

CENTURY 21.®



CENTURY 21[®]

Advantage Gold

Real Estate Marketing Services Proposal



The Purpose of This Presentation



The Purpose of this Presentation

- Understand your goals, objectives and expectations...it's all about you!
- Understand your home and its valuable features and benefits.
- Discuss the benefits of listing your home with a CENTURY 21 professional.
- Discuss our local market presence and my professional representation services.
- Discuss current market conditions and market data to establish the market value of your home.
- Discuss your pricing thoughts and pricing strategies.
- Select the listing price for your home.
- Assure your confidence in our service.



Working Together to Achieve Your Goals



Your goals, dreams, expectations and objectives are at the center of the CENTURY 21® System's selling process. In order to set the foundation for a successful transaction for your home, let's discuss the following topics:

- Why you are selling your home?
- Tell me about the time frame for your move?
- Are there any challenges that you anticipate that we might have in selling your home?
- Are there specific services that you want from me?

CENTURY 21 Advantage Gold is the largest Century 21 firm in Eastern Pennsylvania and has successfully represented buyers and sellers in your neighborhood. Our knowledge, expertise, and total commitment to your goals drive a selling process that runs smoothly and achieves success.



WHY CENTURY 21 REAL ESTATE?

ABOVE & BEYOND



According to a 2020 Kantar Group Study
43% of consumers identified the CENTURY 21 brand as "the most recognized name in real estate". We have continued to maintain the "highest brand awareness level" and we were selected as the "most respected in the industry".

Approximately 80 Countries & Territories | 8,000 Offices | 118,000 Sales Associates



WHY CENTURY 21 ADVANTAGE GOLD?

WE ARE THE
#1 CENTURY 21
FIRM
IN PENNSYLVANIA

CENTURY 21®
Advantage Gold



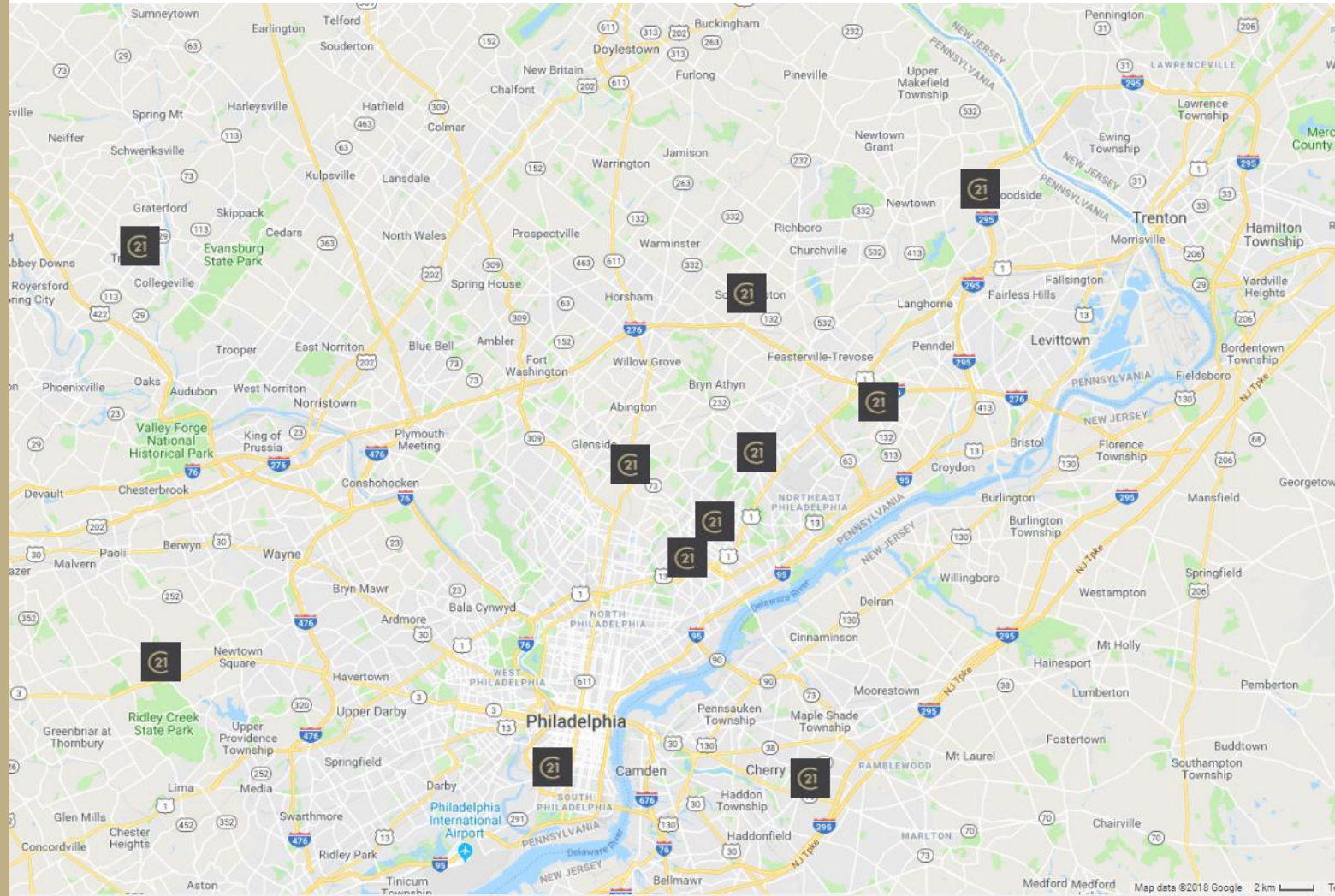
Serving home buyers and sellers in Pennsylvania and New Jersey for over 35 years, CENTURY 21 Advantage Gold outperforms the market because We get homes sold!

