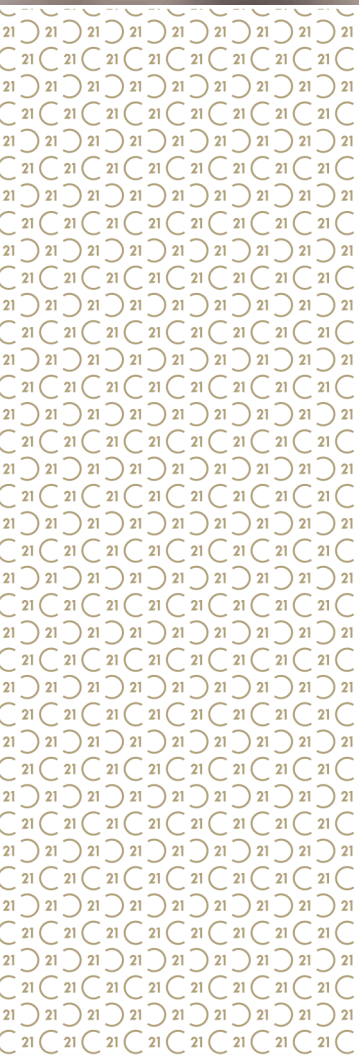


CENTURY 21®



ALL CENTERED AROUND YOU.





MERI RAMA'S

PHILOSOPHY



No one has ever accused Meri Rama of having it easy. Born in communist Albania during an era of great political unrest, she learned early on she would have to work harder and push further if she wanted to make a better life. Straight 'A' student, class president, star gymnast - Meri was not your average young girl. She was on a mission.

At the tender age of 23, this not-so-average young woman took a journey that would take her one giant step closer to her dream. Leaving behind her family, her friends, and the only life she'd ever known, Meri came to California to build the life she'd always envisioned. She embraced the culture and immersed herself in her studies at San Diego State University, flexing the work ethic and determination that had gotten her there in the first place. Fast forward to present day and Meri is living the life she has always dreamed of. As the respected owner of CENTURY 21 Cornerstone, Meri leads a team of Realtors that are truly among the industries finest.

CENTURY 21 Cornerstone is renowned in the community with a reputation built on the principles that have powered Meri's own success.

In today's competitive market, you need a passionate, local advisor that can help you navigate the home buying and selling process. As a valued client, you'll receive:

- Trusted resource for answers about the process
- Local market knowledge
- Access to industry-leading real estate tools
- Dedicated attention to understanding your needs and ensuring your satisfaction
- Strong negotiation skills
- Support through closing and beyond

We strive to provide exceptional service every step of the way and an unrelenting commitment to understanding your needs and ensuring your satisfaction, so we can provide you with a real estate experience that exceeds your expectations. We have a wealth of knowledge on local communities, current market conditions, and the home buying and selling process.

WHAT WE OFFER YOU

- **One-on-one mentoring, business planning, coaching, and accountability** geared to all agents at any skill level, guaranteed to get you up and running fast!
- **A management team that is totally committed to you and your success**, providing in-house training and support on a daily basis
- **CENTURY 21 Cornerstone & C21 University**, provides proven online skills and knowledge training integrated with office-supported partnerships.
- **Marketing start-up package**, which provides 1,000 business cards, a name badge, an e-drip marketing system, 400 free black/white pages per month, your own personal website, personal mobile app, CRM system, and access to Mike Ferry training material.
- **Full-service graphic design department**, to help edit property photos, flyers, custom signs, business cards, marketing materials, website building, mobile marketing, and so much more for FREE
- **No Desk Fees!**
- **Make money** when you help us grow!
- **Lead generation systems**, tools, and resources!

