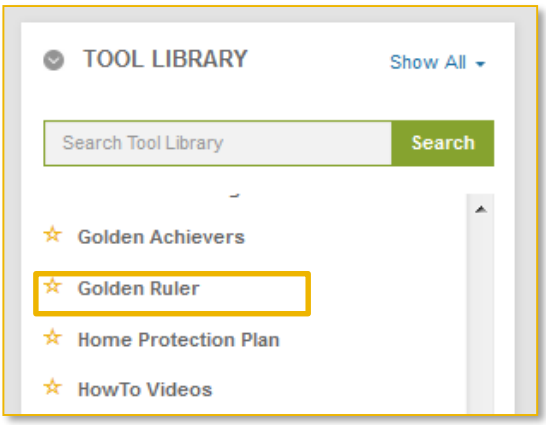
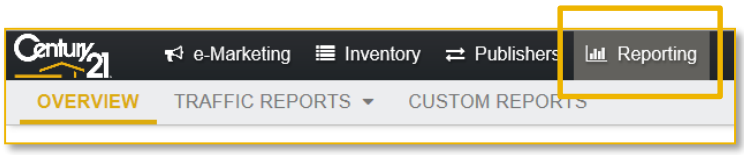
Access To THE GOLDEN RULER Reports and Flyers

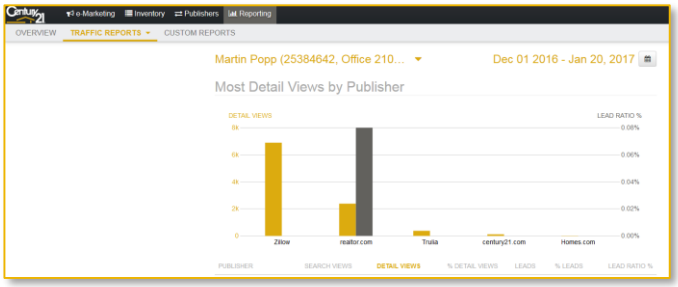
Log on to **21Online.com** and access the Tool Library. Then click on **Golden Ruler**.



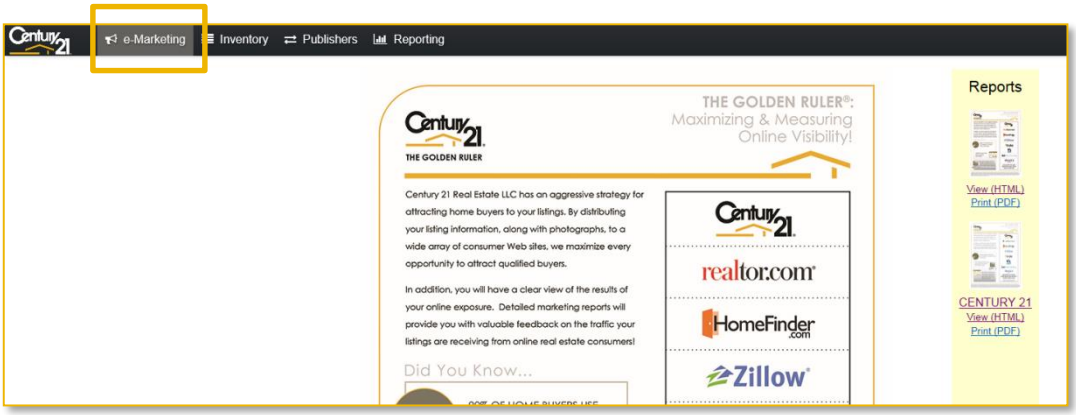
Accessing Reports

To access **THE GOLDEN RULER® reports**, click on the **Reporting Tab** on the navigation bar. The **Overview, Traffic Reports and Custom Reports** are available **underneath the Reporting Tab.**





Accessing the Listing Presentation Flyer



To access the **Listing Presentation flyer** click on the **e-Marketin**g tab on the navigation bar and click on the **PDF link** to download

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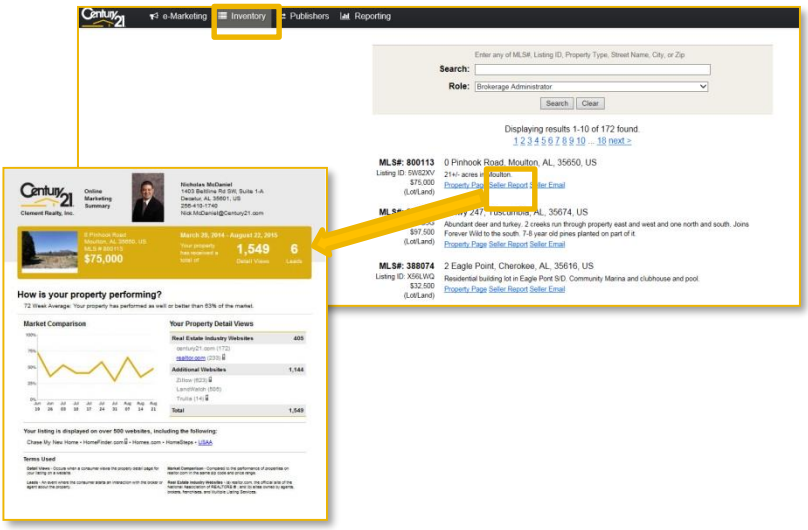
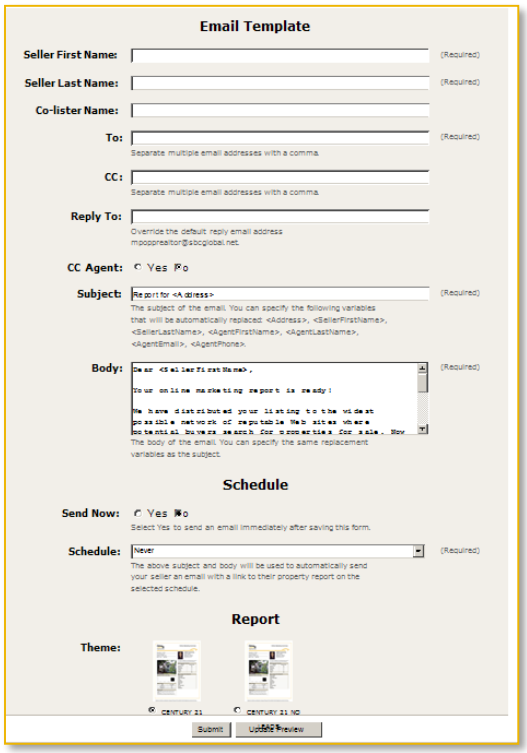
Accessing the Sellers Report

To access the **Sellers Report**, click on the Inventory tab in the navigation bar and then click **Property Report**.





Emailing the Sellers Report

Inside **THE GOLDEN RULER®**, you have the ability to send the property report to your sellers. On the Inventory page click on **Seller Email**. Fill out the required fields and click **submit**. You can send out the report instantly or schedule it to be delivered weekly on Wednesday or on the 1st or the 1st and 15th of each month.

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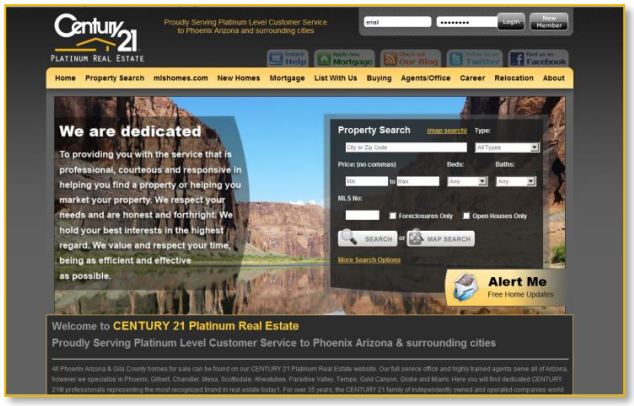
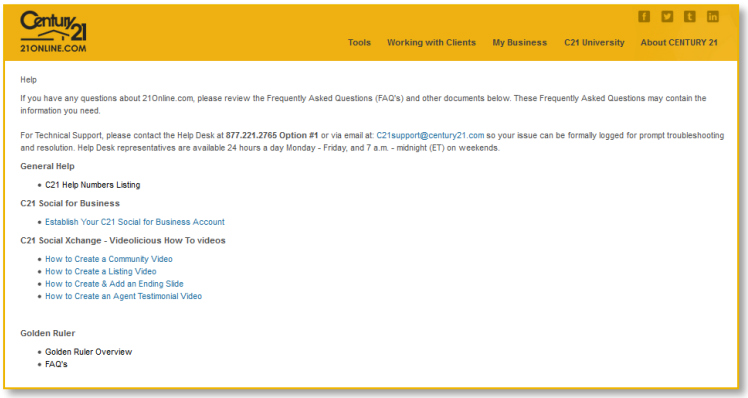
Adding Your Personal Website to THE GOLDEN RULER

As a CENTURY 21® System member, you have the opportunity to **have your company website added to THE GOLDEN RULER** and receive leads and view data from your website. Negotiated discounted pricing is available to you. To learn more contact Lisa Suazo at lisa.suazo@listhub.com.



Additional Assistance

Additional training and instruction are available on **21Online.com.**



Quick Reference: Where to find THE GOLDEN RULER Help

21Online.com > Help > Golden Ruler

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CENTURY 21 PREFERRED CLIENT CLUB

CENTURY 21 Preferred Client Club℠ (PCC)

- CENTURY 21® **relationship marketing tool** that was created to **support System members** in their ongoing **repeat business and referral marketing efforts.**
- Turn-key program that saves you time
- 2-year, 5-year or 7-year options
- **Multiple touches each year** mailed to client's home for a cost of about $9/year per member
- **Personalized with Sales Associate (or Office) contact information**, including mobile and email contact information. If your photo is in CREST EDG℠, it will be included in the magazines and calendar.

How the program works

For an affordable one time cost, your **customers receive** special **communications** from you **throughout the year**, including:

Three issues of **At Home With CENTURY 21® magazine** - each issue containing a friendly message from you.

Two seasonal greeting cards that you'll be able to hand sign, or have your name and contact information imprinted and sent directly to your client.

Home Guide sent in in the summer and contains a note from you.

Calendar sent in November/December and customized with your photo and contact information.

And each customer will receive these items for 2, 5 or 7 years – whichever you select.

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Getting Started

Initiate and manage your PCC enrollments online using the **Preferred Client Club Member Management System:**

• Access the application through **21Online.com** by selecting the **"Manage Preferred Clients"** link in the **Preferred Client Club module** on the **21Online.com** homepage.

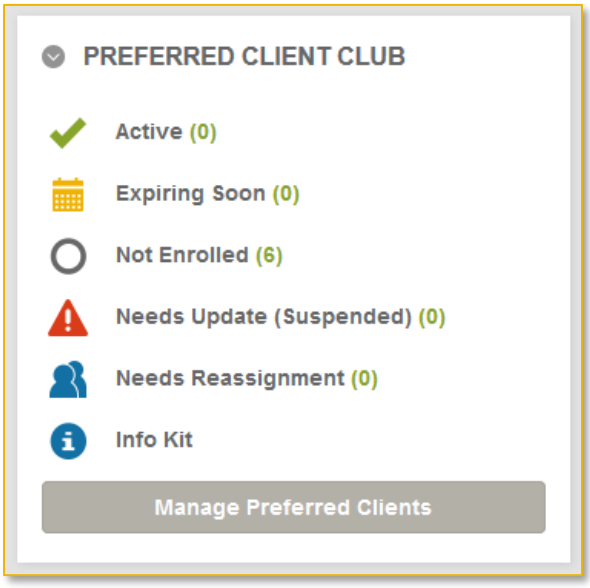
• The PCC Member Management System will enable you to initiate and maintain memberships for your clients in the PCC program.

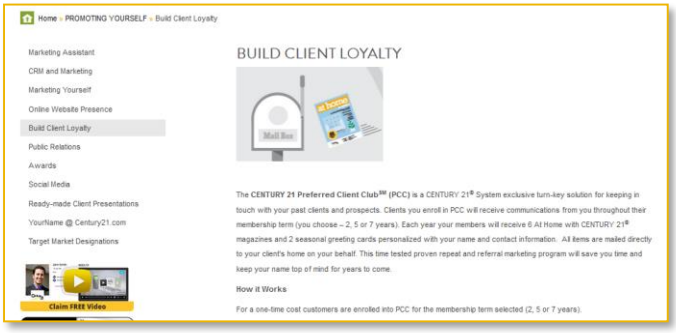
• Reports and links to other relevant PCC resources and forms are also available on the web site.

You can also enroll your customers in the Preferred Client Club via CREST EDG℠.

For additional information visit the **Build Client Loyalty Page with PCC** located in the **Promoting Yourself** section of **21Online.com.**

PCC Customer Serivce is available to assist with questions and enrollments at: **800.876.1791**





For More information about the Preferred Client Club and to view a digital copy:

21Online.com® > Working with Clients > Promoting Yourself > Build Client Loyalty

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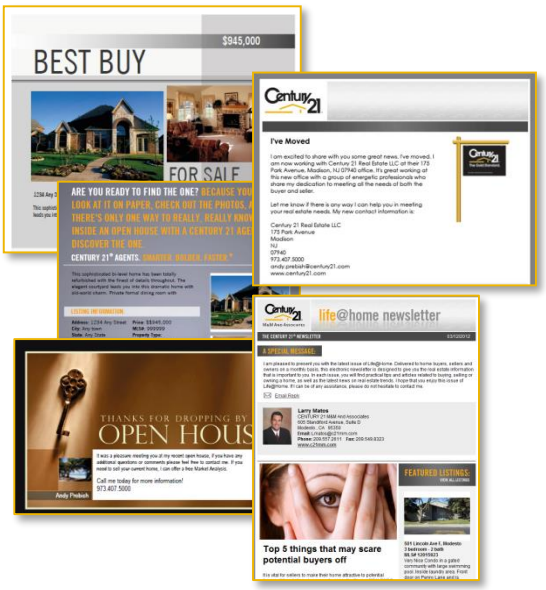
CENTURY 21 BUSINESS BUILDER

Your Marketing and CRM Platform

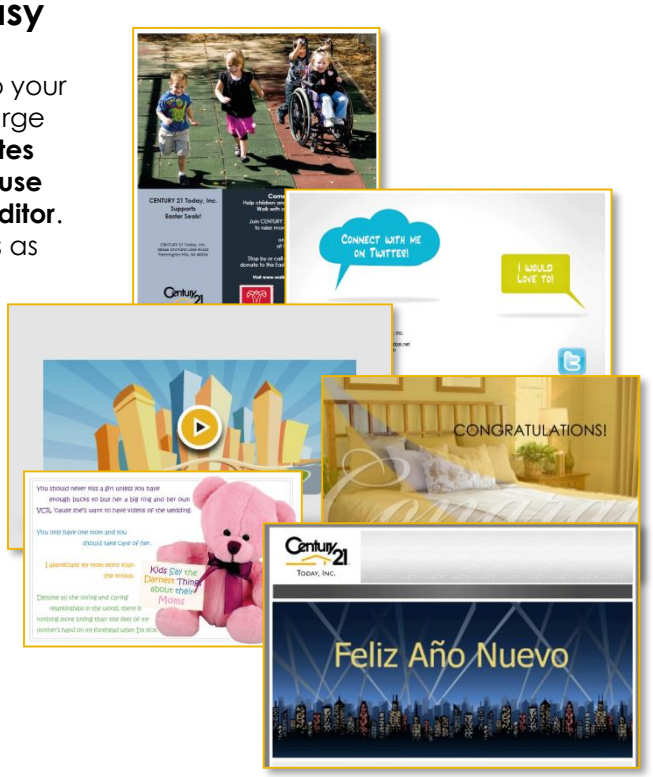


Century 21 Real Estate LLC provides every sales associate with **CENTURY 21 Business Builder®**, a powerful marketing and CRM platform!

- **Targeted, polished, and relevant marketing to connect with more leads and contacts**
- **Tools to help manage the conversion of leads into closed transactions**
- **A robust Contact Relationship Manager (CRM) that fully integrates with LeadRouter℠ Leads Management System.**

Looking good has never been so easy

Creating professional marketing and getting it into your contacts' hands can be a snap. Choose from a large library of over **500 Professionally-designed Templates** and customize them as you wish with our **easy-to-use WYSIWYG (what you see is what you get) design editor**. Make a lasting impression and send your materials as email, or professionally print them.



BUSINESS BUILDER℠

Powered by market leader.

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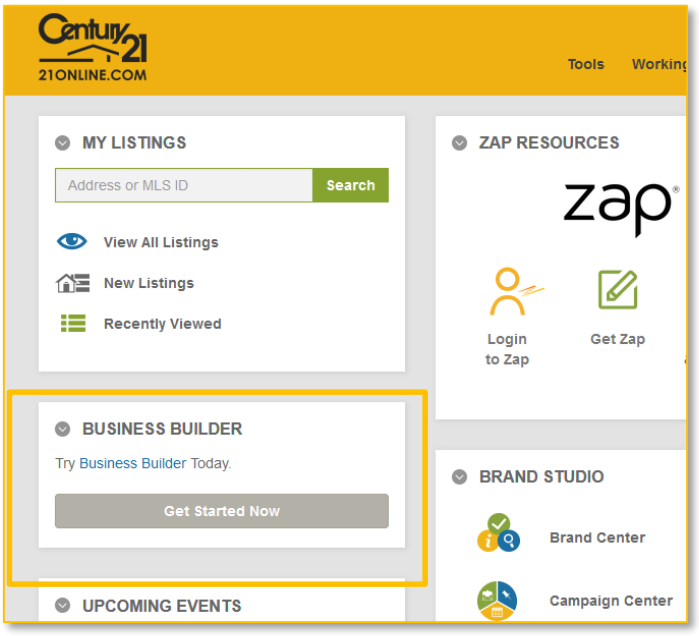
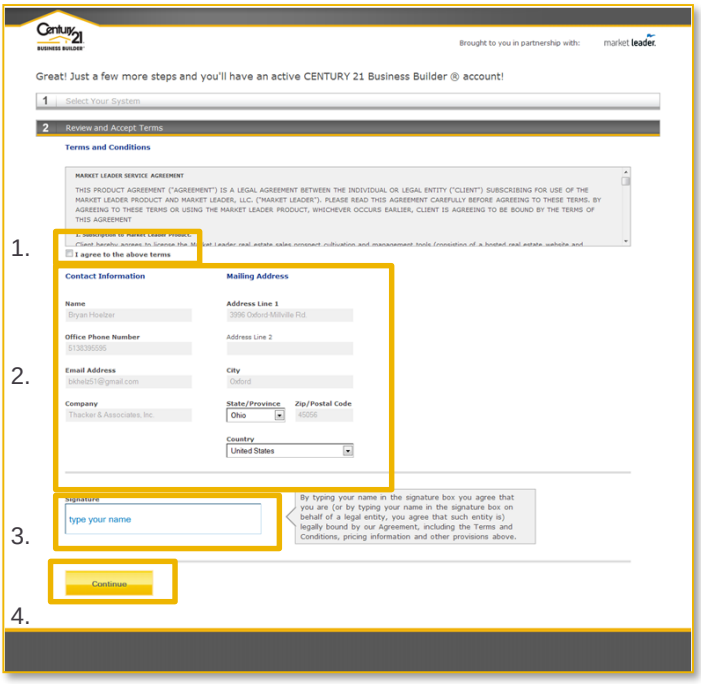
Account Activation

The **CENTURY 21 Business Builder®** integration with 21Online.com makes it easy to activate and access your Business Builder account.