Our Company Mission is to be exceptional real estate professionals providing superior service with a personal touch.

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10 Convenient Locations Serve 8 Counties in 2 States

- Bensalem
- Castor Gardens
- Collegeville
- Elkins Park
- Newtown Square
- Northwood
- Southampton
- South Philadelphia
- Yardley Newtown
- Cherry Hill NJ



GIVE 121%

CENTURY 21 Advantage Gold is proud to be a Top fundraiser for Easterseals

#14
COMPANY
in North America

+

#1
COMPANY
in PENNSYLVANIA

CENTURY 21[®]
Advantage Gold



Here's a Little Bit
About Me...



The Unique Value of Your Home



In order to take advantage of the comprehensive marketing that the CENTURY 21® Brand offers, it is important that we get to know your home as well as you do. Let's use the following points of discussion to explore the features of your home that might be most attractive to a potential buyer:

- What caused you to buy this home?
- Which features of the home have you enjoyed?
- What features, that a typical buyer might miss when walking through your home, should I know about?
- What other features or benefits should be highlighted?

Highlighting the unique features and benefits of your home is essential in ensuring that it receives the value it deserves

CENTURY 21® #RELENTLESS



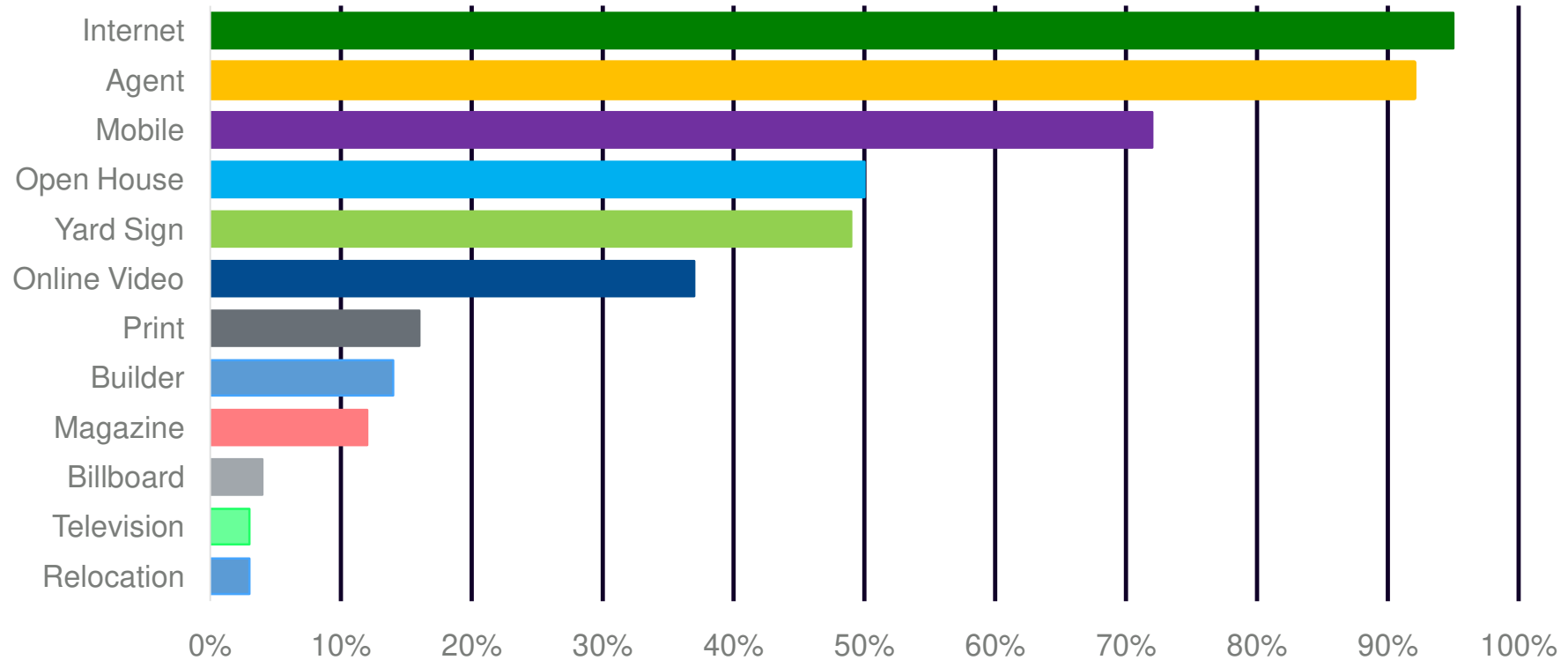
Finding Buyers For Your Home



The Home Search Process

Information Sources that Buyers used during their Home Search

2019



Digital Marketing Attracts Buyers

YOUR LISTING ON 180+ WEBSITES

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

NATIONWIDE

CENTURY 21 CENTURY 21 CENTURY 21 CENTURY 21
century21.com Global COMMERCIAL FINE HOMES & ESTATES

