



ABOVE & BEYOND



REAL ESTATE SERVICES PROPOSAL

© 2021 Century 21 Real Estate LLC. All rights reserved. CENTURY 21 Fine Homes & Estates®, the CENTURY 21 Fine Homes & Estates Logo, CENTURY 21® and C21® are service marks owned by Century 21 Real Estate LLC. Century 21 Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated.

CENTURY 21
FINE HOMES
& ESTATES.

WHY CENTURY 21 FINE HOMES & ESTATES?

We combine our knowledge and track record for success with the support and global reach of the CENTURY 21® brand to create a powerful message that maximizes your home's exposure and efficiently connects it to qualified buyers.

CENTURY 21 REAL ESTATE OVERVIEW



50 years
of industry-leading experience



3M+
website visits per month



86
countries



The most recognized name
in real estate*



13,500
offices



A GLOBAL NETWORK
of extraordinary sales associates ready to help



1 of the world's most visited
real estate franchise websites

* Study Source: 2018 MILLWARD BROWN GENERAL MARKET 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). System awareness question is based on a sample of 1,200 respondents. Recognition question is based on consumers aware of brand. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%. The study was conducted from SEPTEMBER 5-16, 2018.

SEEK OUT SOMETHING
REMARKABLE

Enter location, agent, or office name...

Search C21

century21.com/finehomes

All CENTURY 21® listings can be searched with language and currency translations that extend the reach of your property to the predominately international buyers who use the site.

Your property will be showcased as a luxury home – living among other high-end listings on the CENTURY 21 Fine Homes & Estates® site in addition to century21.com with a monthly option to be featured on the Fine Homes & Estates homepage.

THE TWO BIGGEST FACTORS THAT SELL HOMES

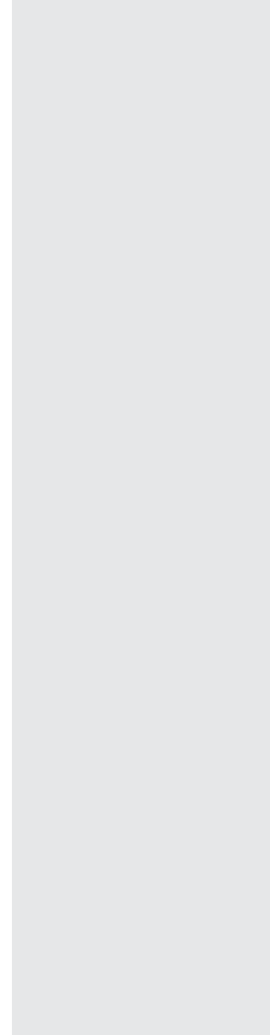
While staging and other tactics certainly play a role in a home sale, the two most important factors are exposure and proper pricing (as dictated by perceived value as well as current market conditions).

EXPOSURE

The more people who are exposed to your home, the better chances of finding the right buyer. The universe of potential buyers for high-end homes is much smaller than the general market. Fortunately, with the marketing programs and global reach that the CENTURY 21® brand brings to the table, broad exposure is a given.

PRICING

The more accurately your home is priced, the more prospects will be attracted to it. We will analyze the local market and understand what value certain features and details should bring.