Click on **'Get Started Today'** in the **Business Builder Module** on the **21Online.com homepage**.



1. **Click on Terms of Service**
2. **Review Personal Information that is imported from CREST EDG℠. If it is incorrect, work with your CREST EDG Administrator to correct it.**
3. **Type your name in the e-mail signature to reconfirm the Terms of Service.**
4. **Click Continue**



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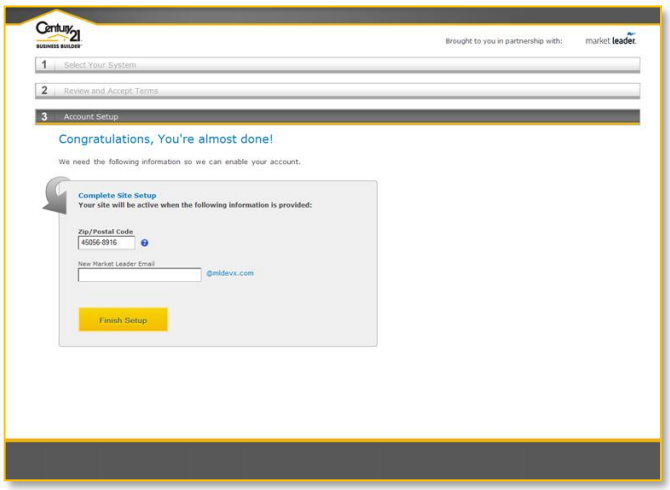
Account Activation

Now select your **CENTURY 21 Business Builder® email prefix**: _____@C21-email.com. Do not include upper case letters, hyphens or spaces in your email address.

This email address is what you will use to communicate within the Business Builder system and is separate from your @century21.com vanity email account.

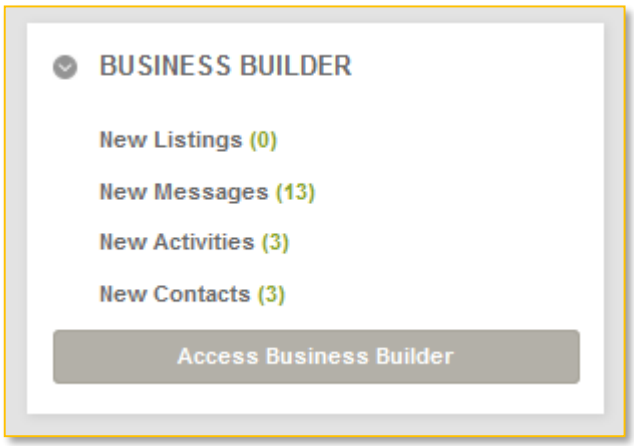


To complete the activation process, click **Finish Setup**.

Once you receive the **Congratulations page**, your set activation is complete.

You can log into your new Business Builder account by clicking on the **Go To My Accoun**t Button.

Your Business Builder account will now be accessible through the Business Builder module on your 21Online.com home page. Just click on any of the image links to open Business Builder.



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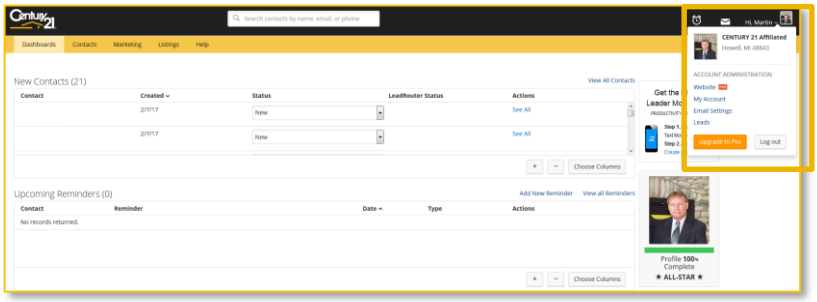
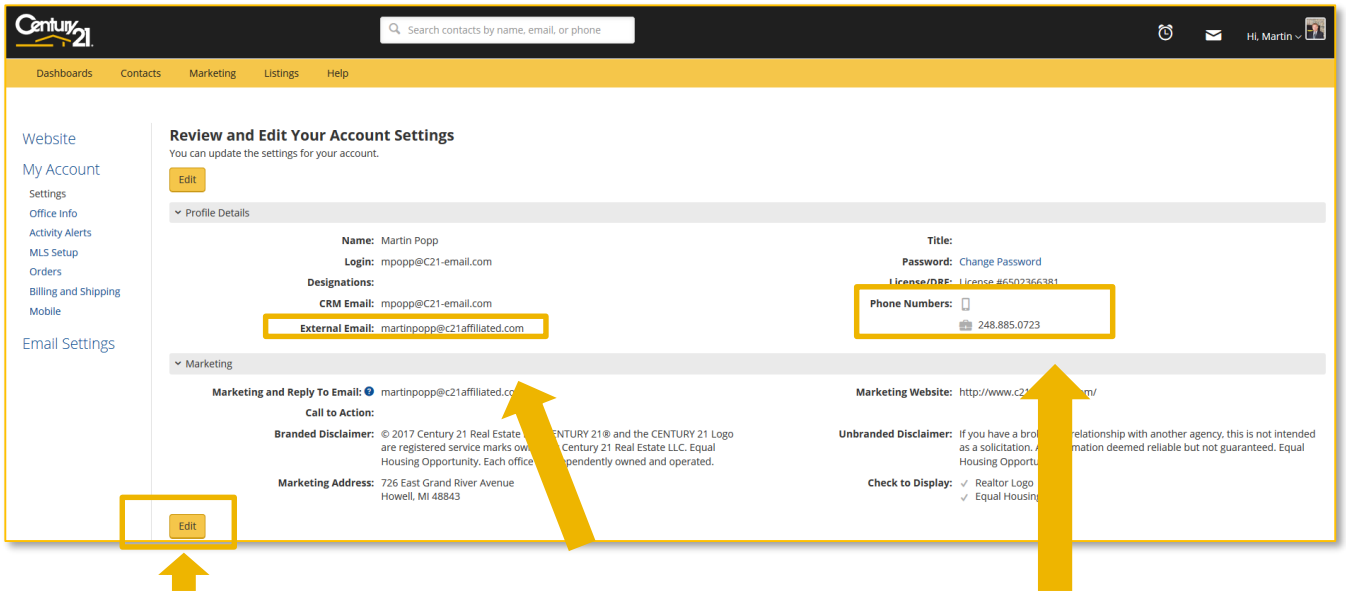
Account Customization

Now that you have activated your CENTURY 21 Business Builder® account, you will want to customize your account.

To do this click on the **Admin Tab** along the navigation bar and choose **My Account** from the drop down menu.



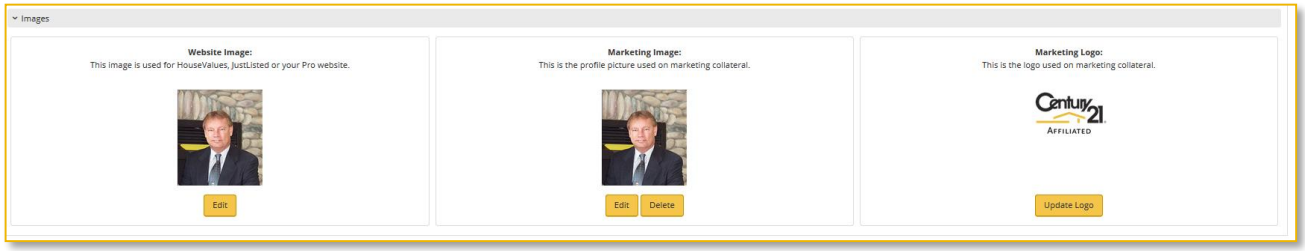


Most of the profile information has been conveniently populated from the CREST EDG℠ System.

Click on Edit and you will be able to update several of the fields in all three sections.

The email address you have listed in the External Email section is the email address that will show in the marketing pieces and it will also be the address that any responses will be delivered to. For further information please see the CENTURY 21 Business Builder appendix in this manual.

If your cell phone number is not listed, you will need to have your Administrator enter it into CREST EDG. Allow 24 – 48 hours for Business Builder to update.



On this page you will also be able to upload your headshot. If you **do not see** your **company logo** under Marketing Logs, **click** on **Update Logos** and that will refresh with the company logo.

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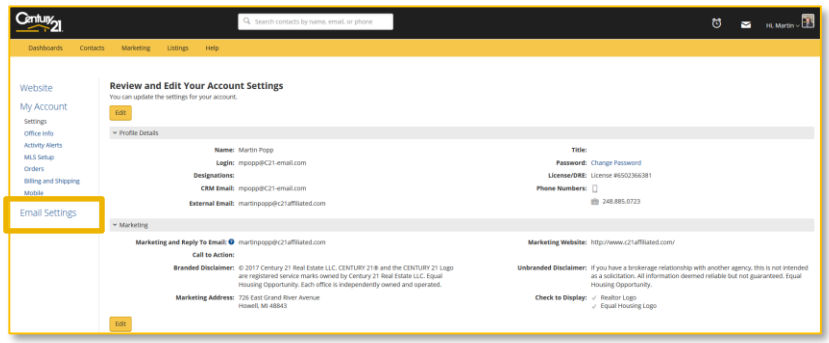
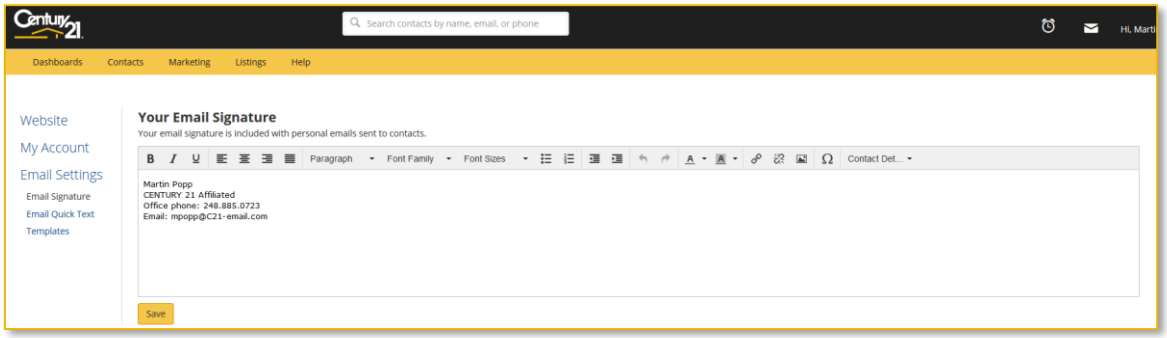
Account Customization



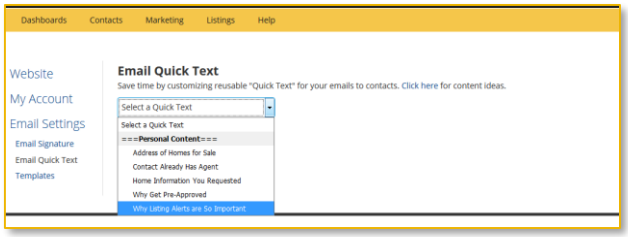
The next step is to **Customize** your **email signature**. To do this click on **Email** under the **Admin** drop down.

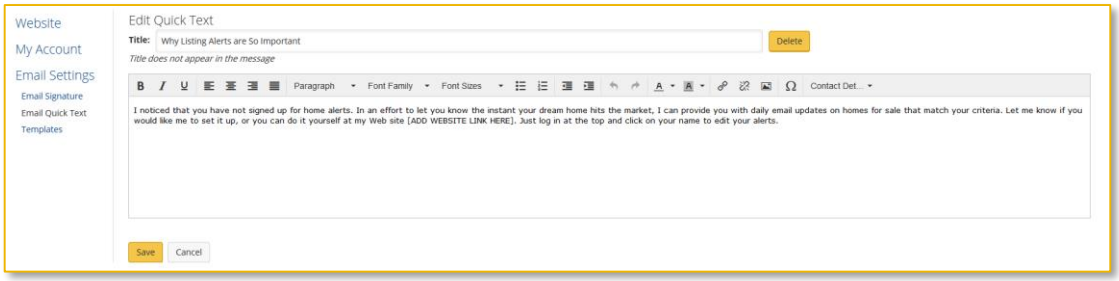


The email signature is prefilled with your information from CREST EDG^{SM}. Place the curser in the box and **make edits as needed**. Once you have completed the edits, click on **Save.**

Create and Edit Message Text to Use Often:

Email Quick Text contain text that you will send to contacts over and over again. You can customize the templates to suit your needs.





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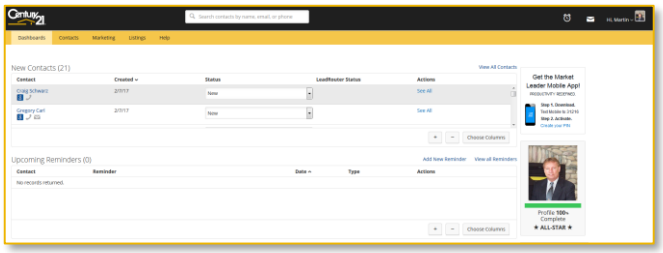
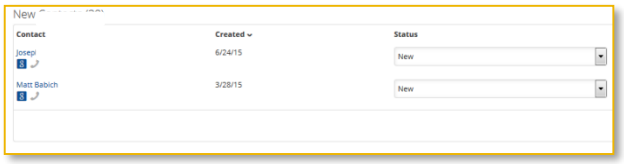
Customer Relationship Management (CRM)

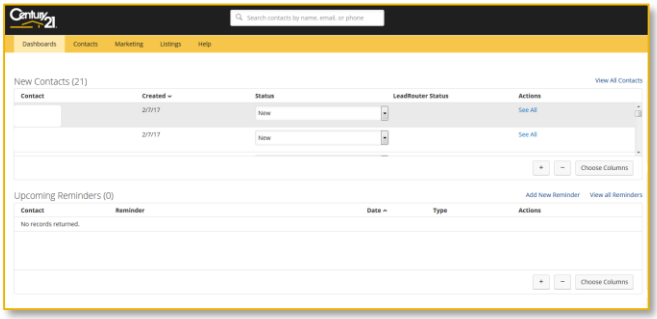
Dashboard Screen

The **Dashboard** focuses your attention on your hottest opportunities and items that require immediate attention.

The system works to monitor your database.

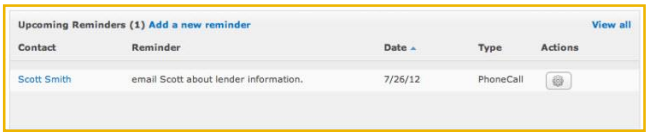






New Contacts:

One **Central Location** to manage interaction with all your leads and clients.



Upcoming Reminders:

Allows you to manage your day to day activities and ensure no lead slips through the cracks. You can create personalized follow up activities – then modify, complete or delete them.

Be sure to login daily to stay on top of your reminders!

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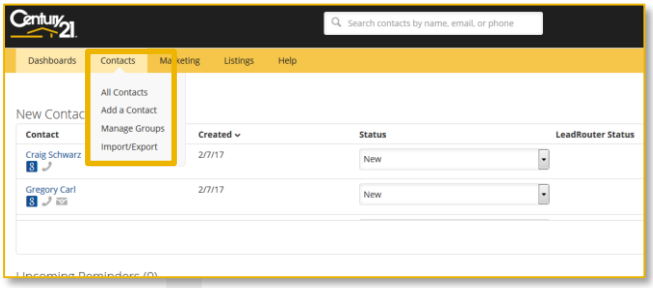
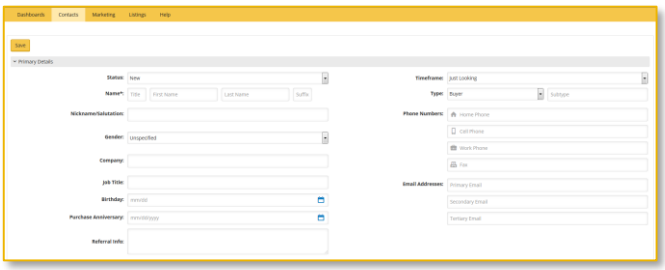
Adding Contacts

The **CENTURY 21 Business Builder® CRM System** allows you flexibility in managing your contacts. You can enter contacts one by one, **mass import contacts via .csv files** and create designated groups to manage your contacts.



To enter individual contacts, click on **Add Contact** under the **Contact Tab** on the Navigation Bar.



To have a contact saved, the minimum information required is:

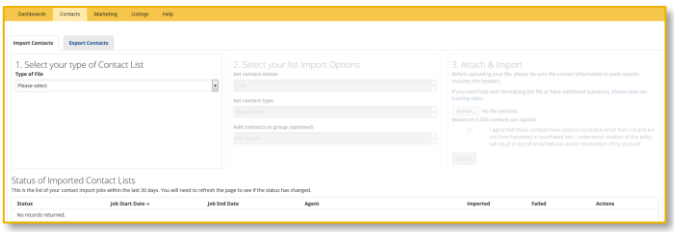
First Name, Last Name and either an email or phone number

Or

First Name, Last Name and street address, city, state and zip code

To **Import Multiple Contacts** from outside sources, click on **Import/Export** under the **Contact Tab** on the Navigation Bar.

You can import your contacts via a .csv file by following the instructions included on the Import Contacts page.



For instructions on how to export contacts from MS Outlook please watch this video located on **C21® HowTo Videos**

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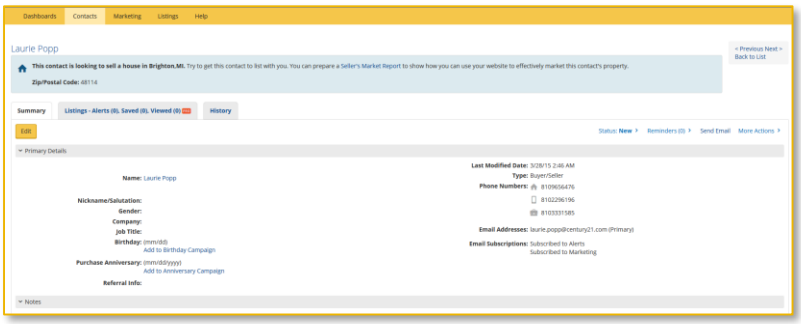
Contact Summary Page

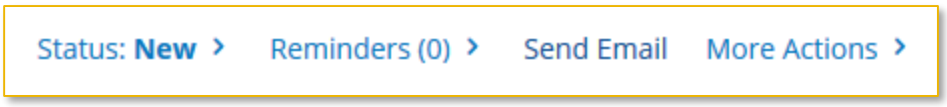
Once a contact is entered into the CENTURY 21 Business Builder® system a **Contact Summary Page** is created.