Land.com 40+ SITES

GANNETT 40 SITES

realtor.com 90+ SITES

listglobally 10+ SITES

Homes.com LandWatch 20+ SITES

ListHub 10+ SITES

MANSON GLOBAL ADWERX HomeFinder duPont REGISTRY

Robb Report officespace JamesEdition REAL-Buzz Keyboom!

BACK AT YOU! LUXURY RPR zeta

CRETECH CIMLS zumper ACTIVEPIPE

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CENTURY 21

Did you know...

- 95% of home buyers used the internet at some point in the home search process*
- Among buyers who used the Internet to search for homes, 50% found the home they purchased through the Internet.*
- 72% of home buyers used a mobile or tablet website or application to search for a home.*
- Among the 72% of mobile or tablet searchers, nearly 6 in 10 recent home buyers found the home they ultimately purchased on that device.*

The internet is the place to be and century21.com is there!

WE GET YOUR PROPERTY NOTICED!

*2016 National Association of REALTORS® Profile of Home Buyers and Sellers

Just “Putting Your Home on the Internet” Isn’t Enough



We Have An Aggressive Digital Marketing Strategy



**WE'LL MAKE
YOUR HOME
A STAR!**



YouTube accounts for
51% of online video
home research usage.

70% of home shoppers
toured the inside of a
home through online
videos.

century 21 advaNTAGE GOLD



<http://www.c21ag.com>



Century 21 Advantage Gold

109 subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Uploads **PLAY ALL**

SORT BY



3312 Cottman Ave,
Philadelphia, PA 19149 Home For Sale

63 views • 1 year ago



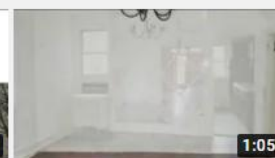
954 Carver St, Philadelphia,
PA 19124 Home For Sale By...

37 views • 1 year ago



1030 E Lancaster Ave 323,
Bryn Mawr, PA 19010 Home...

14 views • 1 year ago



4820 N Hutchinson St,
Philadelphia, PA 19141 Home...

11 views • 1 year ago



Home For Sale 9220 Burbank
Road, Philadelphia, PA 1911...

6 views • 1 year ago



515 Fanshawe St,
Philadelphia, PA 19111 Home...

3 views • 1 year ago



1745 Arnold Ave, Willow
Grove, PA 19090 Home For...



335 Newtown Rd,
Warminster, PA 18974 Home...



7603 West Chester Pike,
Upper Merion, PA 19082 Home...



1440 Point Breeze Avenue,
Philadelphia, PA 19146 Home...



2130 S Philip Street,
Philadelphia, PA 19148 Home...



4564 Shelbourne Street,
Philadelphia, PA 19124 Home...

Full Screen Photos



Your home will be showcased with a beautifully designed Slide Show that displays your property **FULL SCREEN** and **iPad Ready**!

***Photos are the #1 Thing that Buyers want to see online!**

*Source : 2016 National Association of REALTORS® Profile of Home Buyers and Sellers

CENTURY 21[®]

Find a Home

Sell a Home

Mortgage

Join C21

DON'T SETTLE
FOR AVERAGE.

RELENTLESS
MOVES.

Texas City, TX

Search C21

HOMES FOR SALE (10)

AGENTS (152)

OFFICES (5)