WE GO THE EXTRAMILE

- **We assist in creating consistent systems in your workflow -**
Procedures for daily business activities
- **Provide Coaching to improve sales skills**
- Provide **ahead of the game** business planning and training
- Offer **Financial Planning Guidance**
- **Take the admin part of your work to give you more time for the things that matter in YOUR life -** New Listing Data Entry, Market Listing, Communicate with TC and vendors for you
- **Help manage your leads in database -** Input in CRM, Schedule e-drip marketing campaigns, send out for client testimonials
- **Create custom prospecting material -** Flyers, Brochures, Postcards, Door Hangers, etc.
- **Create social media content-** Facebook, Instagram, LinkedIn,
- **Provide company leads for you to work on**

WE GO THE EXTRA

21 MILES

TOP TIER PACKAGE

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 - Communicate with TC and vendors for you
- Help manage your leads in database
 - Input in CRM, Schedule e-drip marketing campaigns, send out for client testimonials
- Create custom prospecting material
 - Flyers, Brochures, Postcards, Door Hangers, etc.
- Manage social media sites
 - Facebook, Instagram, Twitter, LinkedIn, Youtube
- Provide company leads for you to work on



WHAT DO YOU NEED TO ADVANCE YOUR CAREER TO THE NEXT LEVEL?

MORE MONEY?

Keep more money in your pocket with our commission structures – without increasing workload.



BETTER TOOLS?

Our FREE, elegant technology solutions allow to run your business as you see fit.



SUPPORT?

Surround yourself with experienced brokers and agents – learn from the best!

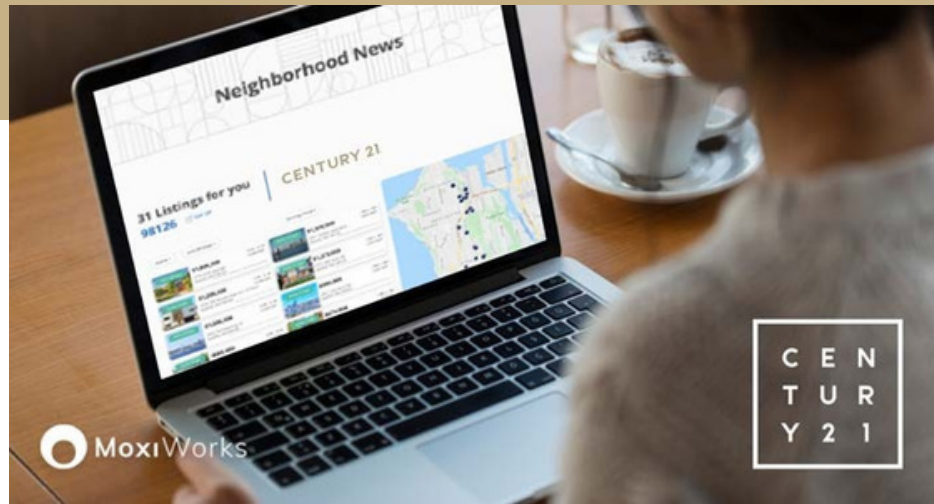


BRAND AWARENESS?

Let our brand legacy and global network back you. Identify yourself as an expert.



The MoxiWorks® product suite is available to all of C21® affiliated brokerages and is among the most popular and powerful agent and consumer experience platforms in the real estate industry, bringing everything together to help you do your job efficiently.



MoxiPresent®, by MoxiWorks, gives you the power to take your audience on a journey: from selling guidance and pricing consultations, creating virtual open houses, recruiting new talent, and sharing neighborhood insights — there’s endless creative opportunity! Deliver amazing presentations to prospects and clients all while barely lifting a finger.

MoxiEngage®, by MoxiWorks, is a powerful CRM and business planner designed specifically for real estate professionals. Brokerages with MoxiEngage provide incomparable value to their regions, offices, teams, and agents with the leading sphere-selling focused CRM built on the best practices of the greatest agents.

MoxiImpress, by MoxiWorks, gives you the ability to automatically create and distribute print, digital, and social media advertising materials in a matter of minutes.

MoxiWebsites, by MoxiWorks, is a web content management system that gives control to agents (or teams) to create awe-inspiring websites without knowing a line of code.

-  **MoxiPresent**
-  **MoxiEngage**
-  **MoxiImpress**
-  **MoxiWebsites**

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YOUR ONLINE PLATFORM FOR ACCELERATING YOUR BUSINESS GOALS.