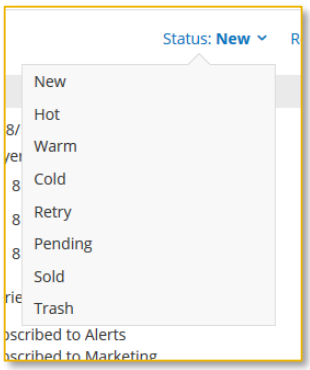
This page contains information such as:

Primary Details, Addresses, Secondary Details, Information and Activity and Buyer Requests.

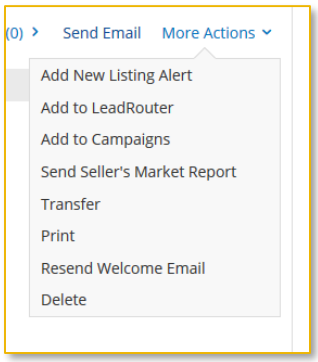


On the right hand side of the summary page there is a four tab action bar. Under each allows you to manage different functions within the contact. See below for further information regarding each tab.

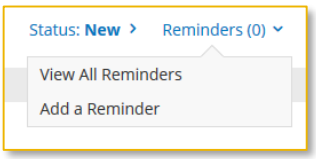




Under **CRM Status** you can choose a classification for each contact.



The **More Actions** tab allows you to perform the actions you see to the left.



From the **Reminders** pull down you can view all reminders for this contact or create a new one.

Clicking on the **Send Email** tab, you will be able to send the contact an email from the summary page.

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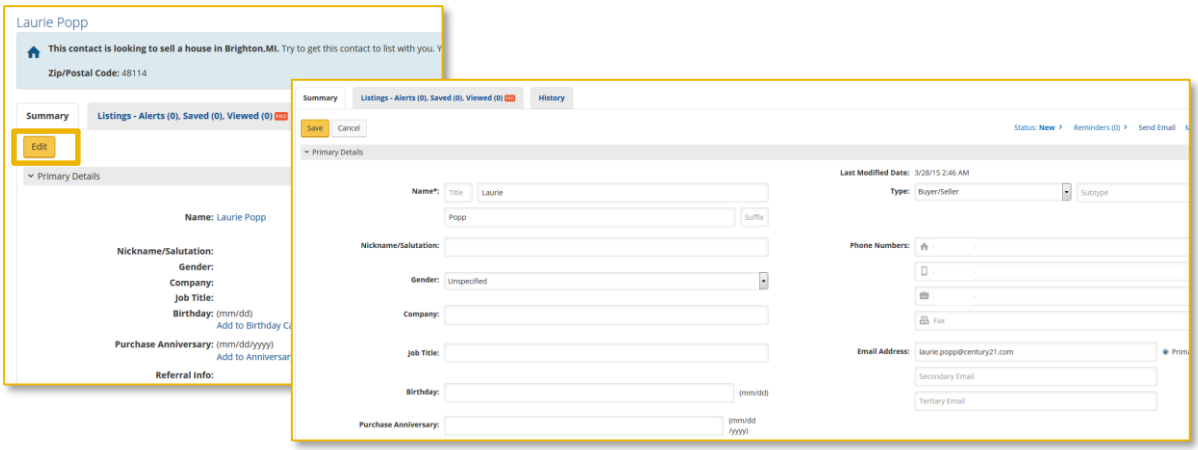
Contact Summary Page

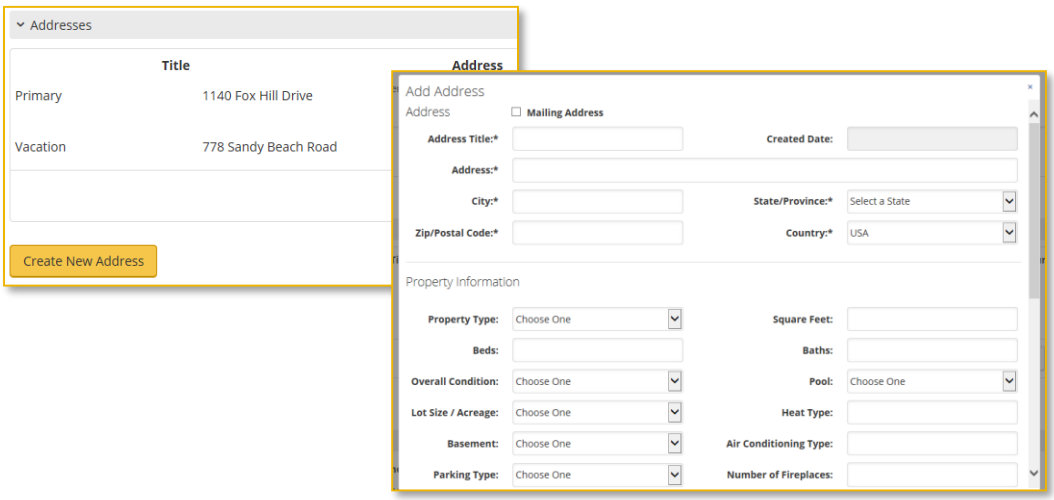
Primary Details



To modify information in the **Primary Details** section, click on Edit. You can edit any of the information in the active boxes. Once you complete your edits, click Save.

Be sure to include the birthday and anniversary dates! By including this information, a reminder will be generated in the Upcoming Reminder section on Dashboard page as the date approaches.

Addresses



In the **Address Section**, you can add multiple addresses for each contact. Those may include primary residence, vacation home, rental properties and several additional choices. Once you have added the information click on the Save icon.

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Contact Summary Page

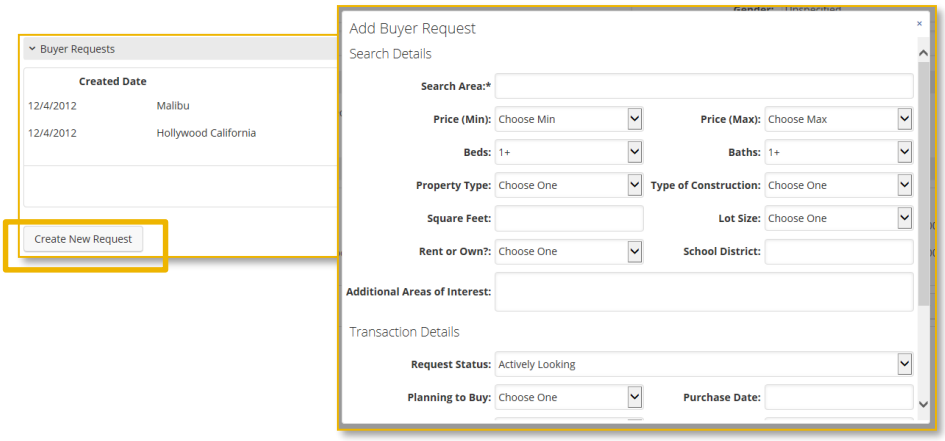
Secondary Details

You may add additional information such as nicknames, family member names and relationship information in the **Secondary Details** section. To enter this information click on Edit at the top of the page and once completed click on **Save**.

Information and Activity

In the **Information and Activity** section you will find a summary of information like when you created the contact, the source of the contact and the last action completed with the contact. You can also edit the timeframe that the customer is looking to purchase in.

Buyer Request



Under the **Buyer Request** link you can catalogue the needs and wants of your prospective buyer and have that information on hand to help you find their dream property. To complete the form, click on **Create New Request**. Once you have completed the form click on **Add**.

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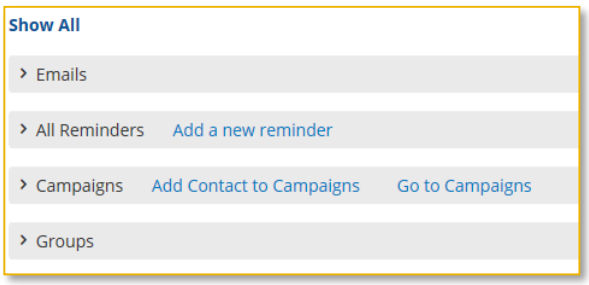
Contact Summary Page

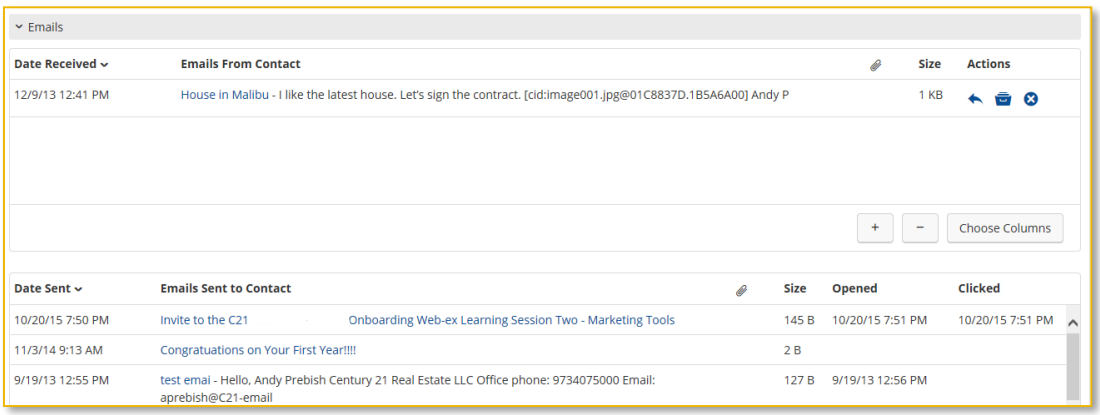
Additional Information



At the bottom of the **Contact Summary Page** there are five sections for additional information.

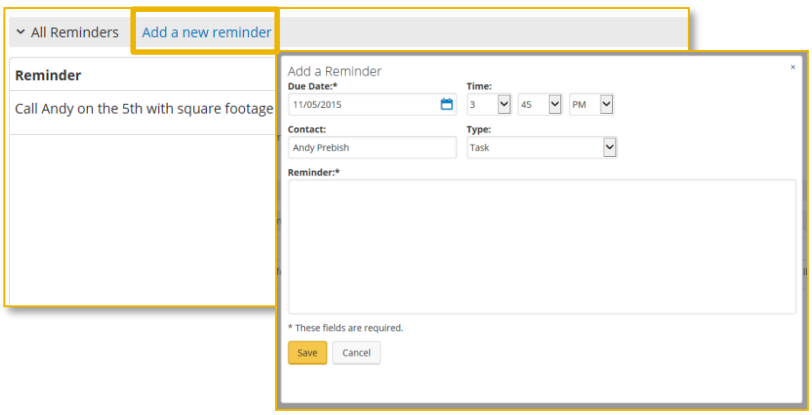
To add information in these sections click on the **golden pull down arrow** on the left of each section.

Emails



The **Email Section** provides you with a history of the emails you have received from the contact and the emails you have sent to the contact.

All Reminders



The **All Reminders** section acts as a tickler file to remind you of action items you need to complete for this contact. To add new reminders, click on **Add a new reminder**. Once you have completed the reminder click on **Save.**

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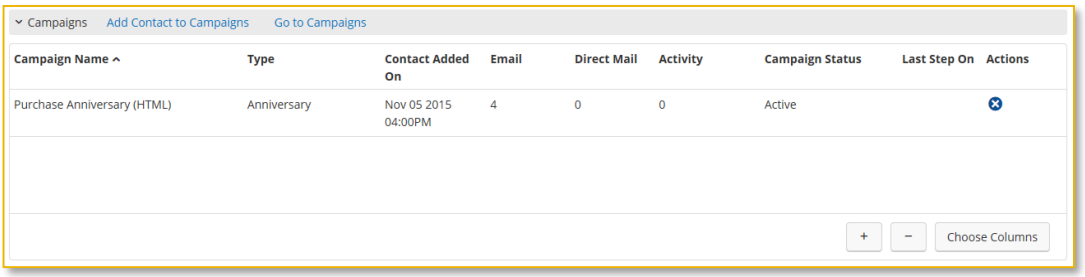
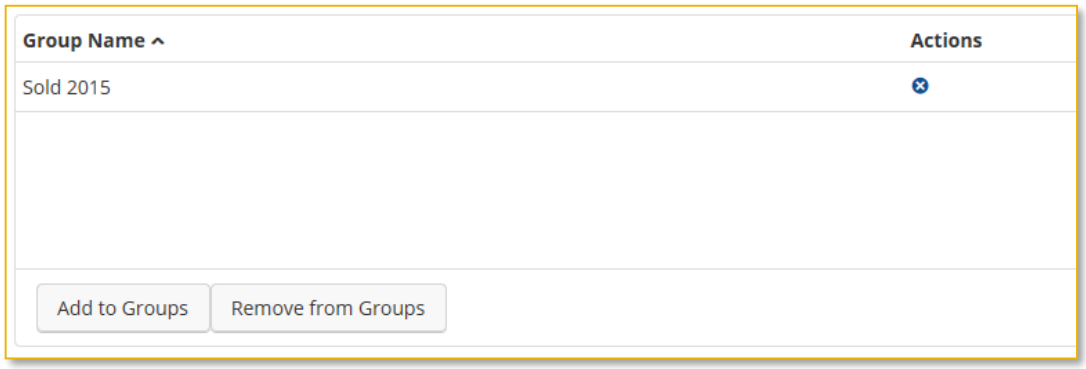
Contact Summary Page

Campaigns



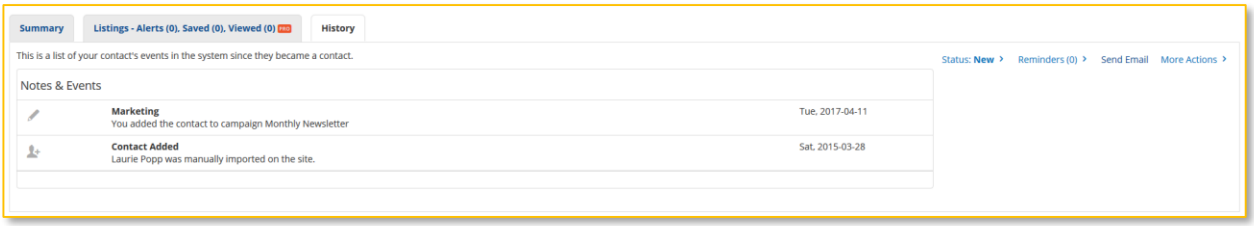
One of the greatest advantages of the CENTURY 21 Business Builder® tool is you are able to create **marketing campaigns** utilizing the many different templates provided. Once you set up your contact on a campaign, this section will display what campaign they are part of. From here, you can also add a contact or delete a contact from an existing campaign.

Groups



The CENTURY 21 Business Builder® tool allows you to create **Groups** for your contacts. Groups can include **Buyers, Sellers, Past Clients** and many more. With a group you can tailor your communications to their interests. From this section you can create new groups, place the contact in an existing group or remove them from a group. **To create a new group click on Create**. To add or delete the contact from a group, clock on either add or remove from group.

History



By clicking on the **History Tab** you will have a list of the contact's events in the system since they became a contact.

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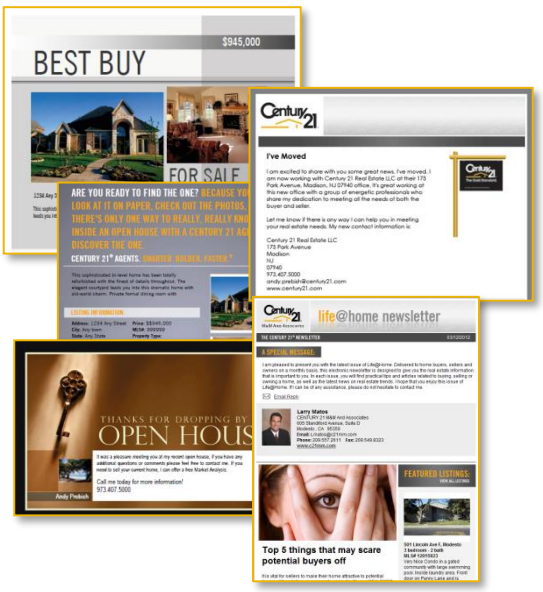
Creating Marketing Pieces

Looking good has never been so easy

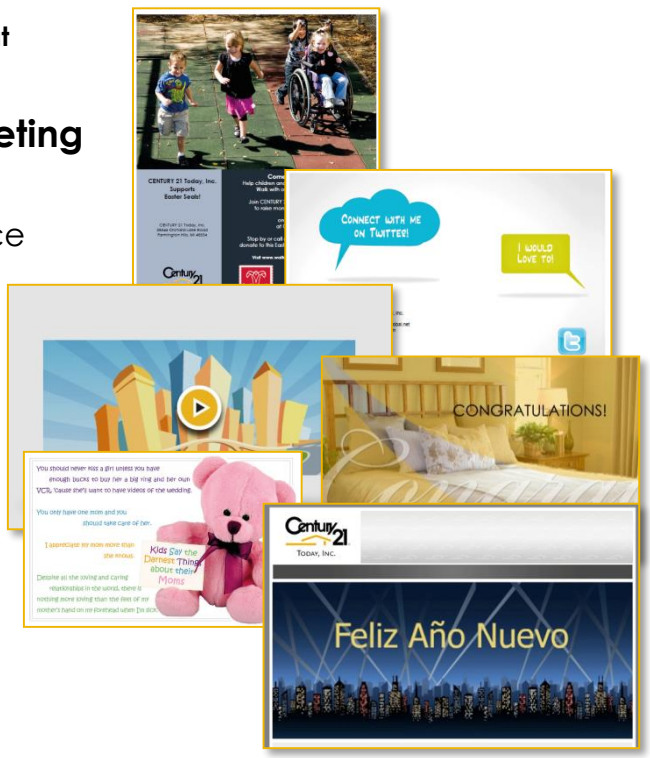


Creating professional marketing and getting it into your contacts' hands can be a snap. Choose from a large library of **over 500 professionally-designed templates** and customize them as you wish with our **easy-to-use WYSIWYG (what you see is what you get) design editor**. Make a lasting impression and send your materials as email, or professionally print them.

Every sales associate affiliated with the CENTURY 21® System is provided access to **21 Business Builder®**, a best-in-class marketing and CRM platform! An upgraded version can also be purchased.