COMMUNITY DETAILS

CONSUMER ALERT



HISPANIC

Site redesign for
2017 optimized
towards cultural
elements

GLOBAL

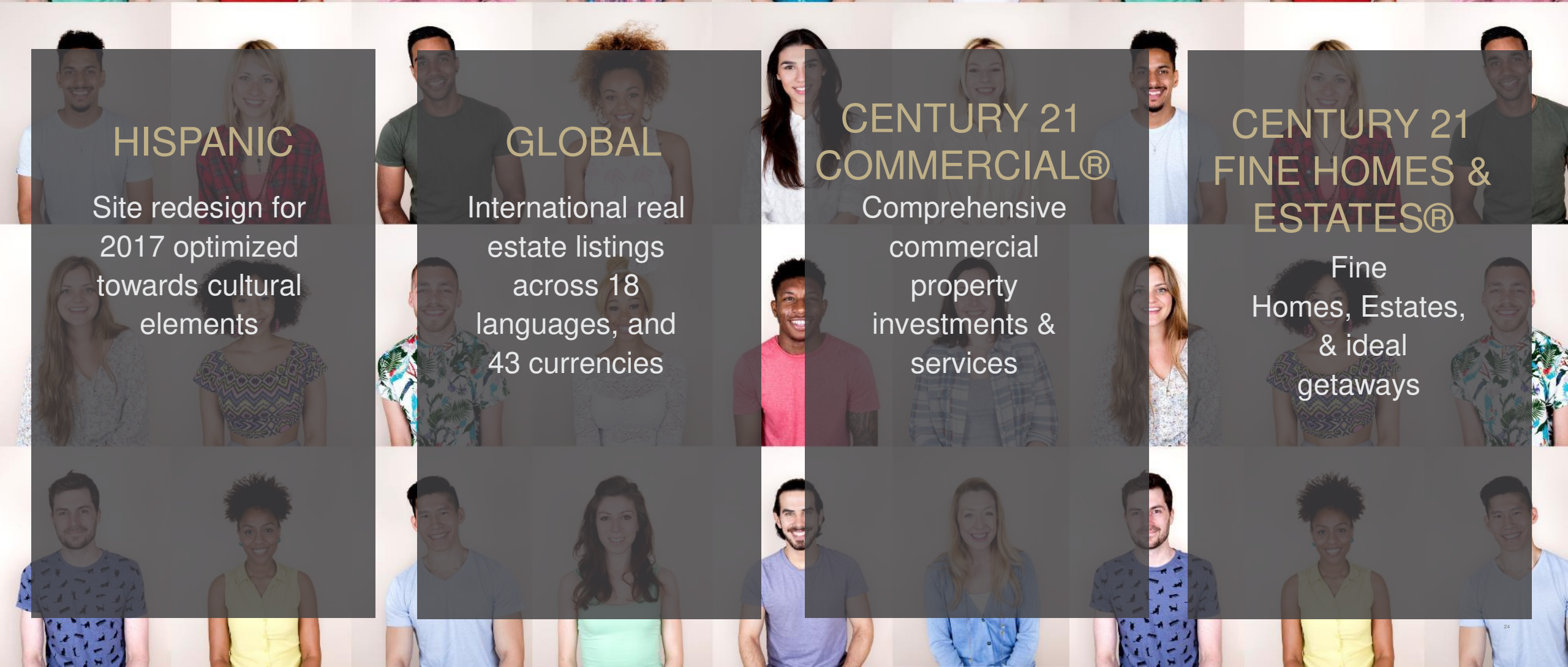
International real
estate listings
across 18
languages, and
43 currencies