The 21Online.com homepage is your personal dashboard.

Transitioning from a utility site to a productivity platform, the 21Online.com offers a truly personalized experience based on preferences and behaviors. Powered by Adobe™ Experience Manager (AEM), the site’s mobile-first responsive design also allows you to start tasks and pick up where you left of on another device.

21ONLINE.COM IS YOUR GATEWAY TO THE MANY RESOURCES AND SYSTEMS THAT CAN SET YOU APART FROM THE COMPETITION. THROUGH THIS SECURE PORTAL YOU CAN VIEW YOUR LISTINGS, MANAGE LEADS, ACCESS OUR CRM SYSTEM, READ THE LATEST INDUSTRY NEWS, LAUNCH POWERFUL MARKETING TOOLS AND SO MUCH MORE. THE SITE AND MANY OF ITS APPLICATIONS ARE MOBILE RESPONSIVE, SO YOU CAN TAKE THEM WITH YOU ON YOUR TABLET OR SMART PHONE. EXPLORE THE FOLLOWING PAGES AND SEE HOW 21ONLINE.COM CAN HELP YOU MANAGE AND GROW YOUR BUSINESS.



CENTURY 21 Preferred Client ClubSM (PCC)



Stay in touch with prospects and past clients effortlessly. Experience the benefits of the CENTURY 21 Preferred Client Club to follow up with past clients and build their loyalty. It is our premier program that supports you in your customer relationship marketing efforts. This program automatically sends high quality communications 7 times per year over a 2-year, 5-year or 7-year period on your behalf. Enroll clients in this exclusive program at a low cost to stay in touch with them over the long term without sacrificing your time. All mailings are personalized with your contact information and photo. You can add or renew clients easily through 21Online.com.



Xpressdocs® Direct Marketing

Present your office and properties with style. This powerful suite of tools puts a wide range of promotional products at your fingertips, from business cards to promotional materials with CENTURY 21 Company Name (DBA) logos. Use the Xpressdocs selection of CENTURY 21® marketing materials to create customized collateral that make your properties stand out.

CENTURY 21 Brand StudioSM

Create professional-looking marketing efficiently. CENTURY 21 Brand StudioSM, equipped with Create, Asset Library, and My Logos, enables you to produce compelling marketing pieces across different media formats, such as print, online, social media, outdoor and video. The Create section offers templates for property and agent promotion, recruiting, yard and building signs, and general reach out that can be customized for agents, offices and teams. The Asset Library offers you a wide selection of design elements, ranging from logos and photos (with unlimited domestic U.S. use)* to yard signs and PowerPoint templates. With My Logos, you can access and download the full library of CENTURY 21 Company Name (DBA) logos. All available creative materials are brand-approved, so you leverage everything the CENTURY 21 brand has to offer. With this one-stop platform, you could be done in a matter of minutes, saving both time and money.



*International users can inquire on photo use by sending an inquiry to compliance@century21.com.

CENTURY 21 University® Mobile App



Highly successful agents know that tracking their activities is critical to building their business. That's why C21 University® has an app for that. You can track your goals, activities and sign up for classes, all at your fingertips. Search CENTURY 21 University in the Apple App Store or Google Play to download.



CENTURY 21 Tracker™ Empower your client to be hands-on during the real estate buying and selling process. The new CENTURY 21 Tracker app delivers the communication and trust your clients need during the real estate buying and selling experience. Your client can check the status of their real estate transaction or connect with you at a moment's notice, helping you deliver an extraordinary experience for your client. Found on 21Online.com.

CENTURY 21 University

Whether you're a real estate veteran or new to the industry, **CENTURY 21 University® provides various courses and learning opportunities and tools that will level up your business.** You can learn when, where, and how you want to learn, with classes that allow you to earn NAR/REBAC designations, certifications and more.

At C21 University, we believe that you work hard and deserve a strong and successful business. So whether you have two years of experience or twenty, C21 University provides multiple levels of education and certifications to help take your business to new heights.