- **Targeted, polished, and relevant marketing to connect with more leads and contacts**
- **New tools to help manage the conversion of leads into closed transactions**
- **A robust Contact Relationship Manager (CRM) that fully integrates with LeadRouter™**

Timely, Targeted and Relevant Marketing



500+ Easy-to-use templates, all in one place

- Flyers
- Postcards
- Newsletters
- Campaigns
- Guides
- Animated Greeting Cards
- And more

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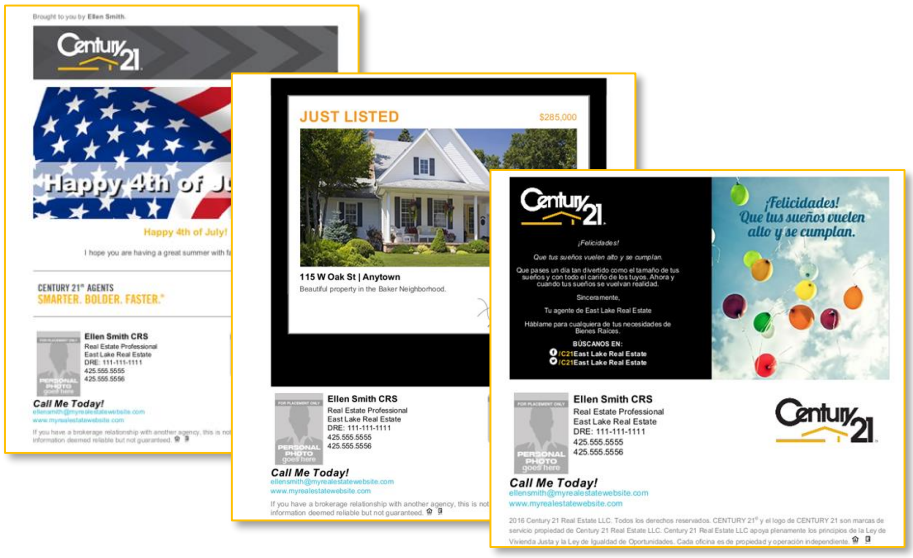
Educate with **newsletters**

New articles monthly

You can **add** your own **links, listings, articles** and more

You can **edit the new monthly articles** before the newsletter is sent each month

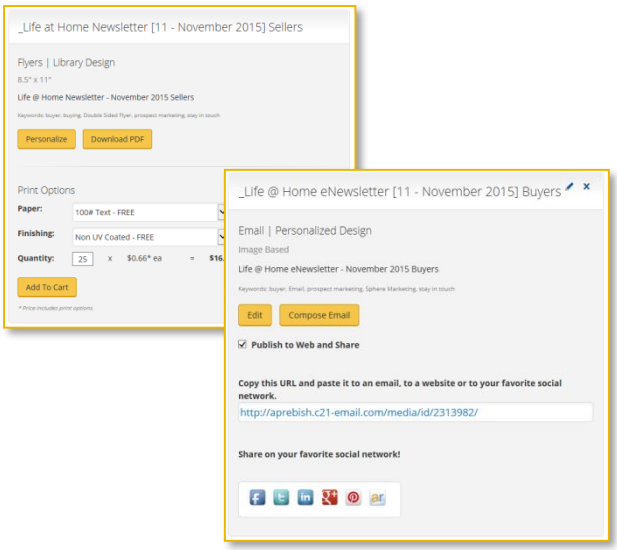
Relevant, timely and targeted Drip Campaigns



Multi Distribution Options!

In just one click you can **connect with contacts**

Save to use again



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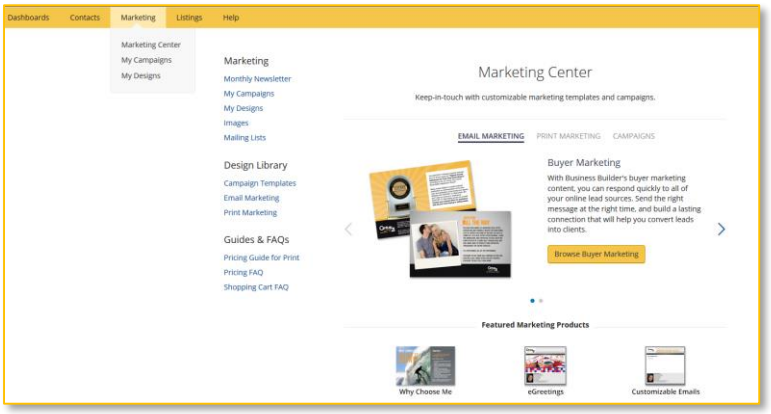
Getting started

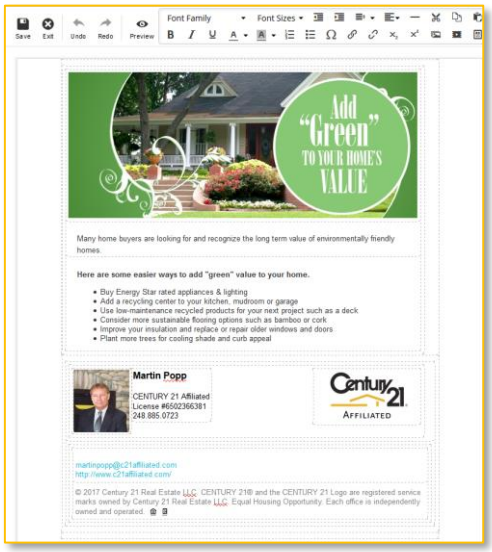
The **marketing templates** are **located** under the **Marketing Tab** of the Navigation Bar



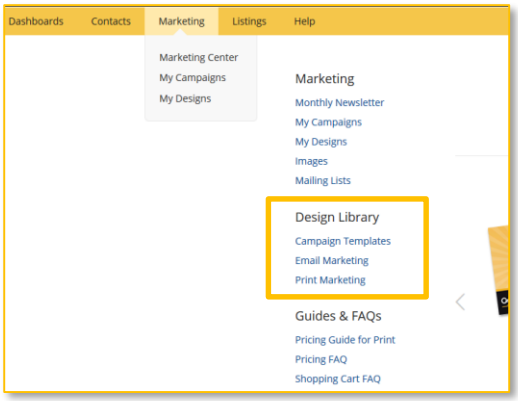
Customize your communications with the WYSIWYG Editor

(WYSIWYG = WHAT YOU SEE IS WHAT YOU GET)

- Make edits directly within your print piece
- Add photos from your files or the image library
- Change text color, size and font
- Insert links to videos, websites or social media
- Add Google Maps



The **first step** is to **choose** the **template** you wish to use **from the Design Library**. Here you can **create single market pieces or drip campaigns**.



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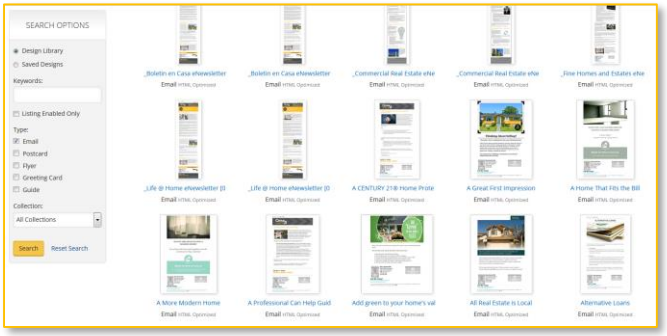
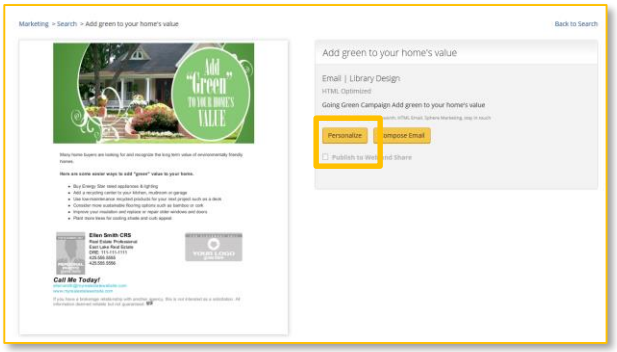
When **creating a single marketing** piece, **click** on the **template you wish to use.**



Then **Click on Personalize to begin** customizing the template.

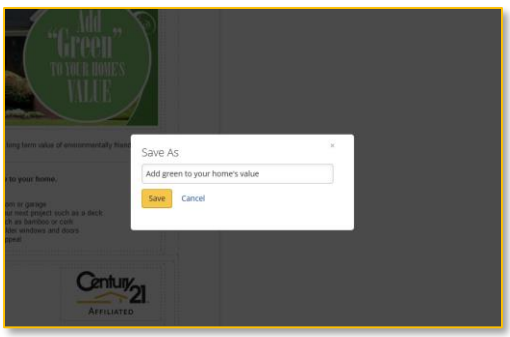


Editing text, changing fonts, adding links and pictures are only a few of the edits you can do **using the editing bar located** at the top of the template.

Once you have **finished** all of your **edits, click** on the **save icon**.

You will be prompted to save the template. If you like**, you can change the template name at this point.**

After you click on Save, you will be brought back to the template. To **leave the template, click on Exit.**



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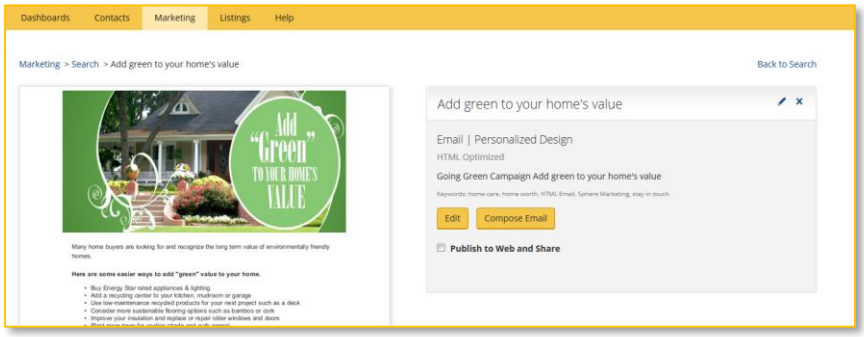
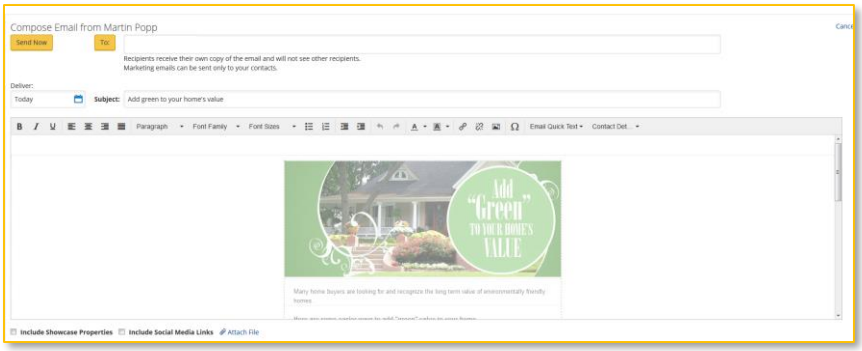
Once you have **saved and exited the template** you are now **ready to email** the template. You can **also share this across social media platforms** by checking the Publish to Web and Share box.

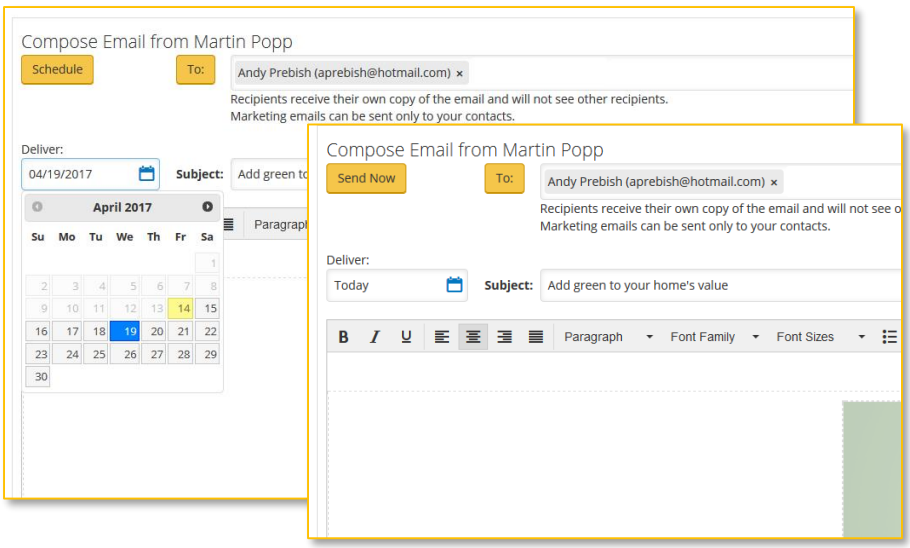


Emailing a template is very easy. Just **click on the TO icon and choose** from list of **contacts** you would like to send the email to.

In the body of the email you can also choose to attach a showcase property or include social media links. To learn how to set up the Showcase Properties feature, please visit the help section buy clicking on the Help tab located at the top of the page.



You can either **send the email now** or **schedule it to be sent at a later date.**



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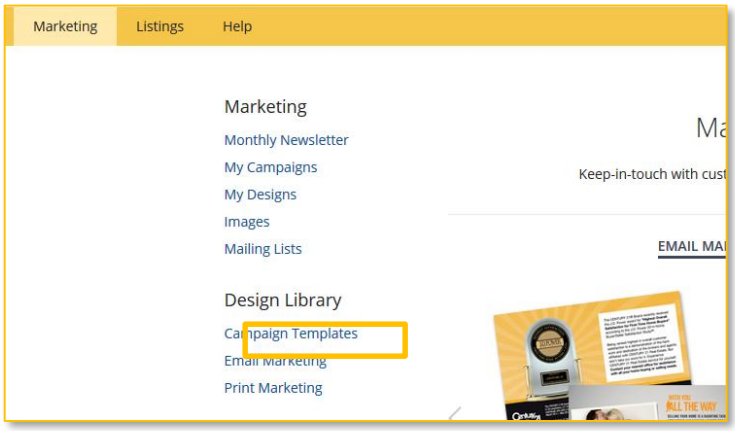
Creating Drip Campaigns

In addition to single email templates, you can also **create email drip campaigns**. This allows you set up a series of emails that will go out to your clients at predetermined interval.

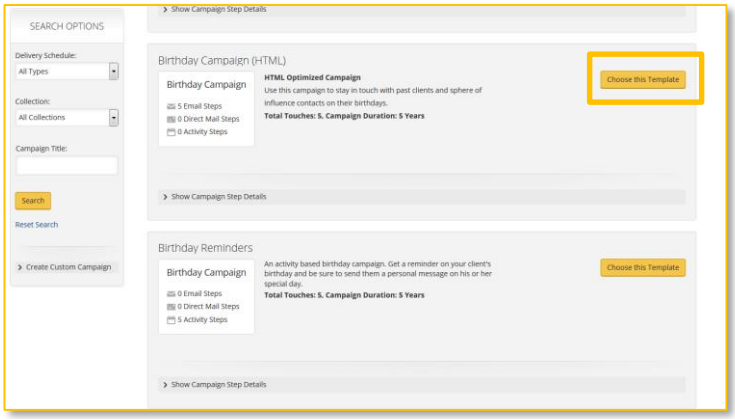
To **start a campaign**, click on **Campaign Templates**.



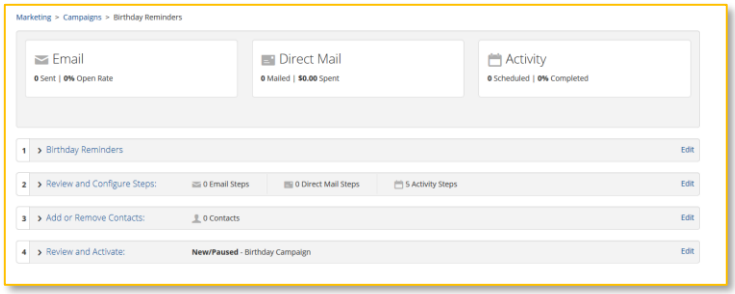
There is a robust selection of campaigns available. The Birthday, Purchase Anniversary, and Month Newsletter campaigns are very popular.

Scroll through the selections to see all the available campaigns.

Once you have **selected the campaign** you wish to use, **click on Choose this Template** on the right.



Each **campaign has four simple steps**. Once you complete these four steps you will have created your campaign.



For **in-depth instructions** on how to create drip campaigns, please **see the Campaign section** underneath the **Help tab** located in the **navigation bar.**

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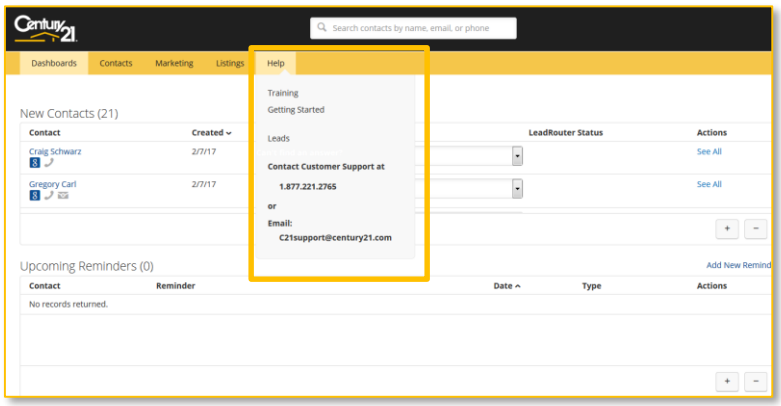
Help and Training

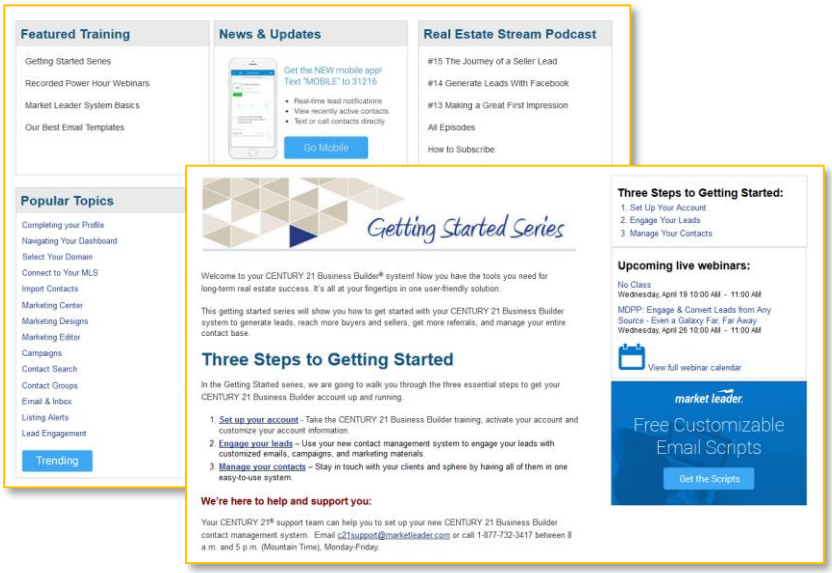
The Help Tab

If you need help or desire additional training on the Business Builder tool, you can find great resources under the **Help** tab located on the **CENTURY 21 Business Builder® navigation bar.**



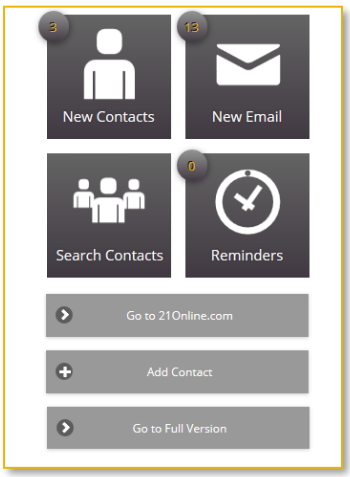
Click on **Training** and a new window will open up that highlights the Business Builder training opportunities.

