

CENTURY 21[®]

Preferred Realty, Inc.

MARKETING PLAN

10

REASONS TO
LIST WITH US



Digital Marketing

REAL ESTATE IN THE DIGITAL AGE

+ PLUS

OUR
MARKETING
DETAILS

CENTURY 21®

Preferred Realty, Inc

A tradition of trust, dedicated to results



This packet is to answer questions you may have about who CENTURY21 Preferred Realty is and how our strategic plan has brought us success.

You may have questions like:

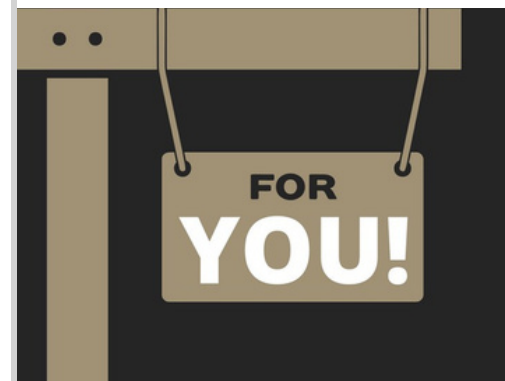
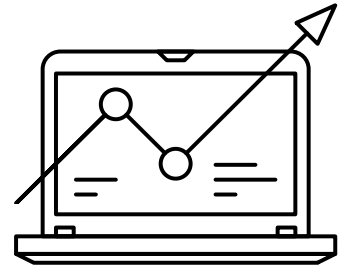
- How are we going to sell your home ?
- What does C21 Preferred Realty do differently from the rest ?
- How will our marketing fit into the selling your home ?

Our experiences have proven to drive success even in the toughest markets. We are relentless in our passion to support our agents and help them take their business to the next level.



A stylized, handwritten signature in black ink.

JEFF MONTEMARANO
President
Century 21 Preferred Realty
973-838-3600
century21pref@gmail.com
www.C21P.com



KEY CONTENT

Locations

Moxi-Works Guide

Sale Of Property

Online Tools

Brand Studio

Transaction Experience

Digital Marketing

Marketing Strategy

Photo/Video

170 Listing Websites

www.C21P.com

SELECT AN OFFICE NEAR YOU

Kinnelon

Smoke Rise North Gate
43 North Road
Kinnelon, NJ 07405
(973) 838-3600

Butler

1333 NJ 23
Butler, NJ 07405
(973) 838-1001

Hoboken

1 Newark St
Hoboken, NJ 07030
(201) 792-7601

Union

1915 Morris Ave
Union, NJ 07083
(908) 688-3311



**We are one of the fastest growing
Century 21 franchise in New Jersey with
many listings throughout the state.**



VISIT OR CALL US TODAY

BUTLER | KINNELON | HOBOKEN | UNION

WWW.C21P.COM

TRANSACTIONAL TO EXPERIENTIAL

Celebrating 50 years as a franchise leader and innovator, the CENTURY 21® brand is proud to be named the **#1 Fastest Growing Franchise** as we strive to transform the real estate industry by elevating every transaction to make it an experience worth celebrating.

**#1
LEADER
IN BRAND
AWARENESS**

22 YEARS RUNNING

CENTURY 21

**MOST
RECOGNIZED
NAME IN
REAL ESTATE**

CENTURY 21

**MOST
RESPECTED
IN THE
INDUSTRY**

CENTURY 21

Want to know what it takes to deliver 121% every day? Tune in to **"The Relentless"** podcast as thought leaders across industries explore what makes a salesperson extraordinary.