PRICING TO SELL

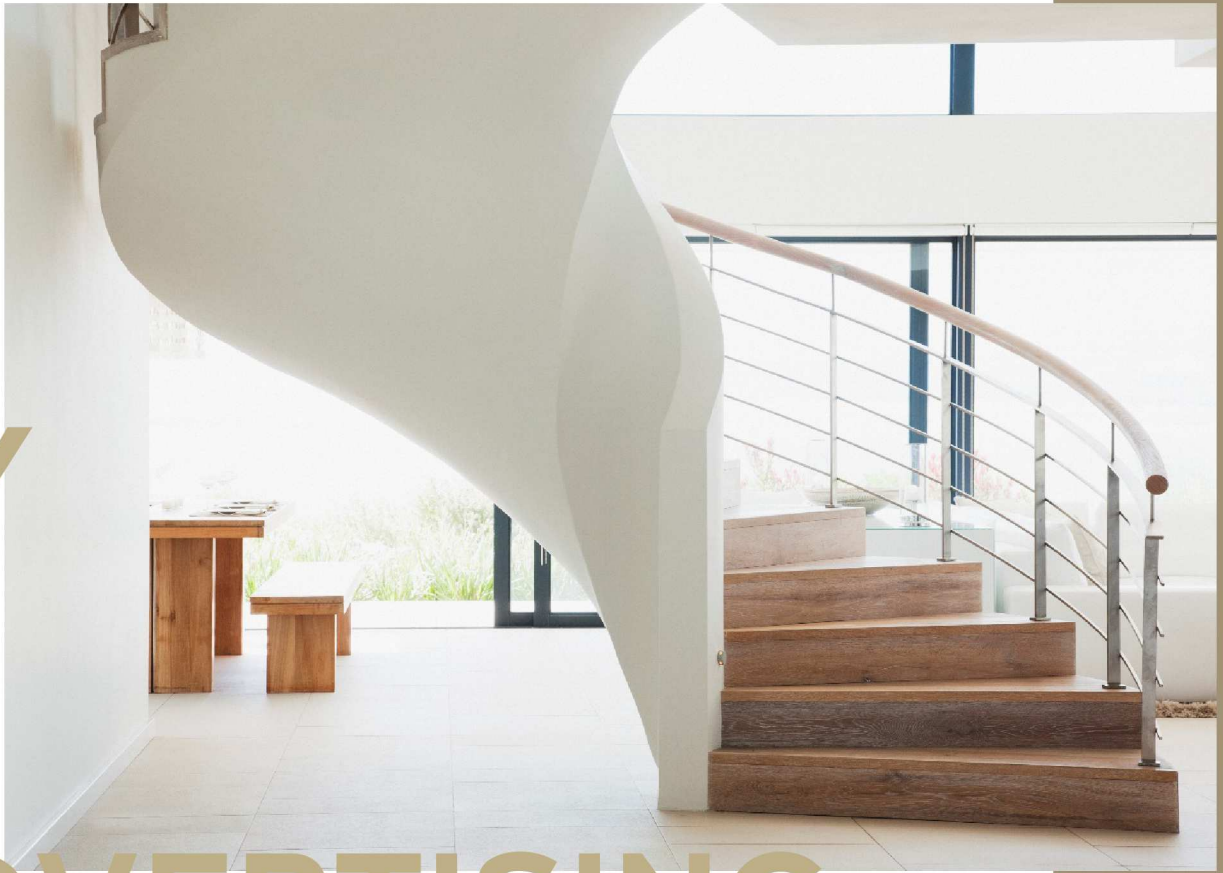
INTELLIGENT PRICING

By pricing your property at market value, you expose it to a much higher percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home. Improper pricing may lead to a below-market value sale price – or extended time on the market.

ACTIVITY VS. TIMING

A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Proper initial pricing helps ensure that your home makes the best “first impression” and doesn’t lose out on this peak interest period.

MY



ADVERTISING

PLAN



© 2021 Century 21 Real Estate LLC. All rights reserved. CENTURY 21 Fine Homes & Estates®, the CENTURY 21 Fine Homes & Estates Logo, CENTURY 21® and C21® are service marks owned by Century 21 Real Estate LLC. Century 21 Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated.

CENTURY 21
FINE HOMES
& ESTATES.



CENTURY 21®



State/Local Distribution

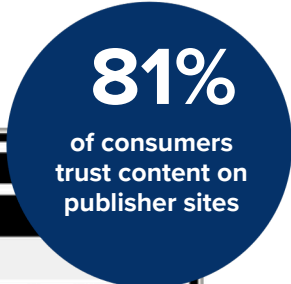
- National online syndication up to 4,400 websites.
- National distribution to industry-specific trade publications.
- Distribution to traditional media outlets.
- Distribution to media-only websites of over 120,000 opt-in journalists.

Reach Audiences in a New Way

Sponsored content using a press release headline and an image or video. This appears on a premium publisher's website with other relevant content and drives traffic to your press release hosted on their website.

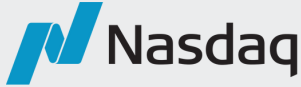
The authentic format of native advertising encourages reader engagement and enables you to reach audiences browsing their favorite websites.

When you supplement your press release distribution with Guaranteed Paid Placement, you increase visibility.



Your Story on Premium Websites

Increase your Reach with GUARANTEED Placement





Choose from 10 Industry Campaigns, a U.S. National/General Interest Campaign, or maximize your content's reach and bundle multiple campaigns. (ie. Tech + Retail + National)

Industry Campaign

4 to 8 Premium Sites, 3 to 6 Guaranteed

30K to 60K Impressions

- ▶ Tech
- ▶ Business
- ▶ Food & Beverage
- ▶ Automotive
- ▶ Home & Garden
- ▶ Retail
- ▶ Travel
- ▶ Health & Fitness
- ▶ Entertainment
- ▶ Style & Fashion

U.S. National/General Interest Campaign

8 Premium Sites,
6 Guaranteed

60K
Impressions



EXTRA TARGETING with industry influencers

In addition to the industry targeting distribution, enhance the reach by having content distributed directly to hand raisers writing about a specific topic.