There are links to the **Get Started Guide**, webinars on the **CENTURY 21 University℠** site and short tutorial **videos.**



Mobile Optimized Version

With the CENTURY 21 Business Builder **Mobile Optimized Version** you can now **manage** your **client data base** from your **phone or tablet**. Add contacts, search for contacts and send email are only a few of the activates you can do.



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SUGGESTED ACTIVITES

ACTIVITY ONE	CREATE A MARKETING PIECE IN THE ADMAKER TOOL
ACTIVITY TWO	CREATE A CUSTOMIZED TV AD USING THE CENTURY 21® ADMAKER TOOL
ACTIVITY THREE	VIEW THE DIGITAL VERSION OF THE PREFERRED CLIENT CLUB – At Home With CENTURY 21®
ACTIVITY FOUR	ACTIVATE CENTURY 21 BUSINESS BUILDER TOOL

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Learning & Listings

CENTURY 21 University®

My Listing Widget

CENTURY 21 UNIVERSITY

Welcome to **CENTURY 21 University®** !

A key component to long-term professional success and profitability in real estate is ongoing education and taking control of your business development. The C21-U℠ team is proud to offer award-winning learning to help you. We have made Training Magazine's Top Lists of organizations known for their exemplary learning solutions for several years **(Top 125 in 2002-2005, 2007, 2010-2014.)**

Whether you are a Broker, Office Manager, Training Director, Experienced Sales Associate, or a New Sales Associate to the CENTURY 21® brand or real estate, there are programs dedicated to help you get started and grow your business.

Take time to familiarize yourself with all the CENTURY 21 University courses and resources available to you as a System member.

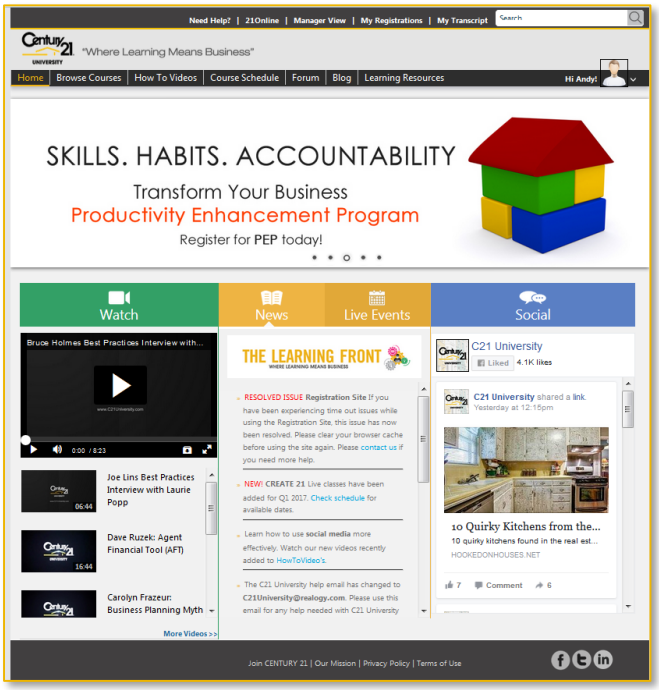
Not certain where to begin? **Start with 21Online.com > C21 University**

Here you will be greeted with a comprehensive review of all the programs C21-U offers, that includes 250 videos, topical webinars, online courses, coaching partners and more!

Your next step will be to visit the C21 University® Schedule site and build your learning plan around the programs and dates that accommodate your schedule. The majority of sessions do not require registration. Simply save the date on you calendar and join class on that day of with a live instructor utilizing either your handheld device or computer.

Types of Learning Available:

-Real Estate Skills
-CENTURY 21 System Tools
-Management Courses
-Coaching
-Continuing Education
-Designations



ABR® CRS SRES™

Century 21 COMMERCIAL®

Social Media / Technology Classes

The CE Shop

View all available classes on c21university.com/schedule

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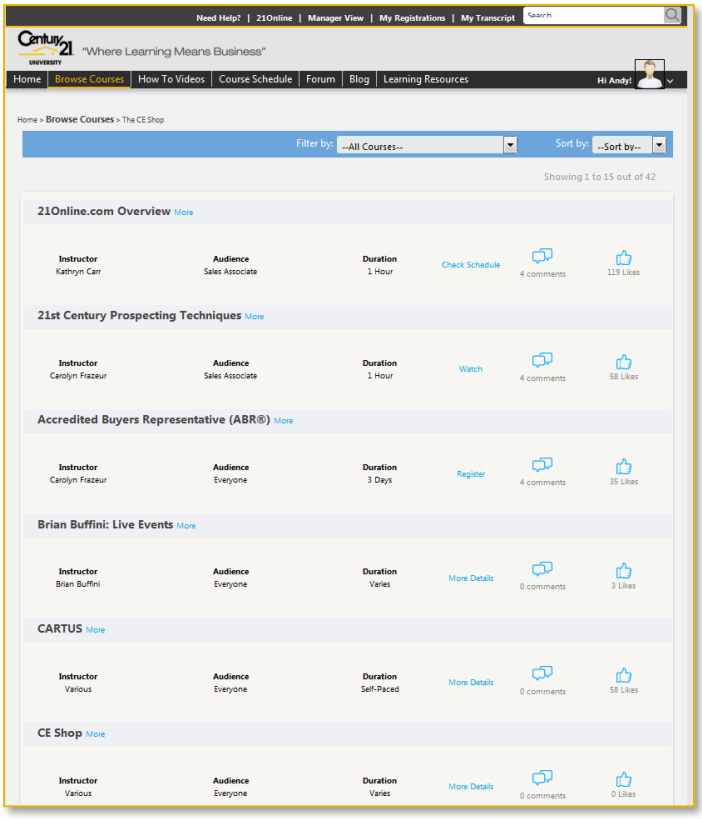
Exploring the CENTURY 21 University

Here you will **find a list of our featured learning opportunities**. This includes **CREATE 21®**, CE Shop, CARTUS®, Brian Buffini Live Events, Industry Certifications and much more.



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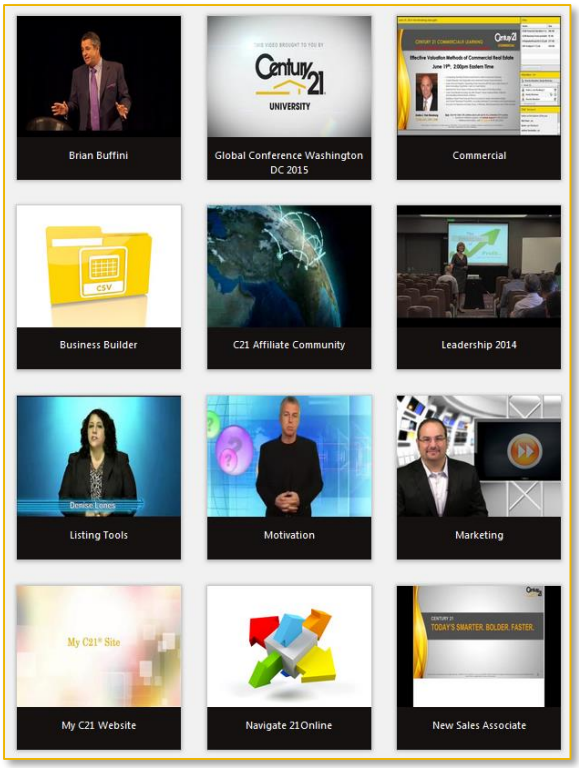
How To Videos

Videos On Demand! 250+ videos - YouTube user experience.
How To Video library accessible on most PCs and mobile devices.
Playlist channels include: Working with Buyers, Working with Sellers, Commercial, Social Media, Brokers, Webinar Recordings, and more!



Course Schedule

What good is having great programs if you can't find them, right? **CENTURY 21 University®** makes finding what you need and getting you there fast and easy. Go to >> c21university.com/schedule > **for a complete list of all scheduled classes**. The schedule is updated monthly with newly added topics and class dates / times to choose from.

Print Schedule

Date /Time (EST)	Title	Instructor	Audience	Length	Access	Tuition
Mon 01/02/2017 @01:00PM	CREATE 21 - 1179	Dave Ruzek	Sales Associate	2 Hours/13 Sessions	Register	$0.00
Thu 01/05/2017 @02:00PM	Management Certification Program (MCP)	Carolyn Frazeur	Broker/Manager	2 Hours	Register	$0.00
Mon 01/09/2017 @03:30PM	C21 ToolkitCMA Overview	Jennifer McFarland	Everyone	1 Hour	Register	$0.00
Mon 01/09/2017 @08:00PM	CREATE 21 - 1180	Caryn Yates	Sales Associate	2 Hours/13 Sessions	Register	$0.00
Thu 01/12/2017 @02:00PM	Management Certification Program (MCP)	Carolyn Frazeur	Broker/Manager	2 Hours	Register	$0.00
Thu 01/19/2017 @02:00PM	Management Certification Program (MCP)	Carolyn Frazeur	Broker/Manager	2 Hours	Register	$0.00
Tue 01/24/2017 @03:00PM	C21 ToolkitCMA Overview	Jennifer McFarland	Everyone	1 Hour	Register	$0.00

Having trouble accessing the classroom? Troubleshooting Guide

- Ensure pop-up blockers are disabled
- Attempt to join class using a different browser
- Clean the browser's history
- Make sure that JAVA is up to date
- Make sure that FLASH is up to date
- Contact Live Technical Support @ 877.221.2765

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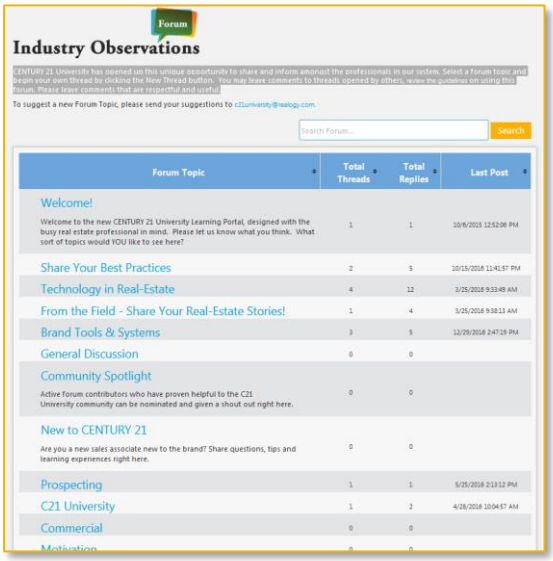
Forum

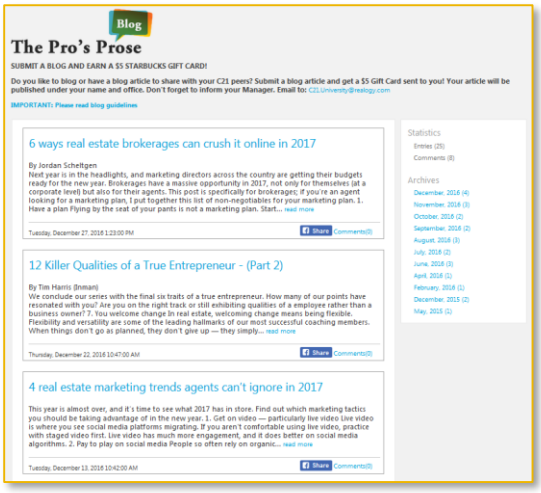
CENTURY 21 University® has opened up this **unique opportunity to share and inform amongst the professionals** in our system. Select a forum topic **and begin your own thread** by clicking the New Thread button. **You may leave comments** to threads opened by others, review the guidelines on using this forum. Please leave comments that are respectful and useful.



Blog

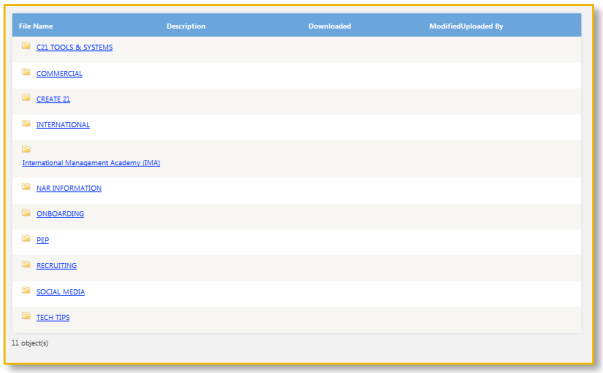
Do you **like to blog or have a blog** article to share with your C21® peers? **Submit a blog article** and get a $5 Gift Card sent to you!

Your article will be published under your name and office. Email to: C21.University@realogy.com



Learning Resources

Find course materials and **additional information** under the Learning Resources tab.



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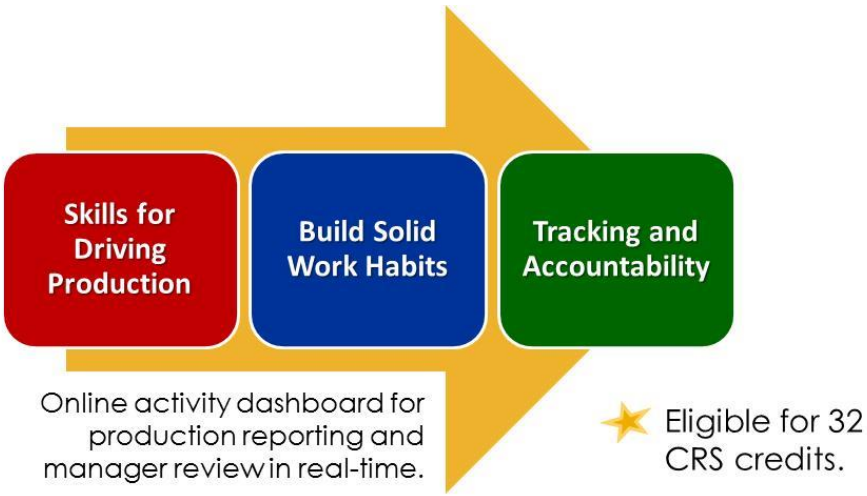
FOR NEW SALES ASSOCIATES

CREATE 21® Blended Learning Format

Course Requirements

- Attend 13 live, online sessions
- Complete all homework assignments
- Pass final exam with 75% or better
- Obtain a minimum of 2 listings and 1 buyer-side transaction within 120 days of the class orientation.



Wk	M	T	W	Th	F
1	Orientation	ILW	ILW	ILW	Assignment
2	Practice	ILW	ILW	ILW	Assignment
3	Practice	ILW	ILW	ILW	Assignment
4	Practice	ILW	ILW	ILW	Assignment

Orientation	Tech Support and Orientation
ILW	Instructor-Led Webinar
Assignment	Homework Assignment
Practice	Practice and Review Time

Certification and course completion credit happens when the Agent obtains two listing agreements and one sale within 90 days of taking the course.

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FOR EXPERIENCED SALES ASSOCIATES

PEP — Productivity Enhancement Program

Course Recommendations

- Make 21 contacts per day
- Complete reports on the PEP Reporting site each week
- Obtain 2 listings by end of week 8

PEP Group Coaching Features

- 8 week accountability program
- Prospecting Activity Dashboard
- Real-life prospecting activities
- Driven by the Sales Manager in the Office
- Designed to increase Per Person Productivity

Sales Manager Driven

- Managers meet 1x week for 1hour with PEP Coach
- Sales Associates meet 1x week for 1hour with PEP Coach
- Program focuses on:
  - **C L A C C**
    Contacts - Leads – Appointments – Contracts – Closings
  - Conditioning behavior
  - Prospecting and making contacts
  - Identifying habits that need attention

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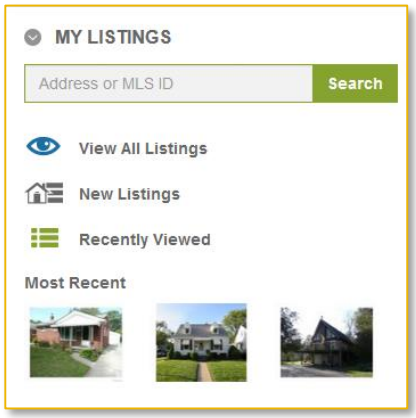
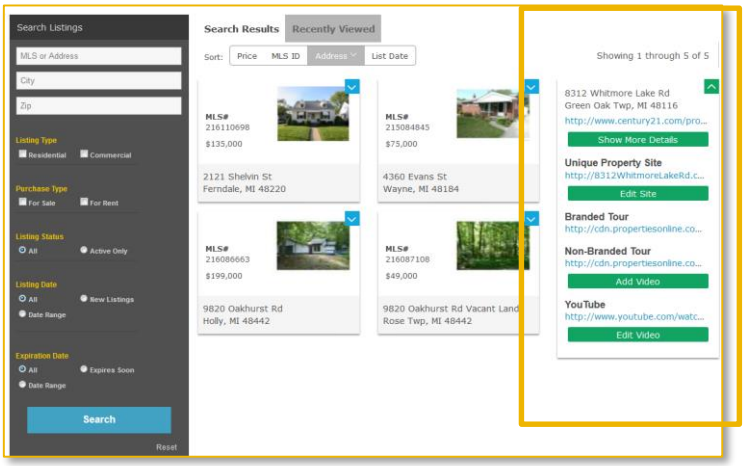
MY LISTINGS WIDGET ON 21ONLINE.COM

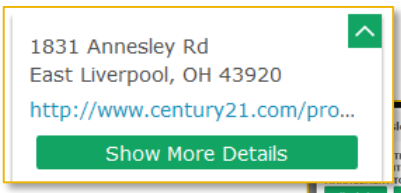
In the **My Listings widget** on the **homepage of 21Online.com** you are able **to find property details and links to your listing's slide shows**, YouTube video, and property detail page on C21.com. In the My Listings section you will also be **able to edit your listing's unique property and videos.**

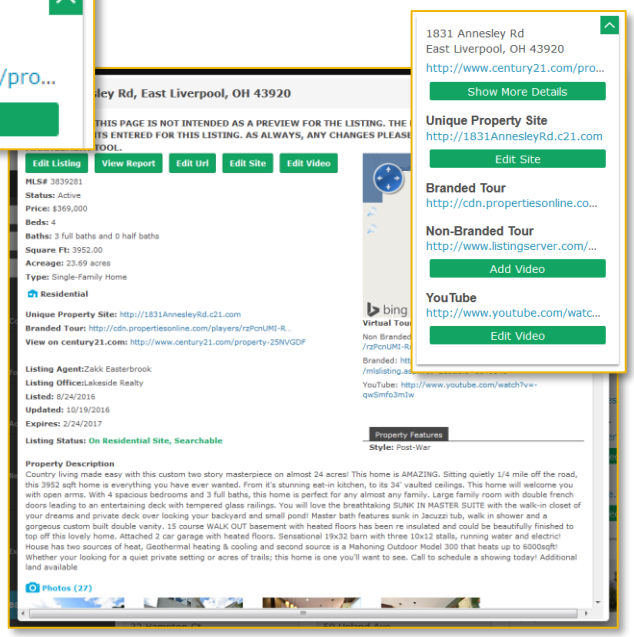
To easily access your listings in the My Listings module, click on the View All Listings link.