slate.com/c21relentless

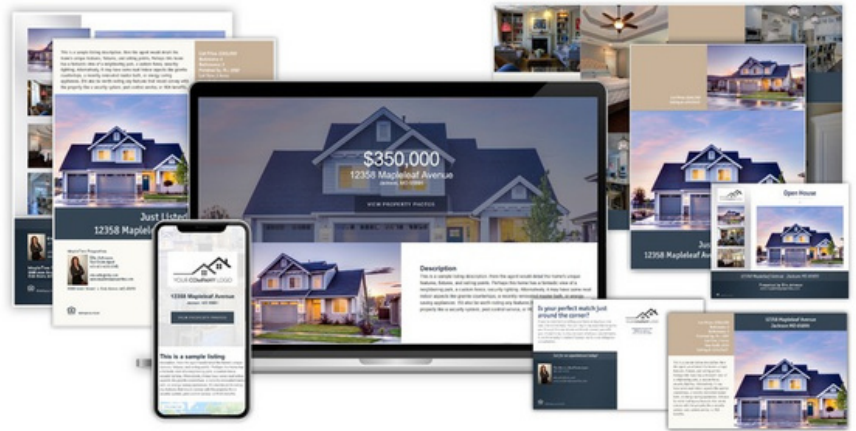
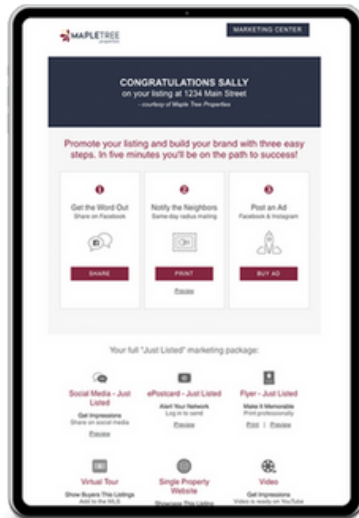
CENTURY21.COM

CENTURY 21

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Study Source: 2020 Ad Tracking Study. The survey results are based on 1,200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (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 question based on a sample of 1,200 respondents. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%. Recognition question based on consumers aware of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%. The study was conducted by Kantar Group Limited (formerly Millward Brown), a leading global market research organization, from November 9-30, 2020.

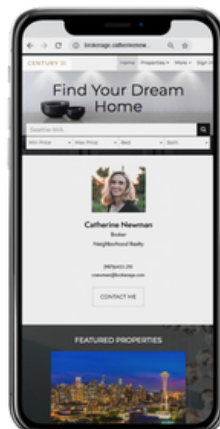


What is Moxi-Works?

Moxi-Works is a cloud-based real estate platform developed for use by real estate brokers. It aids with generating high-quality leads and tracking the sales pipeline until purchase. Users can access the platform on all web-enabled devices including mobile phones, computers, and tablets.

It integrates lead generation and marketing tools and offers landing page creation, listing videos, squeeze pages, and more for modern real estate brokerages. It makes use of Facebook, Google PPC, and other lead channels to help users gather high-quality leads and allows businesses to share content such as blogs and videos on social media to gain a wider reach. Moxi-Works also has a Smart CRM (customer relationship management) that handles lead-generation along with the user's sphere of influence.

Moxi-Works allows users to share real estate listings on the channels of their choice and send the most appropriate listings to prospective clients. It also has a marketing autopilot for intelligent follow-up on leads.





THE SALE OF YOUR PROPERTY

WHAT YOU CAN CONTROL

PRICE

Take your agent's advice on the listing price of your home

CONDITION

How well does your home show. Always make sure your house is showing ready.

ACCESS

How easy are you going to make it for a buyer to see your home. If they can't see it, they can't buy it.

WHAT YOU CAN'T CONTROL

MARKET CONDITIONS

Real Estate market conditions constantly fluctuate. Rely on your Listing agent to give you the best price estimate

NEIGHBOR'S MOTIVATION

Your neighbors' listing affects you.