CENTURY 21 COMMERCIAL®

Comprehensive
commercial
property
investments &
services

CENTURY 21 FINE HOMES & ESTATES®

Fine
Homes, Estates,
& ideal
getaways





C21AG.COM
C21AG.NET
TWO Company

VIDEO
MARKETING
OF YOUR HOME

SINGLE
PROPERTY
WEBSITE

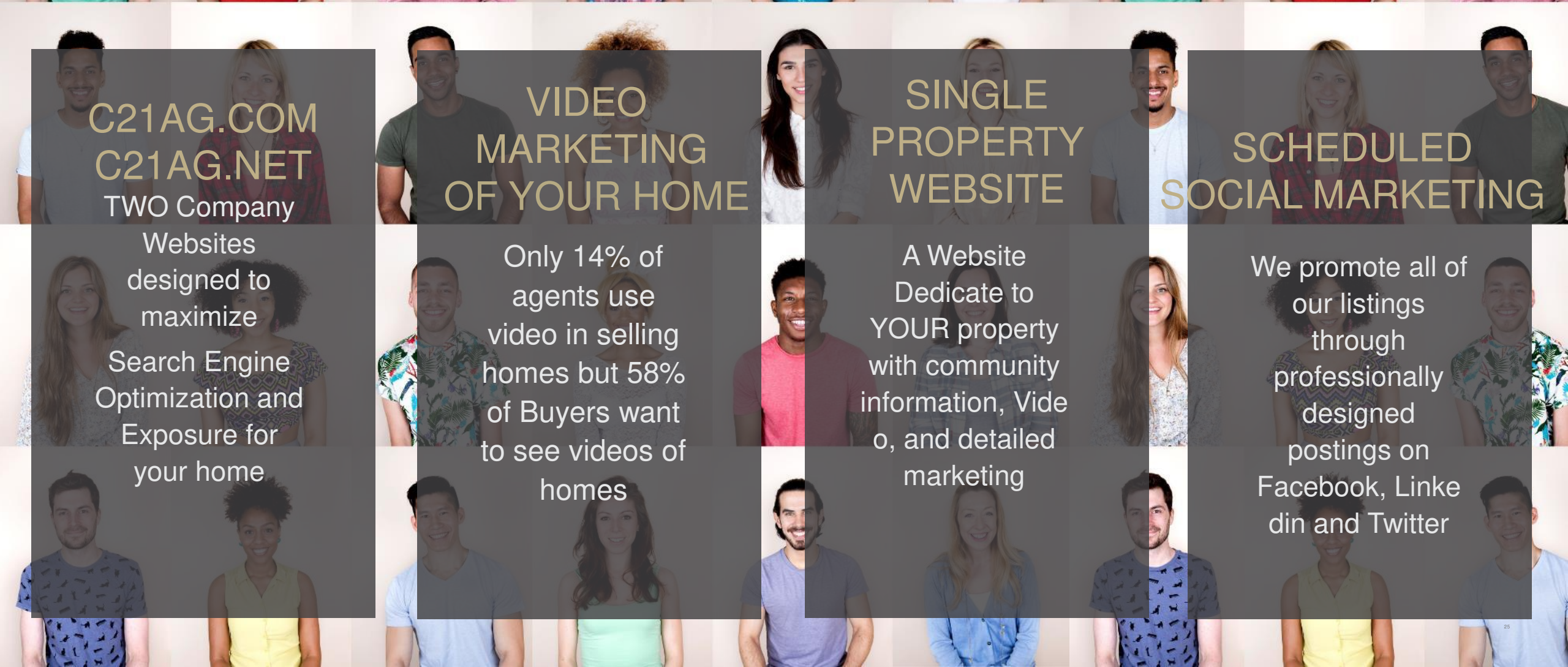
SCHEDULED
SOCIAL MARKETING

Websites
designed to
maximize
Search Engine
Optimization and
Exposure for
your home

Only 14% of
agents use
video in selling
homes but 58%
of Buyers want
to see videos of
homes

A Website
Dedicate to
YOUR property
with community
information, Vide
o, and detailed
marketing

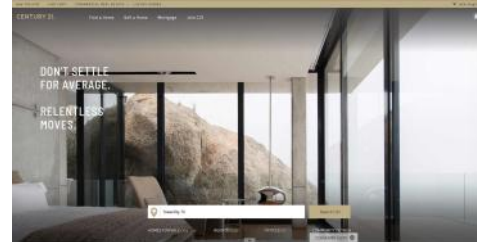
We promote all of
our listings
through
professionally
designed
postings on
Facebook, Linke
din and Twitter



CENTURY 21 Advantage gold Takes This Marketing to the Next Level



Two C21AG Websites



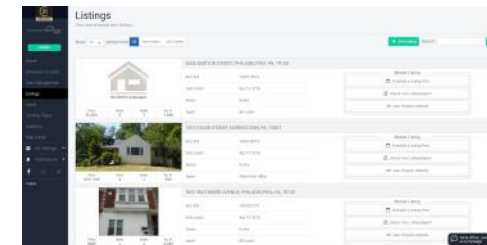
FOUR Century 21 Corporate Sites!



Unique Property Web Site



Enhanced Listing on REALTOR.COM

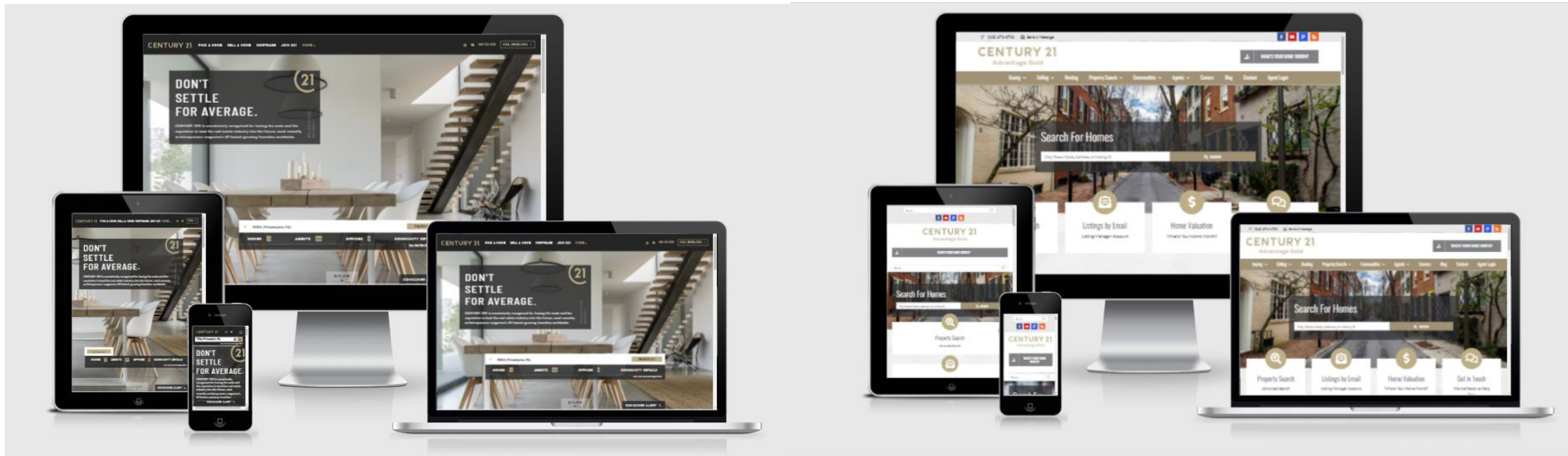


Social Marketing on Every Property

And over 200 Other Sites

Mobile Ready

People are accessing property websites via their mobile devices more than ever before. That's why I have a version created for every device on every property I list. When a mobile visitor attempts to access your property site, they will be automatically provided a version designed specifically for their device!



CENTURY 21 Advantage Gold's Adwerx Marketing gets your home found

C21 Advantage Gold and Adwerx

have partnered to automate the creation, targeting, and display of digital listing advertising.