To **find a property's information** and links, **click on the blue down arrow** in the top right hand corner of the listing. The **listing will then expand** to show links to the







The first link is for the property detail page on century21.com. **Clicking** on the **green Show More Details bar** will bring up a top level overview of the property. **The purpose of this page is to show all data points** entered **for this listing.** The data points include property information, property pictures associated with the listing, map view and video/slide show links.

From here you **also have the ability to view** a **statistics report, edit** the **Unique Property Site URL**, edit the **Unique Property Site** and edit the **property video**.

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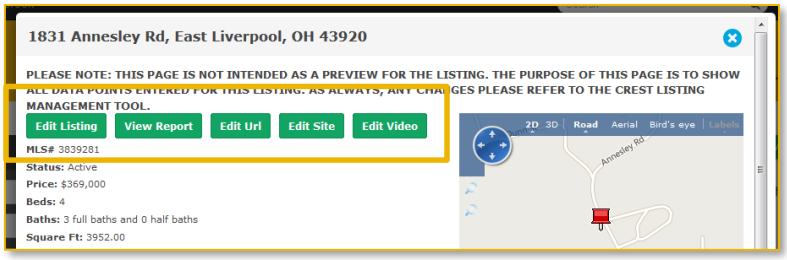
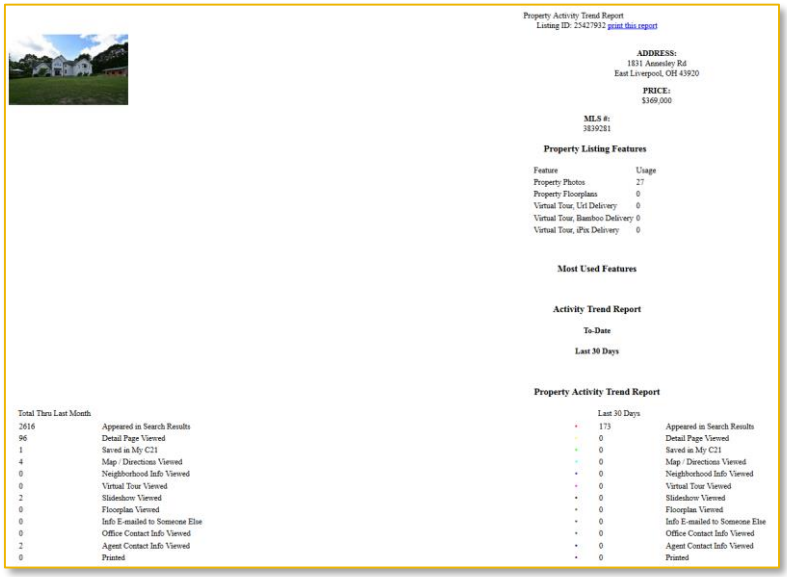
Using the Report and Edit Features

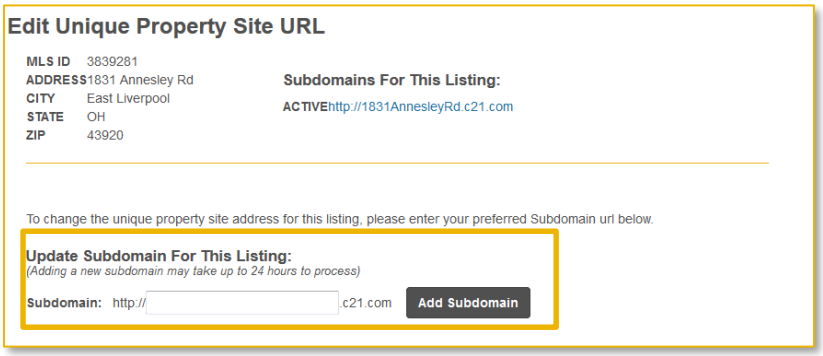


Clicking on **the View Report Link will open the Property Activity Trend Report.** Here you will find Property Listing Features, a Activity Trend Report and Property Update Timeline.



Each listing is given its own Unique Property Website. The **subdomain name given** to the site **is the property address.c21.com**.

Please note that the **URL subdomain is the address as entered in to the CREST EDG℠ System**. If the street type is abbreviated (ex. Rd. for Road) than that is the way it will appear in the URL.



You have **the ability to change the subdomain name** if you wish. An example would be if you are marking an iconic property you could create a subdomain to reflect the properties name (i.e. www.gettymansion.c21.com.

The **extension of the URL will always be .c21.com**.

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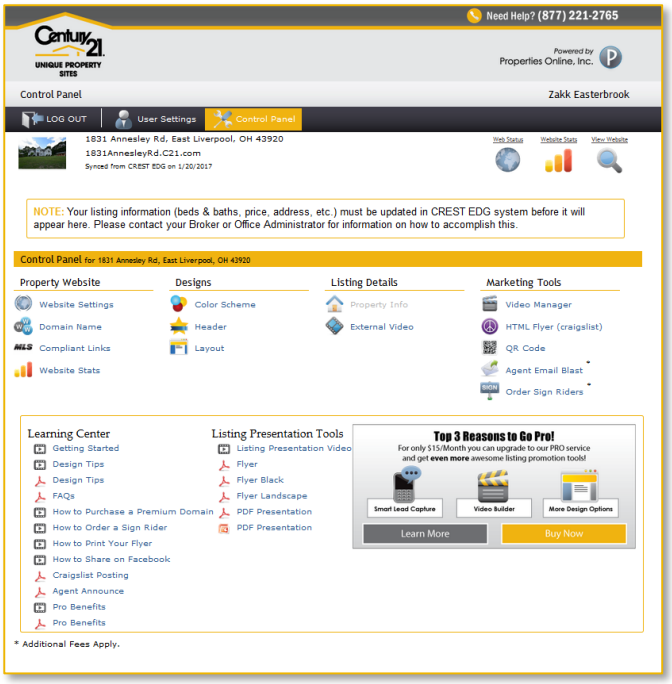
Using the Report and Edit Features

Edit Site

This tool allows you to **update your Unique Property website** and to post directly on Craigslist. You can also **view detailed visitor statistics** to see where your listing website traffic is coming from.

PLEASE NOTE: Some listings in the My Listings widget on the homepage and on the list presented here may not have a link to "edit unique property site" or the edit pencil because the property does not meet the qualifications to be marketed on Century21.com.



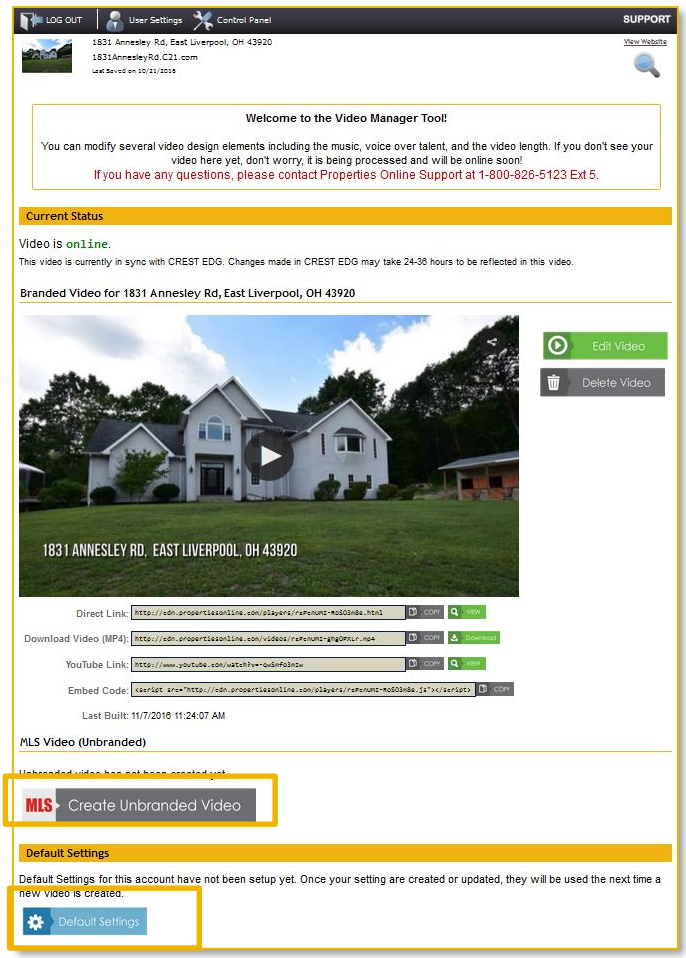
Edit Video

With the **Edit Video tool**, you can **choose the voice, music and length of the video**. With this tool, you can also create a non-branded version of the video.

You have the option to set up default settings so that each of your videos will share the same traits.

To **create a unbranded version** of the video **click on the Create Unbranded Video link.**

To have all property videos share the same music, voice and length, click on the Default Settings.



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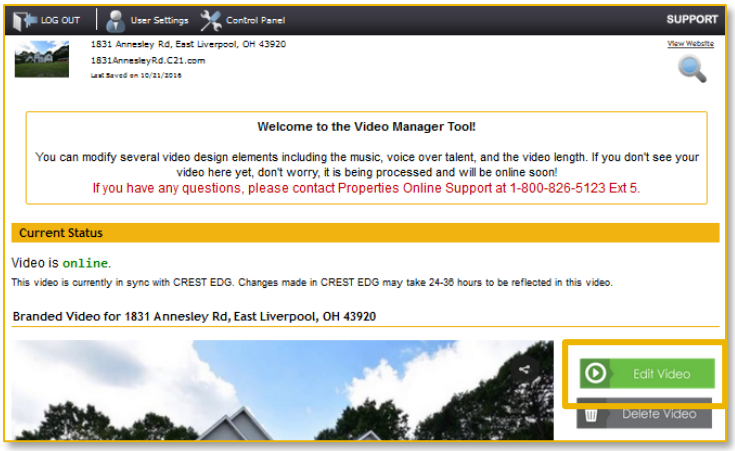
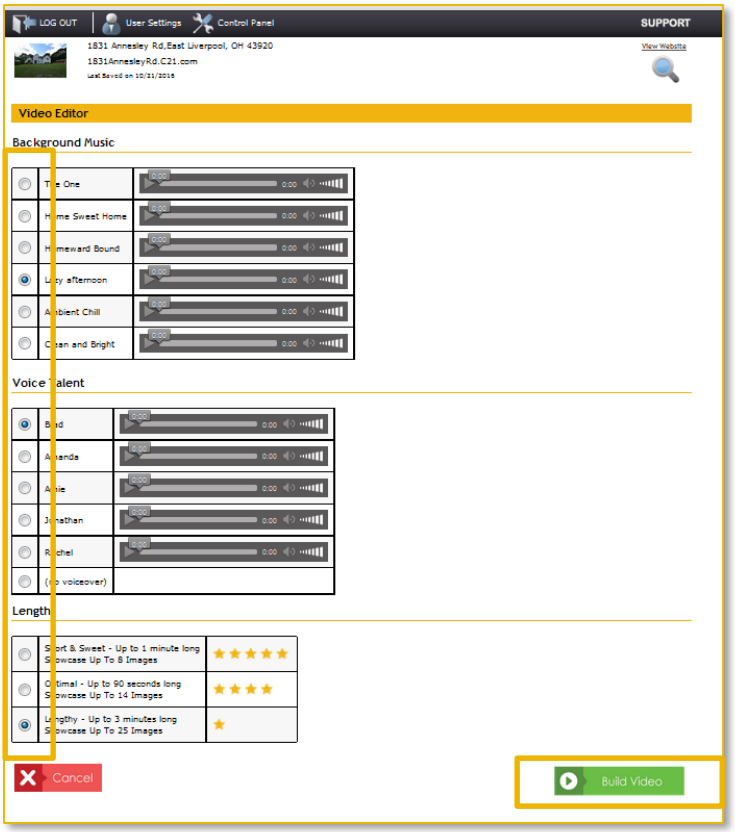
Edit Video

To **make changes to the video,** click on the **Edit Video** on the **right hand side of the page**.



To change the background music, voice or video length choose the one you want and **click on** the **radial button to the left.**

Once you **have completed you selections** click on the **Build Video button** at the bottom right hand of the page. Please note it may take up to 36 hours for your changes to take effect.



If you have any questions, please contact Properties Online Support at 1-800-826-5123 Ext 5.

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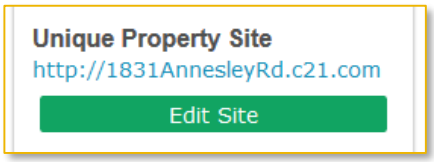
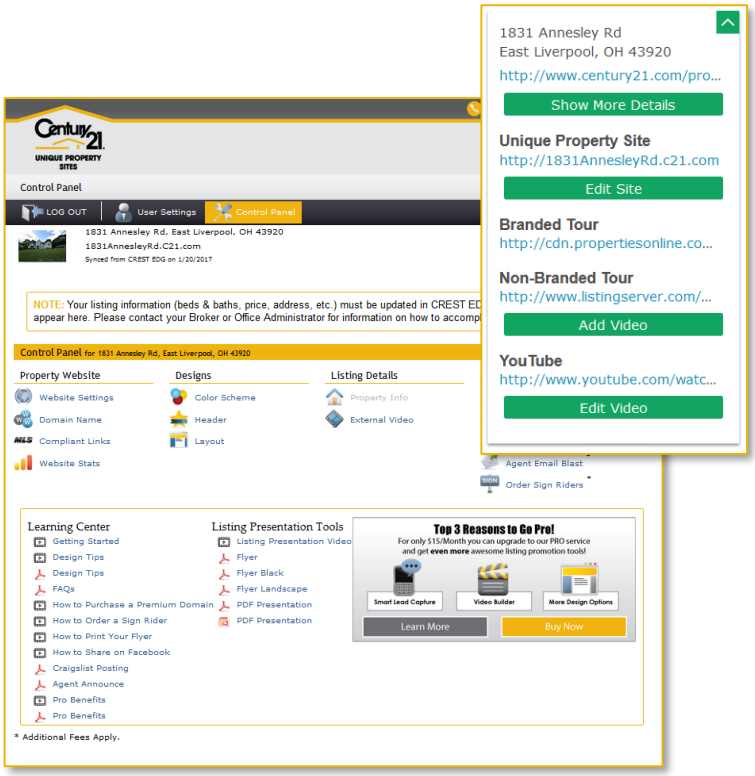
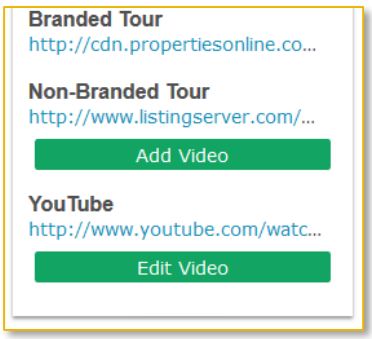


Here you will find a **quick link to the Unique Property Website** and a **link to the Unique Property Site editing tool**. This tool allows you to update your website and to post directly on Craigslist. You can also view detailed visitor statistics to see where your listing website traffic is coming from.

PLEASE NOTE: Some listings in the My Listings widget on the homepage and on the list presented here may not have a link to "edit unique property site" or the edit pencil because the property does not meet the qualifications to be marketed on Century21.com.

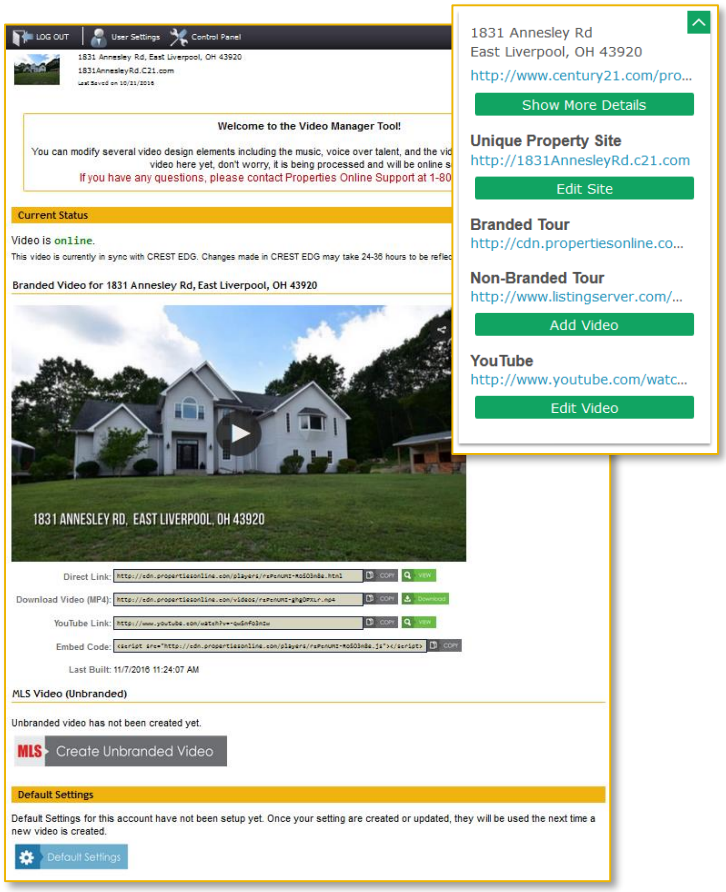




The **Branded Tour link** provides you with a **URL for the tour that you can embed** in your website or social media platforms.

The **Non-Branded tour** is a link to a **picture slide show of your property**. Please note that this is not a Non-Branded Video. To **obtain a Non-Branded video** that you can **use in** your local **MLS as virtual tour**, click on the **Add Video link** directly under the Non-Branded URL.

The **YouTube link** is provides you the URL and **direct link to your videos YouTube page.** If you wish to edit the video click on the Edit Video link.



