

DEFY

MEDIOCRITY

+

DELIVER

EXTRAORDINARY EXPERIENCES

We won't settle. We believe in constant evolution, innovation and improvement, because we know there is always a better way.



Introducing Our Team Lead

Michael Mahoney

- 17+ years experience in the real estate industry
- Sold Hundreds of Homes
- Certified Mentor in my last company
- Speaker for Real Estate Branding Summit
- Coached for Rich Levin Coaching
- Expert in Digital Marketing and Lead Generation for Agents



VALUE PROPOSITION

The Century 21 logo, featuring the number '21' inside a large, stylized 'C' shape, positioned to the right of the main title.

- ❑ Century 21 American Properties - 40 Years
- ❑ Agents with the Office for 35+ Years
- ❑ Boutique Office Operates Like a Team Where You are Not Just a Number

We **strive** every day to deliver unsurpassed market intelligence and insights, and use our strengths to help our **successfully** help buyers and sellers.

We **embrace your goals** and are committed to help you achieve them.

Our network is your edge: **81 countries, 9,400 offices and over 127,000 agents strong.**

Why a Career in Real Estate?

- It's a Jungle Out There!
- Employees are Underpaid
- Workers are Unfulfilled
- Opportunities Seem Few and Far Between
- For some individuals, a career in real estate offers a solution to *"Enjoy What They Do and Earn What They Are Worth."*



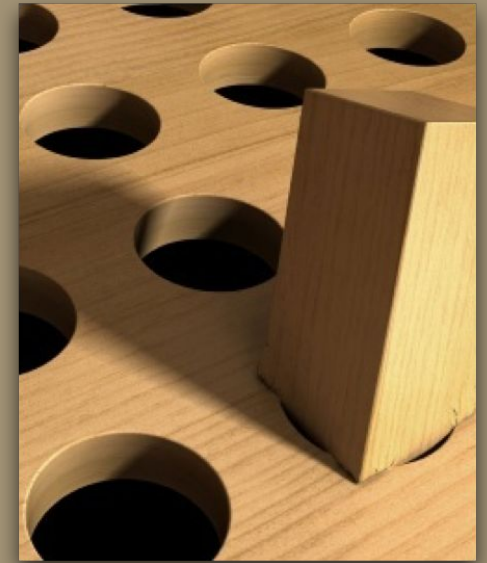
Opportunities In Real Estate

1. Own Your Own Business
2. Flexible Schedule
3. Unlimited Income
4. Love What You Do



Is Real Estate Right for You?

- A Career in Real Estate is NOT for Everyone
- For Individuals with the Correct Core Competencies, Real Estate is a Perfect Fit!
- These People Wake Up Excited to Go to Work and Love What They Do!



Personality Traits

- Focused
- Persistent
- Curious
- Desires to Help Others
- Likes Challenge
- Passionate
- Diligent



Behavior Traits

- Problem Solver
- Self Motivated
- Value Honesty and Integrity
- Tenacity and Hustle
- A Genuine Enjoyment of Real Estate
- Engaging Personality
- Attention to Detail
- Understanding of Local Market and Communities
- Ability to Build a Network of Connections
- Believe that Knowledge is Power



3 Keys to Success

- Willing to Work
- Willing to Learn What to Say
- Driven to Follow Through



CENTURY 21.®

American
Properties

LEARNING
OPPORTUNITIES



EDUCATION OPPORTUNITIES



C21 University

C21 University® has many learning resources, and therefore has its own platform to help you find what you need fast.

[Access the University Site >](#)



Recruit 21

CENTURY 21 University® fundamental learning experience provides business leaders with a roadmap for achieving recruiting goals.

[Jump Start your Recruiting >](#)



Virtual X•CELLERATE

Virtual X•CELLERATE is a four-week productivity course which boasts a strong focus on lead generation and learning by "doing."

[Generate More Leads >](#)



X•CELLERATE (In-Office)

XTESM is a four-week productivity course which boasts a strong focus on lead generation and learning by "doing."

[Sign-up Today >](#)



dash Learning

Get insights on dash transactions including everything from updating your listings once an offer is received to closing the transaction in dash.

[Learn more about dash >](#)



Virtual Go List

Virtual Go List is a live, online course that will help you discover and implement powerful techniques and best practices that produce listings for top performers

[Boost your listings >](#)



C21 UNIVERSITY

NEW AGENT LEARNING

CREATE 21®: This award winning program is made of 13 two hour sessions all taken live online Webex. Learn all the skills necessary become a successful Real Estate Agent.

500+ short helpful videos and webinar replays on a wide variety of broker, real estate, & CENTURY 21® topics

EXPERIENCED AGENT LEARNING

Productivity Enhancement Program (PEP): This 8-week coaching course will drive production by helping C21 Agents develop their prospecting skills.

Niche Markets: Courses from NAR
CENTURY 21 University is proud to partner with the National Association of REALTORS and other industry course providers to offer our system members a variety of designations and certification programs. Live, online, instructor-led classes.

HowTo Videos: Short helpful videos on a wide variety of real estate and C21 topics, as well webinar replays

SELF PACED LEARNING

A variety of on-demand, self-paced professional skills courses.

300+ self-paced tutorials on a variety of topics ranging from today's Microsoft Office Suite software (both for PC and Apple products) as well as a wide range of business soft-skills, leadership, sales and negotiation topics and MORE!



BUILDING A SUCCESSFUL CAREER



#4. EXTENDED WARRANTY

- Preferred Client Club
- RealSatisfied Customer Service
- TransactionPlan

#3. MECHANICALS & OPTIONAL UPGRADES

- **Transaction Management Platform**
 - zipForms
 - MLS, State, Local and Office Forms
 - Dotloop
 - Electronic Signature
 - Management of the transaction
- **Optional Systems**
 - Golden Ruler
 - MyListings
 - Social Media Marketing

#2. STRUCTURE

- **Lead Management Platform**
 - CustomerConnect
 - Soft touch for your SOI
 - Drip Plans for all occasions
- **ZAP CRM**
 - Designed for active consumers
 - Predictability scoring of consumers' online activity
 - Drip Plans focusing on consumer to client relationships
- **Agent Website**
 - C21AmericanProperties
 - Extensive Agent Branding
 - Educate the consumers
 - ZAP Agent Website
 - Limited Agent Marketing
 - Mobile APP
 - More for Active Buyers
- **Marketing Stats**
 - RPR
 - Access to National and Local Statistics
 - Access to Consumer Neighborhood Reports
 - Multiple Listing Services
 - Access to Local Statistics
- **Marketing Tool** for yourself and properties that can demonstrate your Value Package
 - ToolkitCMA
 - Listing Presentation
 - Buyer Presentation

#1. FOUNDATION

Training & Support

- Meet with TL & Admin
- Schedule One-on-One
- Affiliated Tech Academy
- XCELLERATE - for newly licensed or agents in need of direction



*teamwork,
Community
Fun times!*



THANK YOU!