4 bed / 4 bath for \$499,000

JUST LISTED



Jane Harris
CENTURY 21 Advantage Gold
(215) 555-5555

Southampton, PA

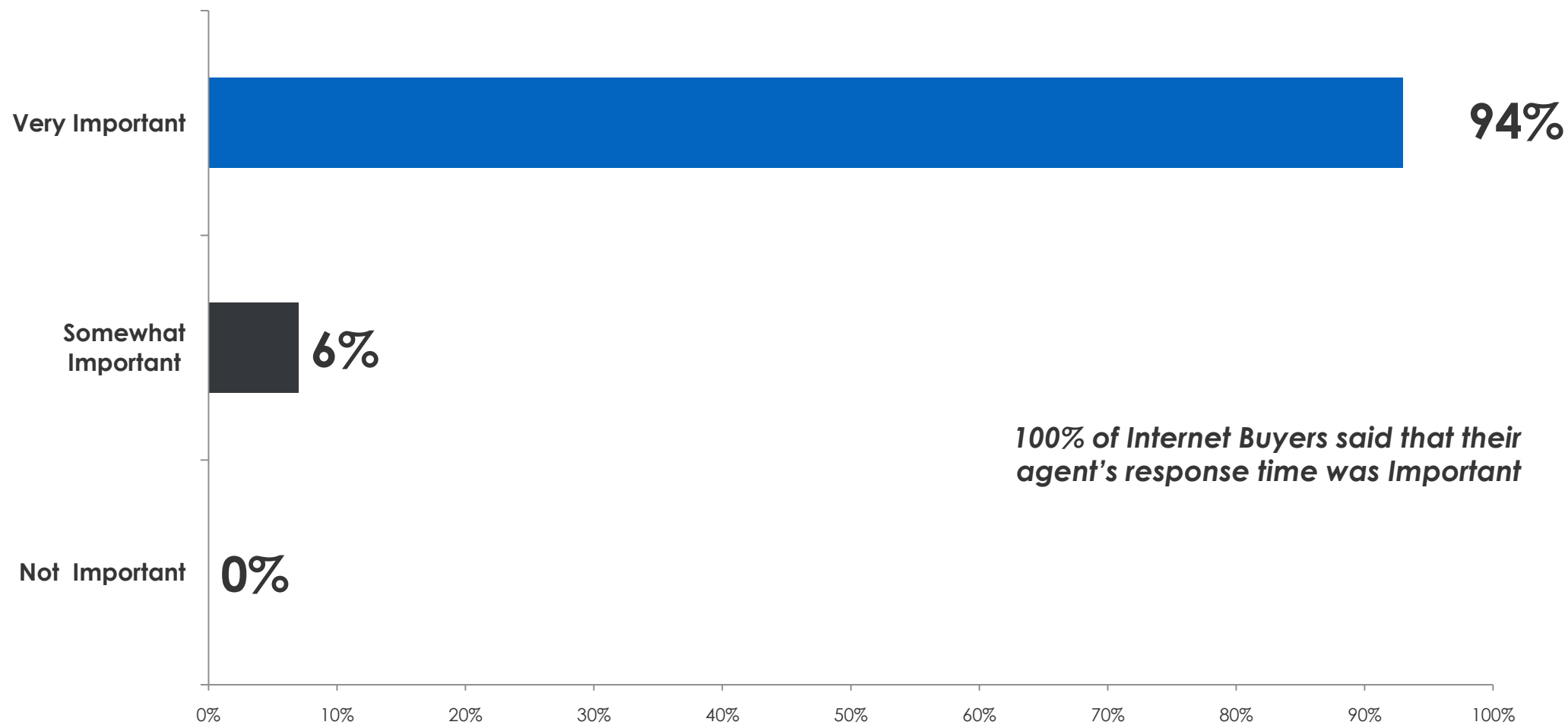
ADWERX

- 1 C21 Advantage Gold Realty sends Adwerx your listing
- 2 Adwerx automatically creates a digital advertisement for your listing
- 3 Your ad runs on Facebook, Instagram, and the web, targeting potential home buyers and sellers