- Choose from a list of 12+ industry categories.
- Up to 5 headline variations Intelligent A/B headline testing to optimize for the highest performing message.
- Audience targeting by persona and geography.
- Custom campaign report with performance metrics including pageviews, time on page, CTA, CTR, Top 10 Placements, and more.



CENTURY 21®

Social Sharing with SocialBoost

It's a simple formula: the more your story gets shared, the bigger its impact!



Generate up to 100X
more social media engagement for your content

Boosted Visibility and Engagement.

Amplified Organic Sharing.

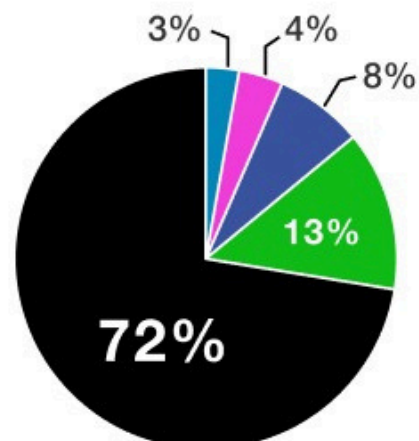
Driving the Conversation.

Simplified Sharing.

Tracking and Analyze Performance.

Shares By Platform

This data reflects shares from the press release widget to a social platform.





ONLINE ADVERTISING

While your home will be listed on multiple sites, including century21.com/finehomes, and century21.com, we also need to go where the luxury buyers go. The following premium partner sites can be included in our plan.

**MANSION
GLOBAL**
ONLY THE EXCEPTIONAL

2.4M Monthly
Unique Visitors
\$1M+ Properties

JamesEdition
The World's Luxury Marketplace.

25K Daily Unique
Visitors
\$600K+ Properties

Robb Report

820K Monthly
Unique Visitors
\$750K+ Properties

Bloomberg

15K Monthly Unique
Visitors
\$600K+ Properties

THE WALL STREET JOURNAL
WSJ

51.2M Monthly
Unique Visitors
No Min Threshold

**duPont
REGISTRY™**

500K Monthly
Unique Visitors
\$650K+ Properties

BARRON'S

6.1M Monthly
Unique Visitors
\$1M+ Properties

© 2021 Century 21 Real Estate LLC. All rights reserved. CENTURY 21 Fine Homes & Estates®, the CENTURY 21 Fine Homes & Estates Logo, CENTURY 21® and C21® are service marks owned by Century 21 Real Estate LLC. Century 21 Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated.

**CENTURY 21
FINE HOMES
& ESTATES.**



PRINT MARKETING THAT MAKES A LASTING IMPACT

Buyers looking for luxury properties expect a high-quality presentation of the homes they're considering. Our collateral is designed to complement and highlight the unique features of your home and can include:

- Postcards
- Flyers
- Trifold brochure
- Print ads

OUR MARKETING PLAN OF ACTION

FIRST WEEK ON THE MARKET

- Enter listing into MLS system
- Put up CENTURY 21 Fine Homes & Estates® “For Sale” signage
- Install lock box
- Hire a professional photographer and videographer to take property photos and create a home sizzle video
- Prepare property flyer/brochure
- Submit property listing with photos to CENTURY 21® sites

SECOND WEEK ON THE MARKET

- Invite local agents to tour home
- Prepare and place advertisements in social, print, and online media outlets

THIRD WEEK ON THE MARKET

- Submit Open House announcement to MLS & Office Sales meeting
- Prepare and distribute special Open House flyer
- Hold Open House