LOCATION

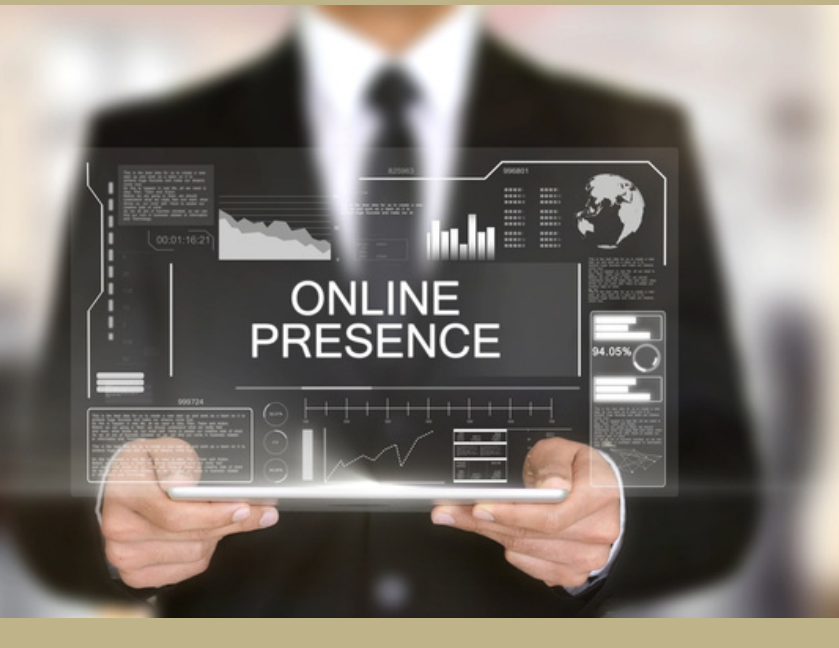
Location can add or subtract from the value of your property.

Don't settle for average,
unless you're in the market for it.

CENTURY 21
Preferred Realty, Inc
RELENTLESS MOVES.

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YOUR ONLINE PLATFORM FOR YOUR PROPERTIES



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.

THE GOLDEN RULER®



Maximize and measure online visibility. THE GOLDEN RULER® provides comprehensive reports on consumer views and leads, derived from the distribution of your dash and 21Online.com enhanced listings to over 200 real estate industry and aggregator websites. With it, you can send your sellers a weekly report that shows how well their listing is doing versus other listings in the market.



My C21® Site

Expand your online exposure to clients and improve your business. 93% 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 is a tool that 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.

*2018 National Association of REALTORS® Profile of Home Buyers and Sellers



CENTURY 21 Brand StudioSM Dashboard

Create Manage Properties Libraries Brand Review Help



ANNOUNCEMENTS

NEW! Social Media Listing Templates
Multiple templates are available to customize and promote your listings on social media. You will find them under Create > Single Property Templates.

NEW! Templates for Teams
Ready to showcase your Team in social media posts, print ads, and more? Now your favorite templates are available for your Team. Select "Team Profile" under your name top right and go over to "Create" to get started. Need more direction, check out the how-to guide in the Training Materials section under Help.

NEW! Social Media Templates
Hot off the press! We launched new General Reach-out social media templates, ready for you to customize with photos and copy. Head over to Create > General Templates to customize yours!



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.

DEFY MEDIOCRITY. DELIVER EXTRAORDINARY EXPERIENCES.

The tools you need to sell

Create professional-looking marketing efficiently.

CENTURY 21 Brand StudioSM, equipped with the Asset Library and My Logos, enables you to create compelling marketing pieces across different media formats, such as print, online, outdoor and video. 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[®]

Build long-term success and profitability. CENTURY 21 University provides system members with access to comprehensive development paths with robust content. Flexible learning solutions are available both live and virtually. The course content is designed for both experienced veterans as well as those wanting to launch a lucrative real estate sales career. Webinars, podcasts and videos supplement the course content but can also be utilized as stand-alone resources. Both sales associates and business leaders will enjoy the dynamic tools and resources which accompany our courses that focus on business generation and growth, this includes the productivity dashboard that helps users set production and recruiting goals while monitoring their progress.



Digital Marketing

REAL ESTATE IN THE
DIGITAL AGE

Digital marketing includes all marketing efforts that use the internet or an electronic device. Businesses will utilize various digital channels to reach their consumers, including mobile devices, social media, search engines, email, and other channels.

- Social media and watching video content are the two most popular online activities.
- On average, 46% of users act after viewing a video ad.
- Over 51% of smartphone users have found new brands or products while searching from their mobile device.
- 80% of consumers will remember a video ad they viewed in the past 30 days
- 37% of online shoppers report using social media for inspiration when they're ready to make a purchase.