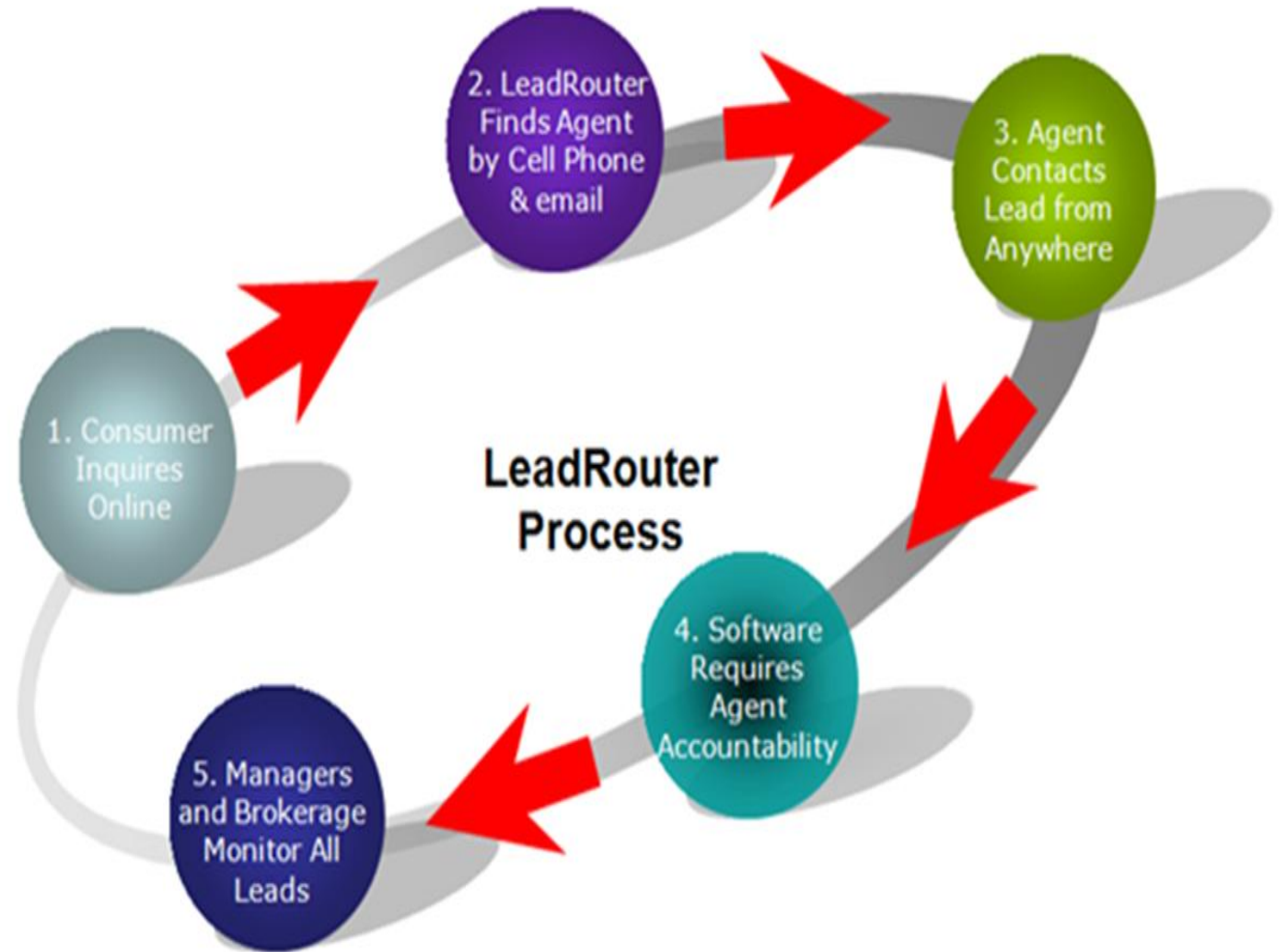
Response Time

Importance of Agents Response Time – *according to buyers*



Source: 2019 National Association of REALTORS® Profile of Home Buyers and Sellers

Your Buyers reach
me in an instant
through
Proprietary
Technology



Cutting Edge Tech Separates Lookers from Buyers

How Zap Works

Zap™ tracks consumer's online behavior and engagement levels on broker/agent sites and mobile apps, funnels the data into a predictive lead scoring algorithm and distills it into a single number: the ZapScore™.



Zap **Attracts** home buyers and sellers with a brokerage-branded IDX website and mobile app



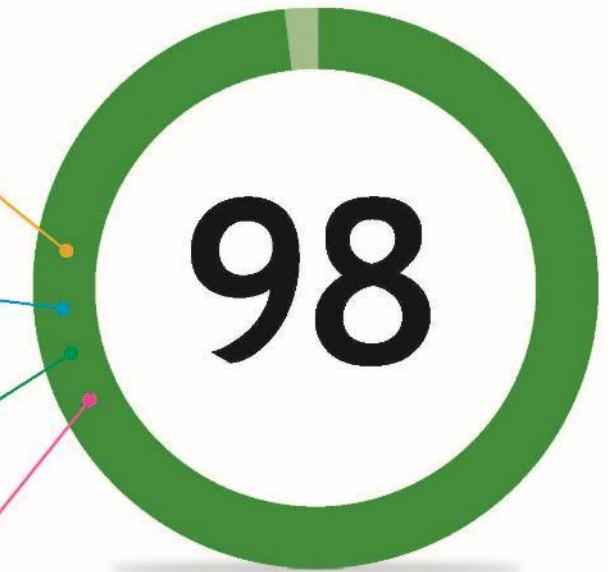
Zap **Predicts** who is going to transact, empowering agents to reach out at the right time



Zap **Informs** brokers and agents about every aspect of their business, guiding business growth



Zap **Connects** brokers to agents, and agents to home buyers and sellers



The ZapScore

I WILL KEEP YOU
INFORMED

CENTURY 21

Advantage Gold

ONLINE ACTIVITY RELATED TO YOUR PROPERTY

License Number: RS307810

March 29, 2021

3435 W MILL RD

3 bed | 2 bath | 1,418 sqft | USD 250,000



12,428 VIEWS
8 LEADS

TOP 10 WEBSITES

Website	Property Views	Leads
Zillow.com	5,807	0
CoreLogic - Matrix	3,384	0
Realtor.com	2,992	5
Homesnap	382	3
century21.com	18	0
Sierra Interactive LLC	18	0
Weichert	14	0
Homes.com	11	0
BrightMLSHomes.com	7	0
Gabriels Technology Solutions	7	0