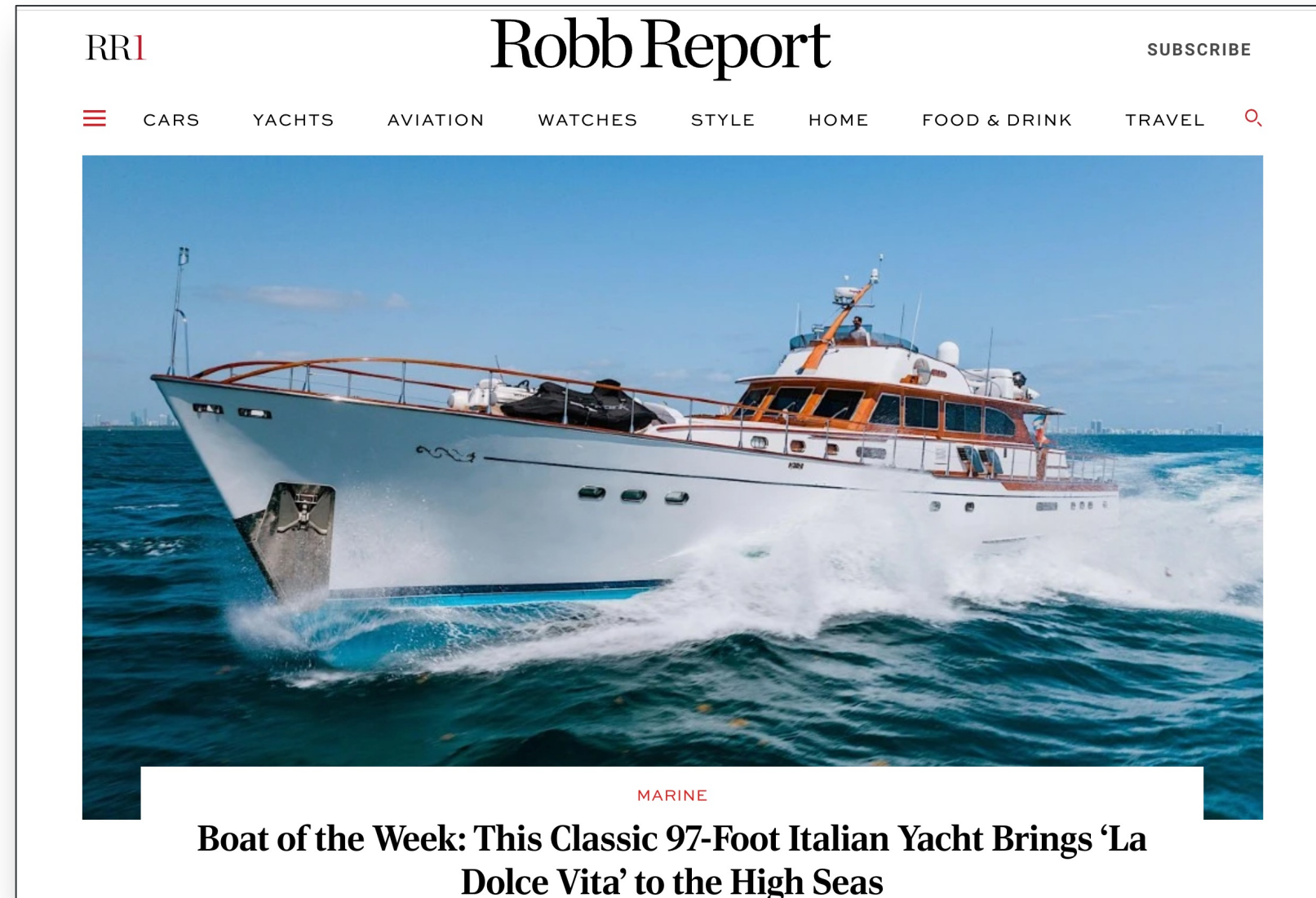
ON-GOING

- Handle incoming calls and schedule private showing appointments
- Update owner on showings
- Pre-qualify buyers
- Present all offers and recommend counter-offer strategies
- Review price based on agent input & market conditions

ASAP

- Obtain an acceptable contract on your property and head towards closing

OPT-IN DIGITAL ADVERTISING



FEATURED LISTINGS ON ROBBREPORT.COM

Each month CENTURY 21 Fine Homes & Estates® will feature six (6) eligible properties within the *Shelter* real estate channel on robbreport.com. This channel showcases engaging real estate content along with searchable results for luxury real estate around the world.

\$2M minimum property price. Only one (1) property per office per ad.

First come, first served. All placements are complimentary to FHE designated agents and offices.

