

WHY IS THE CENTURY 21® SYSTEM THE BEST KNOWN BRAND IN THE BUSINESS? WE'VE GOT THE MOST TRUSTED, MOST DEVOTED, MOST GIT 'ER DONE AGENTS ON THE PLANET.

THE LEADER IN BRAND AWARENESS

In 2012, the CENTURY 21 System was again the real estate brand with the highest brand awareness level when compared to all other real estate brands surveyed, a distinction we have maintained since 1999.

THE MOST RECOGNIZED NAME IN REAL ESTATE

As in previous years, consumers in 2012 continued to identify the CENTURY 21 System, from a list of real estate organizations, as "the most recognized name in real estate."

Thirty-five percent of adults surveyed recognized the CENTURY 21 System as the most well-known brand. The nearest competitor (RE/MAX) trailed by a substantial six percent.

THE MOST RESPECTED BRAND IN THE INDUSTRY

In a new question this year, consumers identified the CENTURY 21® Brand as the "most respected in the industry."

Twenty-two percent of adults surveyed identified the CENTURY 21 System as the "most respected in the industry," with the nearest competitor (RE/MAX) trailing by a significant five percent

AN INDUSTRY LEADER FOR "LIKELIHOOD TO RECOMMEND" PREFERENCE AMONG ACTIVE REAL ESTATE CONSUMERS

The CENTURY 21 System was again one of the top agencies that adults surveyed identified as being the most likely to recommend.

AN INDUSTRY LEADER FOR "FUTURE CONSIDERATION" PREFERENCE AMONG ACTIVE REAL ESTATE CONSUMERS

CENTURY 21 System continues to remain one of the top agencies in Future Consideration in 2012.

Source: 2012 Ad Tracking Study. The survey results are based on 1200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers and who have bought or sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness questions are based on a sample of 1200 respondents at a 90% confidence level with a margin of error of +/-2.4%. The study was conducted between September 12 – November 20, 2011 by Millward Brown, a leading global market research organization.



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Q "Please tell me which of these real estate agencies you have ever seen or heard of?" (Base: 1,204 respondents: Sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years; results significant at a 90% Confidence level)

CENTURY 21:	96%
RE/MAX:	91%
Coldwell Banker:	86%
Prudential:	70%
Keller Williams:	44%
ERA:	42%
Real Living:	24%
Weichert:	20%
Realty Executives:	16%

Q "Which of these agencies, if any, is the most recognized name in real estate?" (Multiple-choice question) (Base: Consumers Aware of Brand. Results significant at a 90% Confidence level)

CENTURY 21:	35%
RE/MAX:	29%
Coldwell Banker:	19%
Prudential:	13%
Realty Executives:	13%
Weichert Realtors:	11%
Keller Williams:	10%
Real Living:	9%
ERA:	7%

Q "Which of these agencies, if any, is the most respected in the industry?" (Multiple-choice question) (Base - Consumers Aware of Brand. Results significant at a 90% Confidence level)

CENTURY 21:	22%
RE/MAX:	17%
Coldwell Banker:	16%
Prudential:	12%
Keller Williams:	11%
Weichert Realtors:	8%
Realty Executives:	8%
Real Living:	7%
ERA:	5%

Q "How likely are you to recommend (brand) to someone else?" (Base: 1,204 respondents: sold or purchased a home in the past two years, or plan to sell or purchase a home in the next two years)

INDUSTRY LEADERS GREATER THAN 25%

CENTURY 21
RE/MAX
BELOW 45%
Coldwell Banker
ERA
Keller Williams
Prudential
Realty Executives
Real Living
Weichert

Q "How likely are you to consider choosing each of these brands the next time you buy or sell a home?" (Base: 1,204 respondents: sold or purchased a home in the past two years, or plan to sell or purchase a home in the next two years)

INDUSTRY LEADERS 45% AND ABOVE

CENTURY 21
RE/MAX
BELOW 45%
Coldwell Banker
ERA
Keller Williams
Prudential
Real Living
Realty Executives
Weichert