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SUGGESTED ACTIVITES

ACTIVITY ONE	NEW SALES ASSOCIATES TO REAL ESTATE SIGN UP FOR CREATE 21®
ACTIVITY TWO	EXPERIENCED SALES ASSOCIATES SIGN UP FOR THE PEP PROGRAM
ACTIVITY THREE	VIEW ONE HOW TO VIDEO ON CENTURY 21 UNIVERSITY®
ACTIVITY THREE	ATTACH A NON-BRANDED SLIDE SHOW TO A LISTING IN THE MLS

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Business Tools

AGENT Financial Tools (AFT)
AFT Lite and AFT Full Version

CENTURY 21® Service Pledges
BUYER SERVICE PLEDGE®
SELLER SERVICE PLEDGE®

Quality Service Survey

CENTURY 21 National Awards and Rankings

CENTURY 21 National Events

AGENT FINANCIAL TOOLS

Managing Your Business

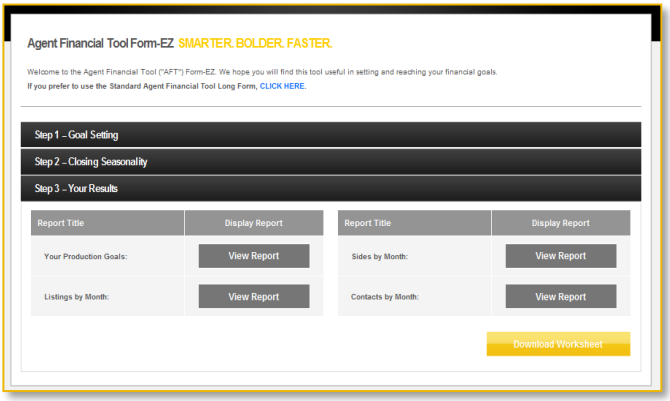
No matter how many transactions you complete, being a top-notch real estate professional entails understanding and handling the many other vital elements involved in managing your business.

As part of the CENTURY 21® System, you enjoy **exclusive access to a full range of tools and resources** that will help you stay organized, on top of your business, and ahead of the competition.

Agent Financial Tools (AFT)

The **Agent Financial Tools (AFT**) platform is a **no-cost**, **Internet-based application** that helps you define your current economic standing and develop a customized financial plan to help you achieve long-term productivity and profitability goals.

By inputting your financial information, you can quickly and easily determine how many sides you must close and what your level of prospecting should be to meet your financial goals. **The AFT can be completed in minutes, and in only three easy steps!**



For more detailed instructions on the benefits of using the AFT please watch this video tutorial located on **C21 ® HowTo TV**

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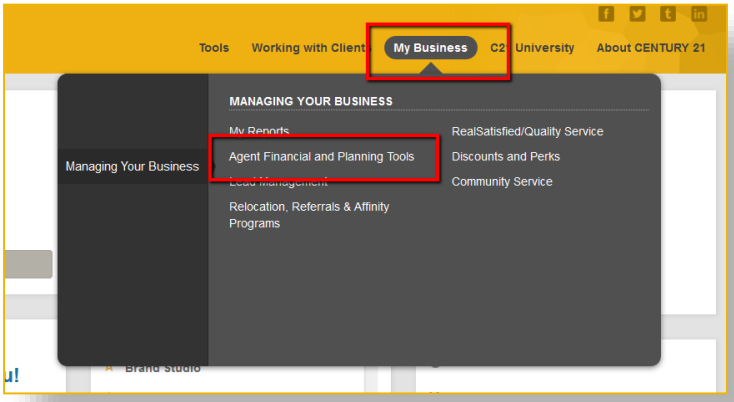
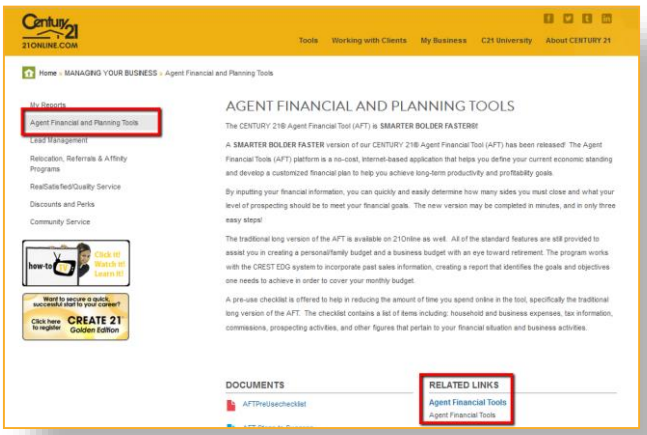
To find the **Agent Financial Tool (AFT)**, logon to **21Online.com** and click on **Managing Your Business** on the Navigation bar.

In the left column click on **Agent Financial and Planning Tools.**

In the middle column there will be a link to the **AFT**. Click on the link and a new window will open with the AFT.

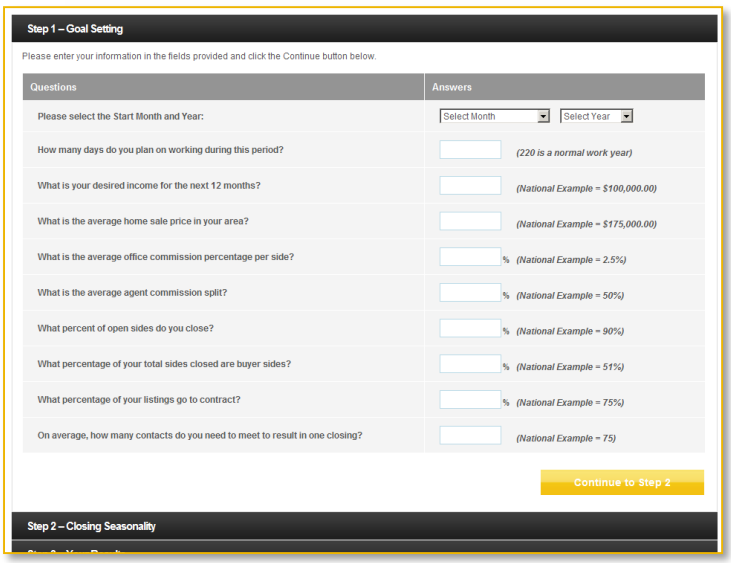




Step One – Goal Setting

Simply fill out the requested fields. National averages are provided for your reference.

Once you are finished click on Continue to Step 2.



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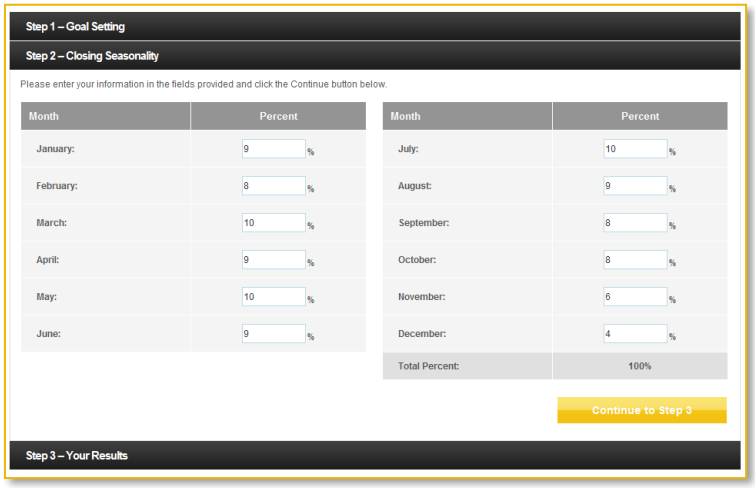
Step Two – Closing Seasonality

Using percentages, fill in each month in accordance with your closing experience. Ask your broker for the office seasonality or check with your local board for the areas seasonality.

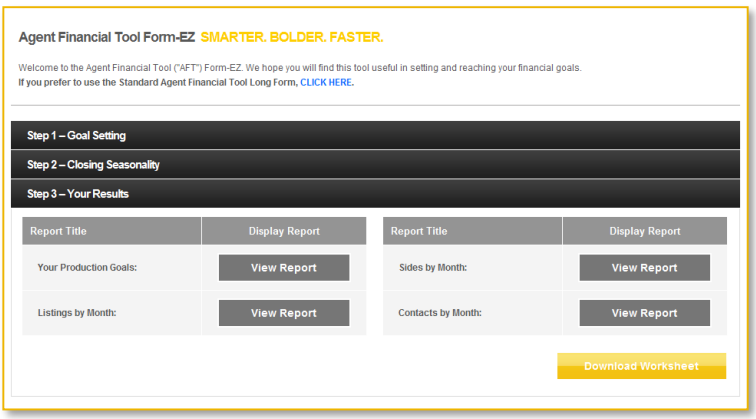
Once you are finished click Continue to Step 3.



Step Three – View Your Results

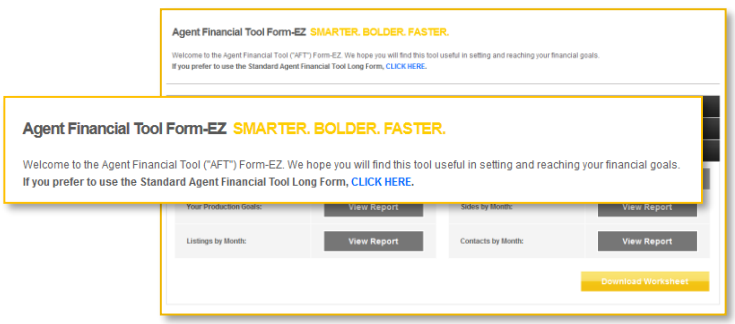
Based on the information you entered in the first two steps, you will now know:

- **Your Production Goals**
- **How many listings a month you need to hit your goals**
- **How many sides per month, based on the seasonality of your market, you need to close**
- **How many contacts you need each month to reach your financial goal**



Agent Financial Tool Long Form

If you wish to develop your **plan** in **greater detail**, you can utilize the AFT Long Form by clicking on the **AFT Long Form Link.**



Where to find the Agent Financial Tools EZ-Form

21Online.com®>Tool Library >Agent Financial Tools

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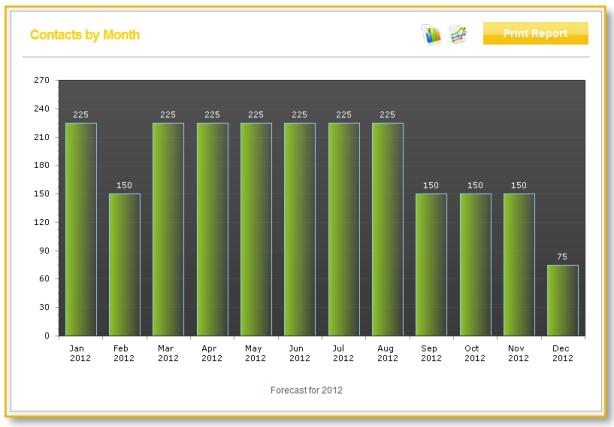
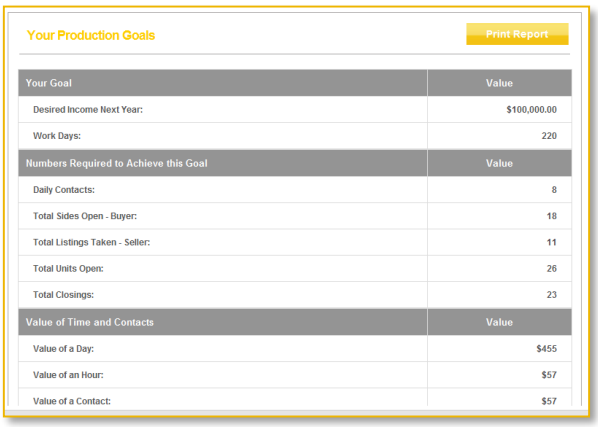
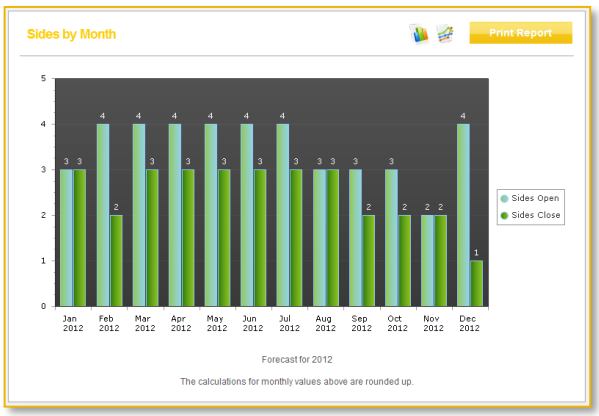
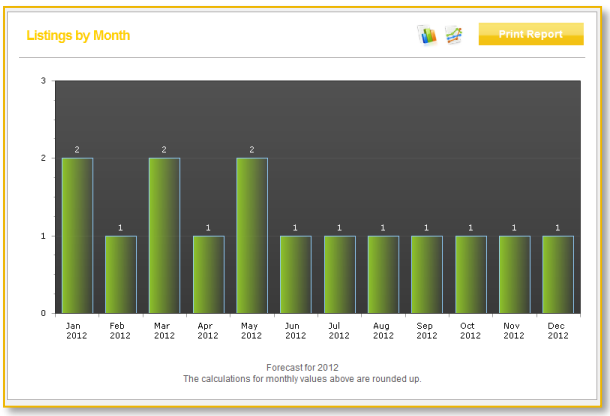
The Results (SAMPLE RESULTS ONLY)



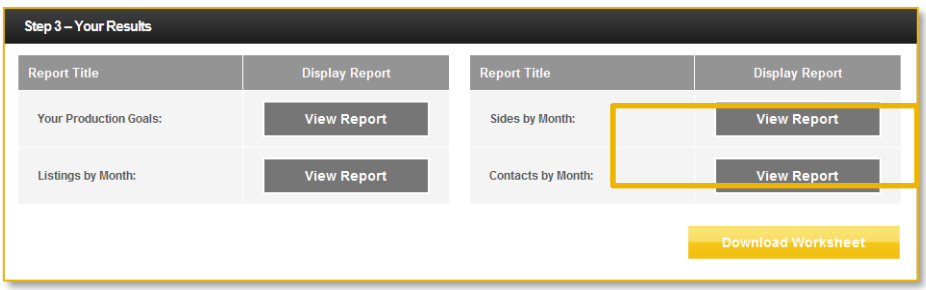






Each report can be individually printed.

To have all the individual reports rolled up into one PDF report click on Download Worksheet on the **Results page**.



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CENTURY 21 BUYER AND SELLER SERVICE PLEDGES

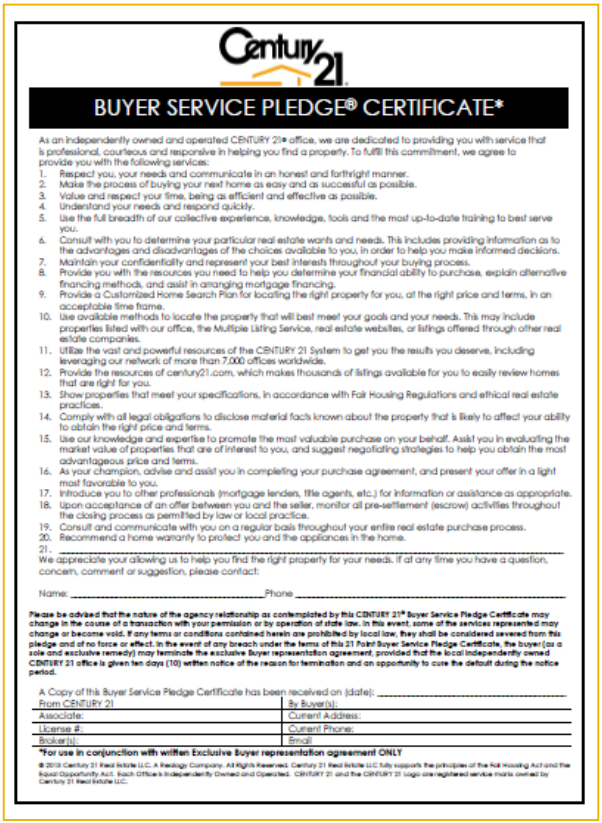
Commitment to Your Clients Needs

The **Service Pledges** shows your buyers that you are committed to them and their needs

BUYER SERVICE PLEDGE®

Where to find the BUYER SERVICE PLEDGE

21Online.com®>About CENTURY 21>Brochure Library>BUYER SERVICE PLEDGE



Century 21

BUYER SERVICE PLEDGE® CERTIFICATE*

As an independently owned and operated CENTURY 21® office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you find a property. To fulfill this commitment, we agree to provide you with the following services:

1. Respect you, your needs and communicate in an honest and forthright manner.
2. Make the process of buying your next home as easy and as successful as possible.
3. Value and respect your time, being as efficient and effective as possible.
4. Understand your needs and respond quickly.
5. Use the full breadth of our collective experience, knowledge, tools and the most up-to-date training to best serve you.
6. Consult with you to determine your particular real estate wants and needs. This includes providing information as to the advantages and disadvantages of the choices available to you, in order to help you make informed decisions.
7. Maintain your confidentiality and represent your best interests throughout your buying process.
8. Provide you with the resources you need to help you determine your financial ability to purchase, explain alternative financing methods, and assist in arranging mortgage financing.
9. Provide a Customized Home Search Plan for locating the right property for you, at the right price and terms, in an acceptable time frame.
10. Use available methods to locate the property that will best meet your goals and your needs. This may include properties listed with our office, the Multiple Listing Service, real estate websites, or listings offered through other real estate companies.
11. Utilize the vast and powerful resources of the CENTURY 21 System to get you the results you deserve, including leveraging our network of more than 7,000 offices worldwide.
12. Provide the resources of century21.com, which makes thousands of listings available for you to easily review homes that are right for you.
13. Show properties that meet your specifications, in accordance with Fair Housing Regulations and ethical real estate practices.
14. Comply with all legal obligations to disclose material facts known about the property that is likely to affect your ability to obtain the right price and terms.
15. Use our knowledge and expertise to promote the most valuable purchase on your behalf. Assist you in evaluating the market value of properties that are of interest to you, and suggest negotiating strategies to help you obtain the most advantageous price and terms.
16. As your champion, advise and assist you in completing your purchase agreement, and present your offer in a light most favorable to you.
17. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
18. Upon acceptance of an offer between you and the seller, monitor all pre-settlement (escrow) activities throughout the closing process as permitted by law or local practice.
19. Consult and communicate with you on a regular basis throughout your entire real estate purchase process.
20. Recommend a home warranty to protect you and the appliances in the home.
21. _____

We appreciate your allowing us to help you find the right property for your needs. If at any time you have a question, concern, comment or suggestion, please contact:

Name: _____ Phone _____

Please be advised that the nature of the agency relationship as contemplated by this CENTURY 21® Buyer Service Pledge Certificate may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any breach under the terms of this 21 Point Buyer Service Pledge Certificate, the buyer (as a sole and exclusive remedy) may terminate the exclusive Buyer representation agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

A Copy of this Buyer Service Pledge Certificate has been received on (date): _____

From CENTURY 21	By Buyer(s):
Associate:	Current Address:
License #:	Current Phone:
Broker(s):	Email