THE HOME BUYING PROCESS BY GENERATION

When it came to the different generations, searching online was still key in their home buying process with 98% of older Millennials searching on online websites compared to 89% of older Boomers and 72% of the Silent Generation. There really was a difference when you compare their first steps in the home buying process as 47% of Gen Xers looked online for properties for sale, 29% of the Silent Generation contacted a real estate agent first, and 26% of older and younger Millennials talked with a friend or relative.

OUR MARKETING STRATEGY

DIGITAL MARKETING

DIGITAL HOME PORTFOLIO

Digital Marketing Copies
Social Ready Posts
SEO Keywords
Trending Hashtags
Unique Property Site

SOCIAL AMPLIFICATION

Organic Social Posts
Website Inclusion
Moxi-Works Lead Gen
Paid Targeted Ads

CENTURY 21 DIGITAL

Your home will be listed in the Century 21 system with SEO.

C21 website receives over 1.3 million unique visitors a month

TRADITIONAL MARKETING

LISTING COLLATERAL

Showcase your home through visually impacting traditional listing collateral:

Postcards
Flyers
Highlights

AMPLIFICATION

Email Drip Campaign
Email Blast
Targeted Mailer
C21 Sign on Property

MISC

Newsletter Inclusion
Home Guide
In-house Marketing Director

FOLLOW OUR SOCIAL MEDIA

Find us on
Facebook



@C21PNJ

Instagram



@C21PNJ

LinkedIn



@C21P

Twitter



@C21PNJ



www.c21p.com

Don't settle for average,
unless you're in the market for it.

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RELENTLESS MOVES

PROFESSIONAL PHOTOGRAPHY



A picture is worth a thousand words! Professional real estate photography makes a measurable difference in the selling power of a listing. Therefore, Century 21 Preferred provides professional photography on all its listings.

PROFESSIONAL VIDEOGRAPHY

Real estate videography can help your home stand out. A virtual tour of your home will entice buyers to come see it in person. Century 21 Preferred Realty provides a professional videographer on certain listings to help the home sell.

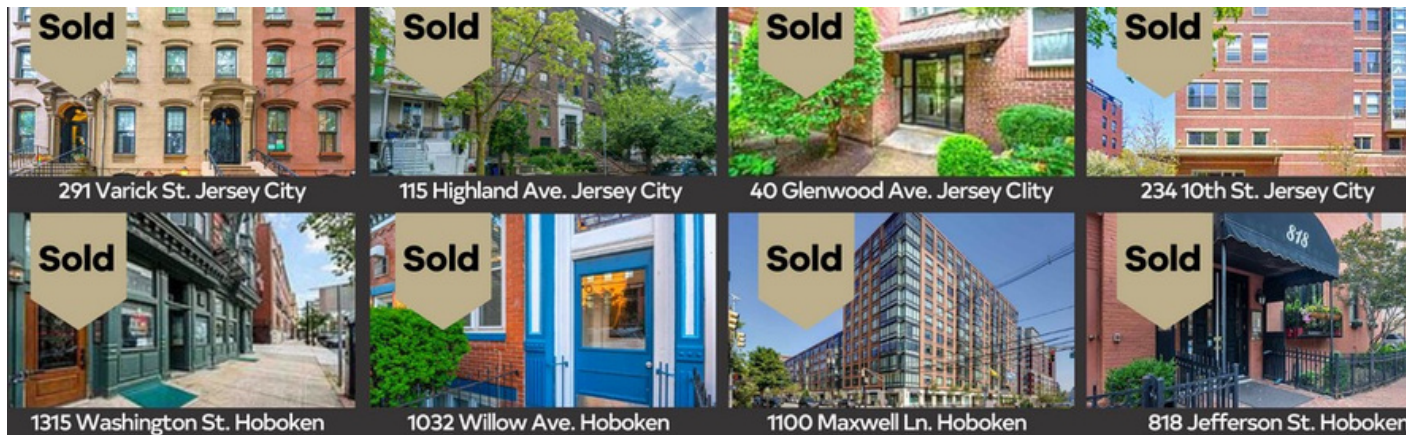


JOIN THE RELENTLESS
c21p.com



CENTURY 21.
Preferred Realty, Inc.

