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# 21 Reasons Why The Century 21 System Can Work For You!



## 1 Over 1900 Transactions Daily

The CENTURY 21 system in Canada is part of a powerful international sales force. Over 1900 properties a day are bought and sold through CENTURY 21 offices.\* Transactions that result from the efforts of CENTURY 21 NEIGHBOURHOOD PROFESSIONALS.

\*This statement is based upon the daily average number of transactions in 1986.

## 2 Advertising over \$35 million

Over \$35 Million in quality international advertising every year keeps North America aware of the CENTURY 21 name. It's making us a "HOUSEHOLD" name in Canada!

## 3 Every neighbourhood everywhere

The CENTURY 21 Canadian organization has over 350 offices with over 6300 real estate professionals. That's part of an international network of over 100,000 sales representatives in over 6500 CENTURY 21 offices. The CENTURY 21 system makes it almost as easy to buy or sell property across the country as across the street.

## 4 The system—more services

The World's Largest Real Estate Organization should be expected to offer more services. And we do. Advertising...marketing...buyers. Our objective is to provide all the services you need, in order to sell or buy quickly and at the right price.

## 5 More buyers

In 1986 the international network of over 6500 CENTURY 21 offices helped over 700,000 people invest in real estate.



## 6 Property evaluation

Knowing how to price property can be critical to the swift and successful completion of a sale. CENTURY 21 brokers and sales representatives know the "ins and outs" of this intricate process. This helps assure not only value...it can expedite the sale!

## 7 Experience trouble-free sales

Many of the people who try to sell their own property end up not selling it. Or they sell it for less than they could have obtained. Still others have problems with the paper work that cause costly headaches later. Because CENTURY 21 people have the experience they get the job done!

## 8 Opening doors...plus!

An open house can be a very effective marketing tool. CENTURY 21 people plan it and staff it. Once in a while, an open house is not the best way to sell a property. In that case, we'll use other proven marketing alternatives. We treat each property individually to get the best kind of exposure and buyers for you.

## 9 Marketing support

In addition to multi-million dollar international television ads and some of the industry's finest marketing tools, you get the support of advertising done by your CENTURY 21 office and other CENTURY 21 offices in the area.

## 10 The negotiation advantage

CENTURY 21 people are experienced in the art of negotiation. They know the ropes. Your CENTURY 21 office will put its knowledge to work for you.



## 11 More financing solutions

CENTURY 21 NEIGHBOURHOOD PROFESSIONALS are knowledgeable about today's complex financing methods. Knowing the programs available and where to find them can enable a buyer to "BUY". This knowledge can increase the market for your property.

## 12 Forget the paperwork

When you're busy selling or buying, the last thing you need to be bothered by is complex and confusing paperwork. Don't worry about it. Your CENTURY 21 office handles the details, keeping you informed and taking care of problems.

## 13 Teamwork — pulling together

Teamwork means team marketing. You have your CENTURY 21 office working for you. Add that to all the CENTURY 21 offices in the area and in the country plus the United States and Japan, and you've got the kind of resources that can get the job done!

## 14 Action warranty — our word

You can get it in writing. An Action Warranty spells out clearly and in detail exactly what your CENTURY 21 office will do for you. We'll guarantee it! It's just one more example of the advantage of putting the CENTURY 21 system to work for you.



## 15 Instant recognition and confidence

When buyers see the CENTURY 21 sign, they know the property is being handled by professionals. Recognition creates confidence and increases calls on your property by motivated buyers.

## 16 VIP referral network

This international network of over 6500 offices and more than 100,000 real estate professionals is ready to sell your property to buyers all over North America and Japan. Only the CENTURY 21 organization can do this for you!

## 17 CENTURY 21 CareerTrak training

There's no other national training program in the industry that can match the CareerTrak program. This is a continuing training program, creating leaders in the real estate industry. CENTURY 21 professionals...better prepared to satisfy your real estate needs.

## 18 No questions left unanswered

No only does your CENTURY 21 office dedicate itself to every detail, it keeps you informed along the way. There's no guesswork. No undue worry. No question left unanswered.

## 19 Marketing support materials

CENTURY 21 marketing tools motivate buyers for your property. These are among the finest marketing tools in the real estate business...up-to-date, on target and designed to get results!

## 20 That extra step...for you

Just doing the basics isn't enough for CENTURY 21 people. And it shouldn't be enough for you. Taking that extra step...making that extra call...checking and double checking on every last detail...that's the CENTURY 21 way!

## 21 The best makes more sense

The first time a person deals with a CENTURY 21 office it's often because it's part of the Largest Real Estate Organization in the World. The second time it's because they get the job done. Successfully. Professionally.

**Each office is independently owned and operated.**

If your property is currently listed with a real estate broker, please disregard this offer.  
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