[Submit a property here.](#)

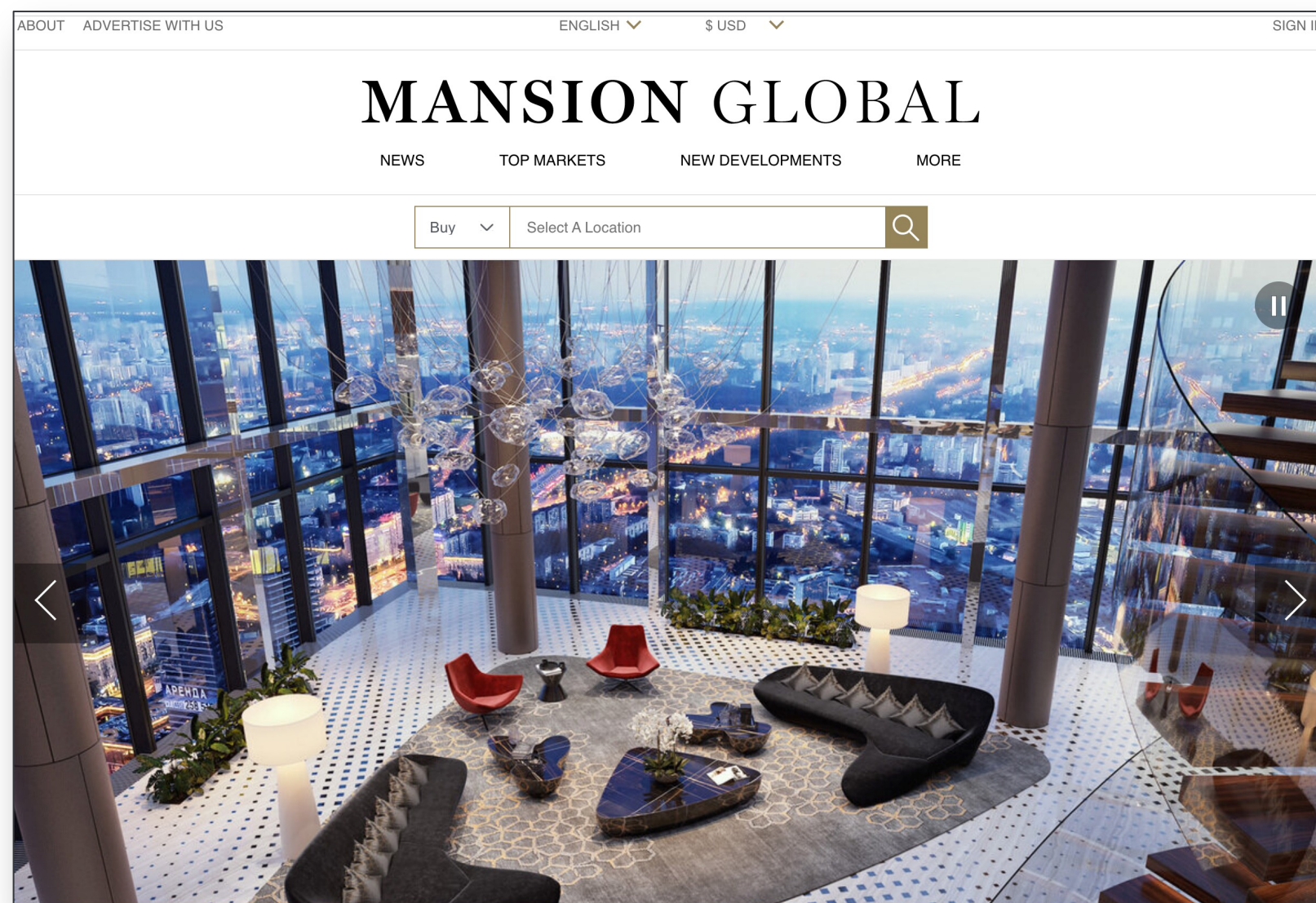
FEATURED LISTINGS IN SEARCH ON MANSIONGLOBAL.COM

Each month CENTURY 21 Fine Homes & Estates® will feature fourteen (14) eligible properties within the property search results on MansionGlobal.com

\$1M minimum property price. Only one (1) property per agent per month.

First come, first served. All placements are complimentary to FHE designated agents and offices.

[Submit a property here.](#)



ONE MILLION IMPRESSIONS PROGRAM

The One Million Impressions program is a **customized banner advertising program with guaranteed impressions and click-throughs**. Your listing can be customized to showcase your property's unique selling features, allowing you to **target clients by country, region, state, city or zip code**.

More information on pricing, site sample list, and materials [here](#).