Marketing Support From Our Team



**GET YOUR PROPERTY
SOLD**

CENTURY 21.
Preferred Realty, Inc.

Butler | Hoboken | Kinnelon | Union
www.C21P.com

**CALL US TODAY
201.792.7601**



**A RELENTLESS
REAL ESTATE
SERVICE PLAN**

PREPARED ESPECIALLY FOR:
TOM & MARY WHITE
7 Deep Run Court
Hunt Valley, MD 21030

FOR THE PROPERTY LOCATED AT:
7 Deep Run Court

PREPARED BY:
Angela Mc Kendrick, CRS, GRI
Agent
Century 21 Real Estate LLC
123 Main Street
Hunt Valley, MD 21030
O: 410-555-1234
Home Office: 410-432-7890
Fax: 410-555-5607
Web Site: www.demorealty.com/angela
Email: angela.mckendrick@demorealty.com



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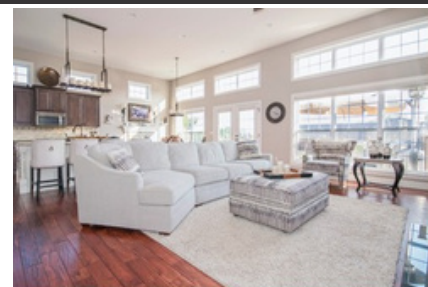


REAL ESTATE SERVICES PROPOSAL
Prepared Especially For:
TOM & MARY WHITE
7 Deep Run Court • Hunt Valley, MD 21030

For the Property Located at:
7 Deep Run Court
Prepared by:
Angela Mc Kendrick, CRS, GRI
Agent
Century 21 Real Estate LLC
123 Main Street • Hunt Valley, MD 21030
O: 410-555-1234
Home Office: 410-432-7890
Fax: 410-555-5607
Web Site: www.demorealty.com/angela
Email: angela.mckendrick@demorealty.com



CENTURY 21



BUYING TIP

GET A HOME INSPECTION

Look at the home inspection checklist to understand what is and isn't covered.

YOUR LISTING ON 170+ WEBSITES NATIONWIDE

To connect with as many buyers as possible, the C21® Syndicated Listings Program distributes your listing to hundreds of websites to expand online reach and drive leads.

CENTURY 21
century21.com

CENTURY 21
Global

CENTURY 21
COMMERCIAL

CENTURY 21
FINE HOMES
& ESTATES

 **Homes.com**
130+ SITES

GANNETT
40 SITES

LandWatch
20+ SITES

ListHub
10+ SITES

**MANSION
GLOBAL**

 **ADWERX**

 **HomeFinder.com**

**duPont
REGISTRY**

Robb Report

officespace

JamesEdition
The World's Luxury Marketplace

REAL-Buzz
Global Real Estate Network

 **Keyboom!**
PRO

BACK AT YOU!

 **LUXURY**

LDCRE

zeta

 **CRETECH**

 **CIMLS**

 **zumper**

CENTURY 21.
Preferred Realty, Inc.

YOUR LISTING ON 170+ WEBSITES NATIONWIDE

To connect with as many buyers as possible, the C21® Syndicated Listings Program distributes your listing to hundreds of websites to expand online reach and drive leads.



<https://activepipe.com>
<https://www.adwerx.com>
<https://www.backatyou.com>
<https://www.cimls.com>
<https://www.cretech.com>
<http://www.dupontregistry.com>
<https://homefinder.com>
<https://www.homes.com>

JamesEdition Extended Network Sites

https://www.jamesedition.com/real_estate
<https://expansion.mx>
<https://www.bloomberg.com/pursuits/property-listings>
<http://keyboom.tv>