CENTURY 21 Unique Property Sites

Increase online listing exposure and generate more leads. CENTURY 21® Unique Property Sites are professionally designed individual property websites automatically created for each residential listing on century21.com and for each commercial listing on century21commercial.com. These sites are dedicated to selling that particular property and with unique domain names like 123MainSt.C21.com; it can make it easier for consumers to find them and connect with the listing sales associate.



THE GOLDEN RULER®

Maximize and measure online visibility. THE GOLDEN RULER® is a proprietary program that helps eliminate the # 1 complaint of sellers –lack of communication. This exclusive tool automatically generates comprehensive reports for your sellers, which shows them how many views and leads their listing is receiving.



My C21® Site

Expand your online exposure to clients and improve your business. 95% of home buyers use the Internet to search for a new home.* As real estate professionals, it is critical to be visible online. My C21® Site provides the power to create high quality websites in English as well as Spanish, leveraging century21.com tools and resources. It is available for affiliated agents, teams and offices for both residential and commercial markets.

*2021 NAR Home Buyer report, page 59

RealSatisfied & CENTURY 21® Quality Service Survey (QSS)

Capitalize on positive feedback, in either English or Spanish! Brokers and affiliated sales associates will automatically have a RealSatisfied QSS sent to their clients email for every eligible transaction in the dash electronic reporting system. Feedback received from customers, either in English or Spanish, can then be used to measure performance on key service delivery attributes as well as to better align themselves with customer needs and expectations. The testimonials received on completed surveys can be syndicated and published to century21.com, realtor.com®, Facebook®, Twitter®, and more. Top performing offices and sales associates are recognized based on their survey results with CENTURY 21® Quality Service Awards. Criteria and program outlines and resources are located in the RealSatisfied/Quality Service area of 21Online.com.

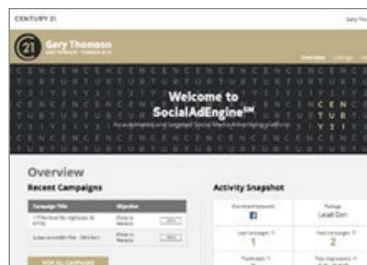


*You can also add your RealSatisfied testimonials and ratings to select marketing templates in CENTURY 21 Brand Studio under the "Create" section.

CENTURY 21 Awards



Showcase your accomplishments and build customer confidence. Offices, teams, and individuals can earn recognition based on performance, including CENTURY 21 National Awards, CENTURY 21 Masters Awards, and CENTURION® Awards. Criteria, forms, and other award-related materials are located in the Awards area of 21Online.com. Award winners can add distinguishing award logos to their marketing materials to showcase their professional credibility.



SocialAdEngine SM

Promote your listings easily on social media to get measurable business results. SocialAdEngine is a robust platform you can use to create Facebook® and Instagram® campaigns that increase awareness of your listings, drive traffic to your websites and generate new business leads. Every campaign is based on your business goals, optimized using Facebook algorithms and ready to publish within minutes. SocialAdEngine is now offering a new 3 day, \$40 campaign option, and a Lead Generation campaign objective available with the \$69, 5 day campaign options.

CENTURY 21

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CENTURY21.COM



YOUR PERSONAL CONCIERGE FOR LIFE

We appreciate your business, therefore we have partnered with MoveEasy to offer you Home Concierge, your personalized concierge services for your move & home management absolutely free of charge!

You get a **dedicated concierge for life** in addition to a free personal dashboard (and an automated concierge if you have an Amazon Echo device) at no cost. Everything you need to help you with your moving & home management tasks. From Updating your Address, Finding Movers, Installing Cable and Internet Services to Finding the Best Home Pros & Lots More!



WATCH OUT FOR AN INVITATION EMAIL FROM ME



The initial e-mail may be marked as promotions or spam. Be sure to check any promotions or spam folders to ensure you receive your invitation!



OUR DIGITAL & SOCIAL MEDIA MARKETING PLAN

Your listing will be showcased on our 900+ partner sites, including:



CENTURY 21.
century21.com

CENTURY 21.
Global

**CENTURY 21
COMMERCIAL.**

**CENTURY 21
FINE HOMES
& ESTATES.**