***For use in conjunction with written Exclusive Buyer representation agreement ONLY**

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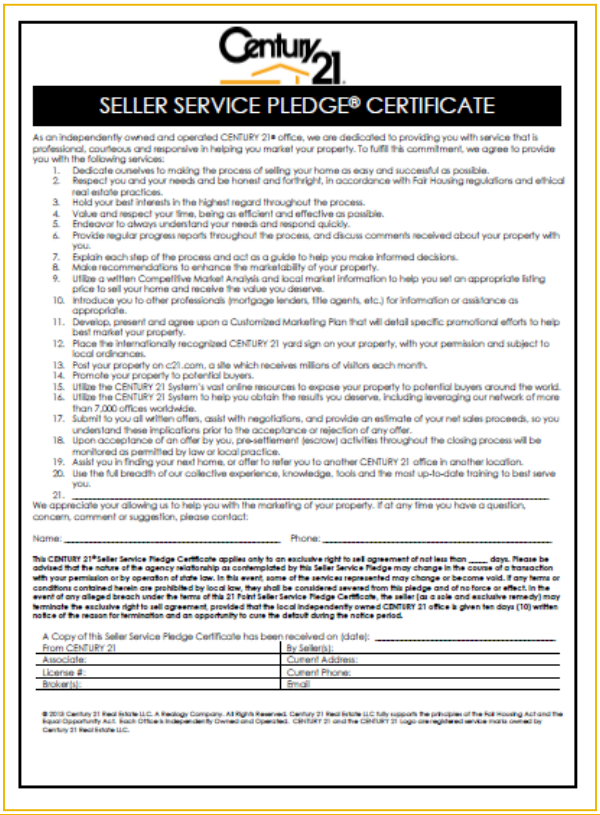
SELLER SERVICE PLEDGE®

Where to find the SELLER SERVICE PLEDGE

21Online.com>About CENTURY 21>Brochure Library>SELLER SERVICE PLEDGE



Century 21

SELLER SERVICE PLEDGE® CERTIFICATE

As an independently owned and operated CENTURY 21® office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible.
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices.
3. Hold your best interests in the highest regard throughout the process.
4. Value and respect your time, being as efficient and effective as possible.
5. Endeavor to always understand your needs and respond quickly.
6. Provide regular progress reports throughout the process, and discuss comments received about your property with you.
7. Explain each step of the process and act as a guide to help you make informed decisions.
8. Make recommendations to enhance the marketability of your property.
9. Utilize a written Competitive Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value you deserve.
10. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
11. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
12. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances.
13. Post your property on c21.com, a site which receives millions of visitors each month.
14. Promote your property to potential buyers.
15. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world.
16. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 7,000 offices worldwide.
17. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand these implications prior to the acceptance or rejection of any offer.
18. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
19. Assist you in finding your next home, or offer to refer you to another CENTURY 21 office in another location.
20. Use the full breadth of our collective experience, knowledge, tools and the most up-to-date training to best serve you.
21. _____

We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Name: _____ Phone: _____

This CENTURY 21®Seller Service Pledge Certificate applies only to an exclusive right to sell agreement of not less than ____ days. Please be advised that the nature of the agency relationship as contemplated by this Seller Service Pledge may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point Seller Service Pledge Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

A Copy of this Seller Service Pledge Certificate has been received on (date): _____

From CENTURY 21	By Seller(s):
Associate:	Current Address:
License #:	Current Phone:
Broker(s):	Email

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CENTURY 21 QUALITY SERVICE SURVEY

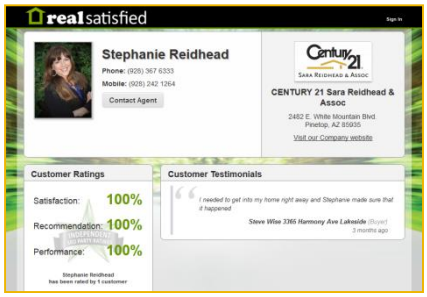
RealSatisfied/Quality Service

A satisfied client is a great way to ensure a strong book of future business. A satisfied client willing to go on record about his or her experience is a fabulous tool for consolidating your position and gaining referral business! A dissatisfied client , willing to express the reasons for his or her dissatisfaction is an equally powerful tool, and can be used to make targeted improvements that can ultimately increase your business.

The **CENTURY 21® Quality Service Survey (QSS)**allows you to do just that! Century 21 Real Estate LLC has teamed with RealSatisfied™ to provide an enhanced customer feedback program. This partnership provides:

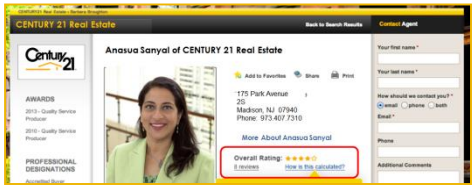
- A **comprehensive satisfaction survey,** reflective of the transaction process from start to finish
- **Customer testimonial syndication** and publishing capabilities to century21.com, realtor.com, Facebook, Twitter and your personal websites
- The ability to **benchmark results to the industry**, highlighting service successes and to help uncover areas for improvement
- Complaint escalation process for quicker responses to critical consumer feedback

Profile Page

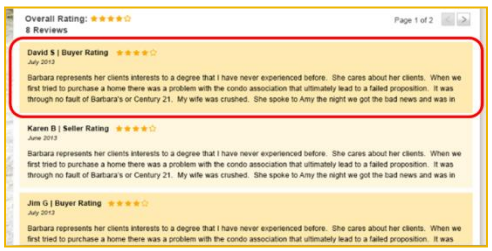


Agent Dashboard

Comprehensive Satisfaction Survey



Testimonial Syndication



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Customer Satisfaction and Loyalty

How a survey is sent

Transactions that are **closed in CREST EDG**SM and have a **valid client email address** will **auto-generate a survey** to the client. If an email address is missing from the transaction data in CREST EDG, the **sales associate will be sent** an **email** from RealSatisfied **requesting the missing information.**

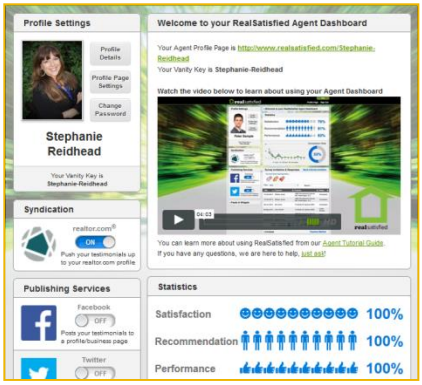
How to Access the RealSatisfied Dashboard

When logged into **21Online.com**, click on the **RealSatisfied/QSS** Link located in the Tool Library

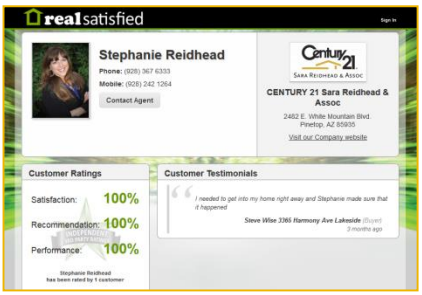
This will open the Dashboard. Here you can edit Profile Details, Profile Page Settings, enable Syndication and send Survey Invitations.

To learn about using the Agent Dashboard click on Welcome to your **RealSatisfied Agent Dashboard**. This will open up the video tutorial link.

To view your RealSatisfied Agent Profile page click on the Profile Page tab located in top right hand corner.

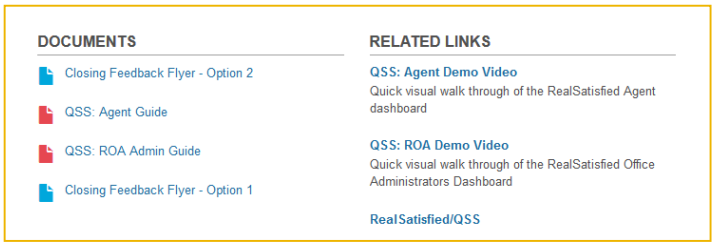


Agent Dashboard



Profile Page

Additional information, Closing Feedback Flyers and an **Agent Guide**, can be found on **21Online.com** under My Business > Managing Your Business >RealSatisfied/QSS



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NATIONAL AWARDS AND RECOGNITION

CENTURY 21 Award Programs

Good work deserves great rewards. The **CENTURY 21® System Awards and Recognition Program** gives companies, offices, teams, and individual producers the same outstanding opportunity to be recognized and honored for their achievements. The first step toward earning one of these distinguished performance-based awards is to learn about their related criteria and unique privileges.

To learn more about each award and the specific criteria logon to **21Online.com,** click on the **Working with Clients** tab then on **Promoting Yourself** and on **Awards.**

Under **Related Documents** at the bottom of the page download the **2015 Awards and Recognition Criteria Brochure**.

A sampling of the awards:

- Masters
- CENTURION®
- CENTURION Honor Society
- Quality Service
- Quality Service Pinnacle
- President's Award
- Dick Loughlin International Hall of Fame
- Top U.S. Individual & Team
- #1 Individual Producer – World
- Preferred Agent Club

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2017 Production Awards Levels

Producers:

Masters:

Masters Ruby..... $137,000 AGC or 35 Award Units

Masters Emerald..... $178,000 AGC or 46 Award Units

Masters Diamond..... $221,000 AGC or 58 Award Units

CENTURION

CENTURION®..... $263,000 AGC or 70 Award Units

DOUBLE CENTURION®..... $526,000 AGC or 140 Award Units

GRAND CENTURION®..... $789,000 AGC or 210 Award Units

Teams:

Masters Team..... $273,000 AGC or 70 Award Units

CENTURION Team..... $370,000 AGC or 106Award Units

DOUBLE CENTURION Team..... $740,000 AGC or 212 Award Units

GRAND CENTURION Team..... $1,110,000 AGC or 318 Award Units

Offices:

Gold Medallion..... $1,598,000 AGC or 321 Award Units

CENTURION Office.....$2,399,000 AGC or 472 Award Units

DOUBLE CENTURION Office..... $4,798,000 AGC or 944 Award Units

GRAND CENTURION Office..... $7,197,000 AGC or 1416 Award Units

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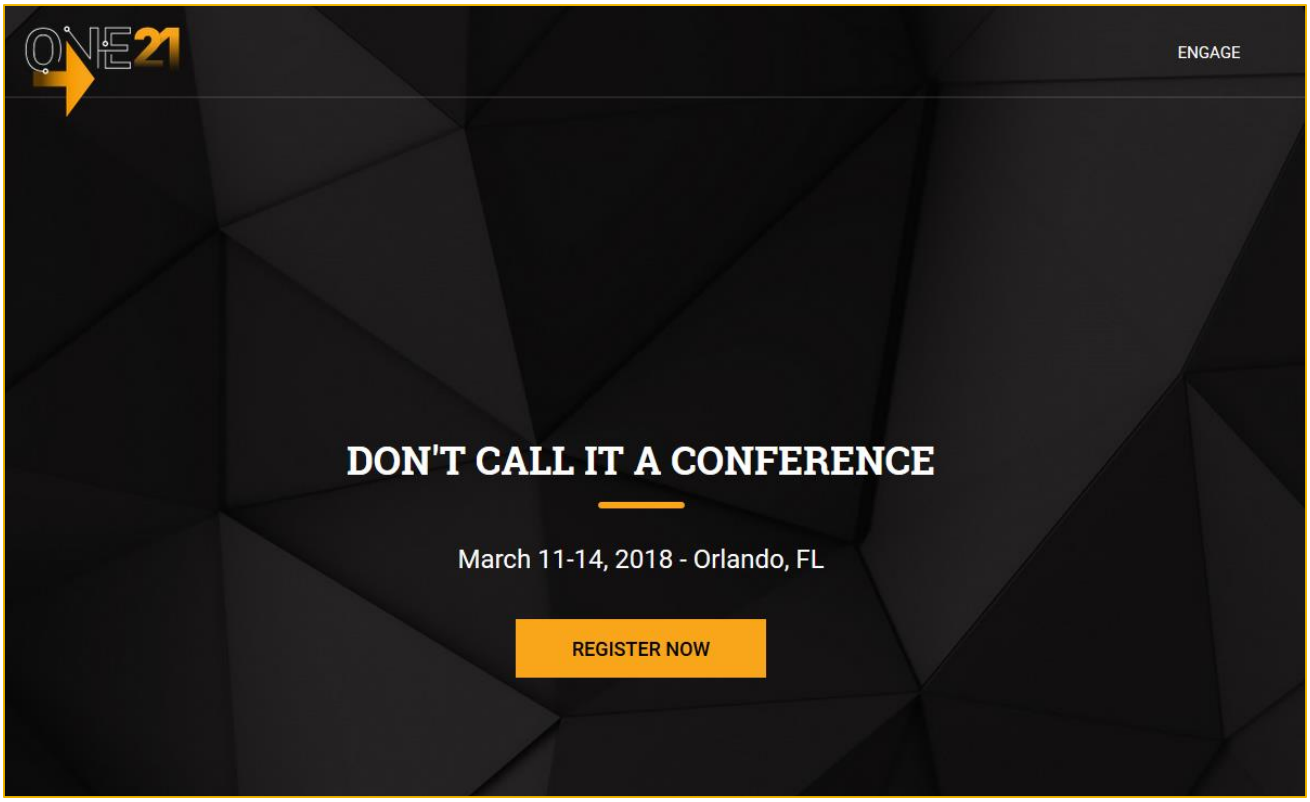

century21events.com

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SUGGESTED ACTIVITES

ACTIVITY ONE	DOWNLOAD THE CENTURY 21 BUYER AND SELLER SERVICE PELDGES FROM 21ONLINE.COM
ACTIVITY TWO	COMPLETE THE AGENT FINANCIALS TOOL ON 21ONLINE.COM
ACTIVITY THREE	UPDATE PROFILE INFORMATION IN THE REALSATISFIED TOOL

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CENTURY 21 SALES ASSOCIATES
TOOL & SYSTEMS REFERENCE GUIDE

21ONLINE.COM

CENTURY 21® Latest Greatest!

Tool	Function	Where to find
CENTURY 21 AdMarker℠	Create more professional-looking advertising, in a more efficient manner, generating significant savings in time and money while leveraging all that the CENTURY 21® brand can provide.	21Online.com > Tool Library > AdMarker. AdMarker is part of the Brand Studio which can also found on the home page of 21Online.com
Agent Financial Tool ("AFT")	Agent Financial Tool ("AFT") Form-EZ is a tool that can be useful in setting and reaching your financial goals by breaking it down into monthly tasks.	21Online.com > Tool Library> Agent Financial Tool, or My Business > Agent Financial and Planning Tools> Related Links
CENTURY 21 Brand Center℠	The Brand Center offers guidelines and assets to assure consistency across the CENTURY 21 brand and our brand extensions. It is a great resource, enabling the CENTURY 21 System to easily utilize all of the visual and verbal tools that are integral to the CENTURY 21 brand.	21Online.com > Tool Library > Brand Center. Brand Center is part of the Brand Studio which can also found on the home page of 21Online.com
Brochure Library	Check out the available brochures, flyers and sell sheets provided. You may use these materials for client meetings, attach to potential client emails or train yourselves or your teams on relevant topics.	21Online.com > Tool Library > Brochure Library
Business Benefits	The Century 21 Business Benefits℠ program provides cost-effective solutions to help manage your real estate business needs. The program is a compilation of various products and services by nationally recognized companies offering cost savings for Brokers, Agents, and Clients.	21Online.com> Tool Library> Business Benefits
CENTURY 21 Business Builder®	Provides a CRM platform to design, create, and manage marketing campaigns to engage contacts and cultivate relationships.	21 Online.com > Business Builder Box or 21 Online.com > Tools Library > Business Builder (Help in BB Tool Bar > Getting Started)
My C21® Site	Provides your professional CENTURY 21 branded website that you can customize and add pages, videos, market snapshots & More!	21Online.com > Tool Library > My C21 Site. Follow Prompts, make sure you save every page and publish at the end!
CENTURY 21 Unique Property Sites	All the listings in the CENTURY 21 System that have at least 6 Good Photos have their WEBSITE!	Getting Started: https://vimeo.com/121294329
CENTURY 21 University®	Provides CENTURY 21 learning courses, videos, designation classes and self-improvement programs.	http://c21university.com/home
CENTURY 21 University Live Course Schedule	This Live Link is self-contained and shows all of the live classes every quarter so you can plan your learning schedule.	http://c21university.com/classes
CENTURY 21 University How to Videos	Provides videos from conferences, quick how to's on almost every 21Online.com tool, Sales Skill How to's like How to find and call FSBOs. Prospecting, Technologies, and Goals	21Online.com > Tool Library > How to Videos
CENTURY 21 Campaign Center℠	The CENTURY 21 Campaign Center provides an overview of the current national advertising campaign and other marketing programs.	21Online.com > Tool Library > CENTURY 21 Campaign Center, CENTURY 21 Campaign Center is part of the Brand Studio which can also found on the home page of 21Online.com
EZZAP	Your single central resource for everything Zap® related, How to Guides, Recordings, and Pre and Post Zap Launch.	21Online.com > Tool Library > EZZAP
FSBO & EXPIRED SCRIPTS	Scripts to help guide you with working with for sale by owners and expired listings.	21Online.com > Working with Clients tab > Working with Sellers > Prospecting > FSBO Listings > scroll down > FSBO scripts
THE GOLDEN RULER®	A measurement tool that provides reports on a number of consumer views + leads for online property listings.	21Online.com > Tool Library > Golden Ruler > Reporting > Traffic Reports

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PR Studio	Grassroots PR is an easy-to-use program that helps you promote your business through the distribution of prepared press releases to your local newspapers, magazines, radio, and TV stations.	21Online.com > Tool Library > PR Studio
CENTURY 21 Preferred Client Club℠ (PCC)	PCC is an exclusive turn-key solution for keeping in touch with your past clients and prospects. Clients you enroll in PCC will receive communications from you throughout their membership term (you choose – 2, 5 or 7 years).	21Online.com > Tool Library > "P" Preferred Client Club
CENTURY 21® RealSatisfied QSS	Provides an automated customer satisfaction survey for CENTURY 21 affiliated sales associates to use to collect valuable performance data across all aspects of their real estate transaction processes.	21 Online.com > Tool Library > RealSatisfied/QSS
ToolKit CMA™	Contains templates to create and customize CENTURY 21 branded listing and buyer presentations that can automatically merge CMA and MLS content	21Online.com > Homepage > C21 Toolkit CMA
The Milward Brown Report	Contains details on the annual tracking study conducted by Milward Brown, a leading market research firm, that shows the CENTURY 21 brand as the Most Recognized name in real estate	21Online.com > About CENTURY 21 > Brand Matters > Most Recognized Brand link
Listing Management Module LMM	LMM is where an agent can make changes to their listings as well as post open houses and update photos	21Online > Home Page > My Listings > CREST EDG Listing Management
Listing Video Links	The CENTURY 21 System creates branded and un-branded videos for every listing with 6 or more photos we use your first 18 photos loaded into the CREST EDG system along with the creation of a YouTube video.	21Online > Home Page > My Listings > View All Listings

For Technical Support, please contact the Help Desk at 877.221.2765 Option #1 or via email at: C21support@century21.com so your issue can be formally logged for prompt troubleshooting and resolution. Help Desk representatives are available 24 hours a day Monday - Friday, and 7 a.m. - midnight (ET) on weekends.

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