Land.com Extended Network Sites

<https://www.land.com/>
<https://dressagetoday.com/page/properties-for-sale>
<https://equusmagazine.com/page/properties-for-sale>
<https://highplainsfarmcredit.com/resources/property-search>
<https://horseandrider.com/page/properties-for-sale>
<https://huntinglife.com/resources/hunting-property>
<https://practicalhorsemanmag.com/page/properties-for-sale>
<https://utopiaranchrealty.com>
<https://www.agcarolina.com/Services/Property-for-Sale.aspx>
<https://www.aggeorgia.com/services/property-for-sale.aspx>
<https://www.agnewmexico.com/property-for-sale/search-properties-for-sale>
<https://www.agsouthfc.com/products-and-services/property-for-sale/property-for-sale.aspx>
https://www.agupdate.com/midwestmessenger/pages/loa/land_for_sale.html
<https://www.agweb.com/land/default.aspx>
<https://www.alabamaagcredit.com/land-of-property-search>
<https://www.alabamafarmcredit.com/search-for-property/lands-of-america>
<https://www.americancowboy.com/page/properties-for-sale>
<https://www.capitalfarmcredit.com/resources/land-of-property-search>
<https://www.carolinafarmcredit.com/services/property-for-sale.aspx>
<https://www.centraltexasfarmcredit.com/lands-of-america-properties>
<https://www.colonialfarmcredit.com/services/property-sale>
<https://www.cowboysindians.com/real-estate/>
<https://www.equine.com/real-estate-for-sale>
<https://www.equisearch.com/page/properties-for-sale>
<https://www.farmcredit-fl.com/Resources/Property-for-Sale/Lands-of-America.aspx>
<https://www.fcsamerica.com/products/tools-services/property-search>
<https://www.findfarmcredit.com/find-rural-real-estate>
<https://www.frontierfarmcredit.com/services/property-search>
<https://www.heritagelandbank.com/resources/property-search>

<https://www.kwland.com>
<https://www.landandfarm.com>
<https://www.landsofamerica.com>
<https://www.landsoftexas.com>
<https://www.landwatch.com>
<https://www.legacyaca.com/property-search/lands-of-america-property>
<https://www.lonestaragcredit.com/real-estate/lands-of-america-properties>
<https://www.louisianalandbank.com/real-estate/lands-of-america-properties>
<https://www.motherearthnews.com/land-for-sale>
<https://www.mslandbank.com/resources/landforsale>
<https://www.myfcsfinancial.com/tools-resources/search-property-and-land-for-sale>
<https://www.mysanantonio.com/realestate/land-sales>
<https://www.plainslandbank.com/property-search>
<https://www.rivervalleyagcredit.com/>
<https://www.rliland.com/the-land-connections>
<https://www.texasfcs.com/property-search/search-properties-for-sale>
<https://www.ldcre.com>

ListGlobally Extended Network Sites

<http://99acres.com>
<http://acheter-louer.fr>
<http://anjuke.com>
<http://ar.international.goplaceit.com/es>
<http://arkadia.com>
<http://city24.ee>
<http://city24.lv>
<http://co.international.goplaceit.com>
<http://cotelittoral.fr>
<http://darproperty.co.tz>
<http://domy.pl>
<http://dotproperty-kh.com>
<http://dotproperty.co.th>
<http://dotproperty.com.mm>
<http://dotproperty.com.my>
<http://dotproperty.com.ph>
<http://dotproperty.com.sg>
<http://dotproperty.com.vn>
<http://dotproperty.hk>
<http://dotproperty.id>
<http://dotproperty.la>
<http://eastwestproperty.com>
<http://edenway.co.uk>
<http://fang.com>
<http://globaliza.com>
<http://go853.com>
<http://goplaceit.listglobally.com>
<http://hausples.com.pg>
<http://homeglobally.com>

<http://hurriyetemlak.com>
<http://immobiliare.it>
<http://immobilier.lefigaro.fr>
<http://immonc.com>
<http://immopf.com>
<http://immstreet.ch>
<http://imotbg>
<http://imovina.net>
<http://kamicasa.com>
<http://kamicasapt>
<http://kangalou.com>
<http://laprovence-immo.com>
<http://mesto.ua>
<http://mitula.com>
<http://morizon.pl/>
<http://mubawab.com.qa>
<http://mubawab.ma>
<http://mx.international.goplaceit.com>
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<http://publimaison.ca>
<http://reality.sk>
<http://selektimmo.com>
<http://seloger.com>
<http://senegalcity.com>
<http://sodichan.com>
<http://sokna.tn>
<http://spitogatos.gr>