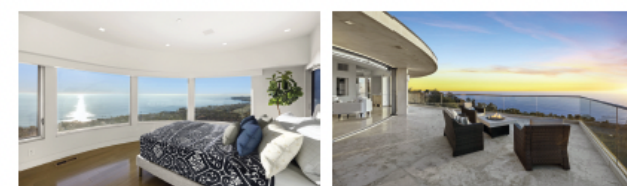
CENTURY 21 FINE HOMES & ESTATES. LUXURY HOMES SPRING/SUMMER 2024

SMALL LUXURY

How to make the most out of your space without losing that lavish look.



PROPERTIES CALIFORNIA



LAGUNA BEACH, CALIFORNIA. California coastal living is in vogue. This stunning, contemporary 3-level home with panoramic Pacific Ocean views and city lights boasts 4 bedrooms and 6 baths, and spans approximately 4,500 sq. ft. It includes 2 adjacent lots, approximately 6,000 sq. ft. each. This custom-built home offers unparalleled living and entertaining opportunities. Live your best life in ultimate design and luxury in ocean Laguna Beach. \$12,800,000.

CENTURY 21 DISCOVERY JIGAR "JIM" SHAH (DRE# 110918) 714.335.1041 JISHAH@C21REALTY.COM JISHAH@ESTATES.COM

ESCAPE TO

Ljubljana, Slovenia



A Central European jewel, Slovenia is small, but its attractions are abundant. Alpine Mountains are with Adriatic coastline for top hiking and the charming heart of Slovenia is Ljubljana, with its gorgeous old town, quirky bridges and inspiring coffee shops. Residents and visitors to Ljubljana enjoy day trips to see the incredibly blue waters of Lake Bled, or stay in town to wander the banks of the Ljubljanica River and indulge in delicious food from local and Central European cuisine. The variety of homes on offer include cozy studio apartments, modern homes surrounded by lovely parks, and architecturally designed residences. A city that combines cosmopolitan conveniences with small-town charm, Ljubljana is a smart and exciting destination for property investors.

Consider a second home in Ljubljana, Slovenia. Contact Dušan Lutar at CENTURY 21 Slovenia. +386(0)70.300111 | 0214

PROPERTY ESSENTIALS

12133 Lighthouse Lane West

Price: \$5,699,000

Square Feet: 5,462

Lot Size: 21,000

Bedrooms: 6

Bathrooms: 5

Garage: 3

Kitchen Features: Chef's kitchen with custom cabinetry by Auler Cuisine in Italy, 15-foot island with waterfall quartz countertops, wide-plank light-oak hardwood floors, deep-down island ceiling with custom light fixtures centered over the island. Appliances include Wolf, Sub-Zero, and Miele coffee cappuccino maker, Sub-Zero wine cooler and refrigerator, and gas cooktop with two ovens. Open to the family room and lounge with a view of the pool and lake.

Additional Features: Located in a private, guarded lake community on the fourth largest lake in Texas. Enjoy miles of hiking and biking trails, stocked fishing ponds, and sports like golf, pickleball, tennis, and beach volleyball. Throughout the community are lakeside barbeque pits and resort-style pools with water slides. For your family get-togethers, there is a playing field for sports of all kinds. For boat enthusiasts, life couldn't be easier with a full-service marina with a boat valet right to your dock.

Interested in this property?

If you'd like to learn more about this property or other luxury homes in the Malibu area, please contact:

CENTURY 21 Judge Fine Company

VALORE MCGEHEE AND CHELSEA MENDEZ

ValTas@allwor.com

408.293.2054

ValTas@allwor.com



FINE HOMES & ESTATES LUXURY MAGAZINE

The CENTURY 21 Fine Homes & Estates® magazine is a powerful listing tool, demonstrating the quality of marketing that agents affiliated with CENTURY 21 Fine Homes & Estates deliver. The editorial content is created to inspire readers to dream about their next home and help prospective clients picture themselves in a similar surrounding.

- 80+ pages
- 40+ property listing pages – **\$1.5M or 3 times median property value (in that area) threshold to participate.** Space for properties priced **\$2M+ is complimentary.**
- **35,000 copies Published twice a year** distributed to CENTURY 21 Fine Homes & Estates offices.

- Digital versions also available in English and Spanish

View the current digital issue of the magazine [here](#).

More information on reserving space [here](#). All properties subject to approval.

First come, first served. Space is complimentary for all properties \$2M+.

Ads for properties under \$2M range from \$1,250 - \$350 (2 pages to a third of a page)



THANK YOU

I know your time is valuable and appreciate the opportunity to present our plan for selling your home.

- Do you have any questions about what we discussed?
- Is there anything you would like to talk about that wasn't covered?
- Are you ready to sell your home?