TOP 10 CITIES

City	Property Views
Philadelphia, PA	1,028
Warrington, PA	159
Lansdale, PA	132
Glenside, PA	131
Ambler, PA	119
Warminster, PA	116
Huntingdon Valley, PA	111
Bensalem, PA	102
Southampton, PA	95
Hatboro, PA	90

View Live Stats for Your Property

Click 'view more stats' to see the most up-to-date information about potential buyers viewing your property, new shares on social media, and more.

view more stats



Aaron Gray

aaron.gray@c21ag.com

M +1 2156510847
O 2158874653

License Number: RS307810
Sales Associate
CENTURY 21 Advantage Gold
201 Yorktown Plaza, Elkins Park, PA 19027

CENTURY 21

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If you no longer wish to receive this report, please contact me at aaron.gray@c21ag.com

Factors that Influence the Value of your home



FACTORS THAT HAVE **NO IMPACT** ON THE CURRENT VALUE OF YOUR HOME:

- What you paid for it.
- Certain investments made in the property.
- What you want to net from the sale.
- What those outside the industry believe the property is worth.

I have Prepared a Customized Market Analysis to review with you To Help Achieve Your Goals And Determine An Effective Strategy



A RELENTLESS REAL ESTATE SERVICE PLAN

PREPARED FOR: **JOHN & JOANNE THOMAS AND MARY ANN WOOTCH**
7 Deep Run Court
Hunt Valley, MD 21030

FROM: THE INSURANCE SERVICES OF
7 Deep Run Court

PREPARED BY:
ABC Real Estate Company Incorporated
121 Main Street
Hunt Valley, MD 21030

CD-410, 888, 1234
 Phone: CD: 410-432-7890
 Fax: 410-888-5637
 Web Site: www.abc-realestate.com
 Email: abc@abc-realestate.com

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CENTURY 21

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COMPARATIVE MARKET ANALYSIS

Property/Address	2 Bedroom 1 Bath	3 Bedroom 2 Bath	4 Bedroom 2 Bath
12345 Main St City, State 12345 Listing # 123456789	2 1200 sq ft \$120,000 \$100/sq ft	3 1500 sq ft \$150,000 \$100/sq ft	4 2000 sq ft \$200,000 \$100/sq ft
67890 Elm St City, State 12345 Listing # 987654321	2 1100 sq ft \$110,000 \$100/sq ft	3 1400 sq ft \$140,000 \$100/sq ft	4 1900 sq ft \$190,000 \$100/sq ft
11111 Oak St City, State 12345 Listing # 555555555	2 1300 sq ft \$130,000 \$100/sq ft	3 1600 sq ft \$160,000 \$100/sq ft	4 2100 sq ft \$210,000 \$100/sq ft
22222 Pine St City, State 12345 Listing # 333333333	2 1000 sq ft \$100,000 \$100/sq ft	3 1300 sq ft \$130,000 \$100/sq ft	4 1800 sq ft \$180,000 \$100/sq ft
33333 Birch St City, State 12345 Listing # 777777777	2 1150 sq ft \$115,000 \$100/sq ft	3 1450 sq ft \$145,000 \$100/sq ft	4 1950 sq ft \$195,000 \$100/sq ft
44444 Cedar St City, State 12345 Listing # 999999999	2 1250 sq ft \$125,000 \$100/sq ft	3 1550 sq ft \$155,000 \$100/sq ft	4 2050 sq ft \$205,000 \$100/sq ft
55555 Maple St City, State 12345 Listing # 111111111	2 1050 sq ft \$105,000 \$100/sq ft	3 1350 sq ft \$135,000 \$100/sq ft	4 1850 sq ft \$185,000 \$100/sq ft
66666 Walnut St City, State 12345 Listing # 222222222	2 1125 sq ft \$112,500 \$100/sq ft	3 1425 sq ft \$142,500 \$100/sq ft	4 1925 sq ft \$192,500 \$100/sq ft
77777 Cherry St City, State 12345 Listing # 444444444	2 1075 sq ft \$107,500 \$100/sq ft	3 1375 sq ft \$137,500 \$100/sq ft	4 1875 sq ft \$187,500 \$100/sq ft
88888 Peach St City, State 12345 Listing # 666666666	2 1175 sq ft \$117,500 \$100/sq ft	3 1475 sq ft \$147,500 \$100/sq ft	4 1975 sq ft \$197,500 \$100/sq ft
99999 Apple St City, State 12345 Listing # 888888888	2 1225 sq ft \$122,500 \$100/sq ft	3 1525 sq ft \$152,500 \$100/sq ft	4 2025 sq ft \$202,500 \$100/sq ft

COMPARATIVE MARKET ANALYSIS STATISTICS

Graphic Analysis of Recently Sold Properties

12345 Main St

Property	Price per Sq Ft
12345 Main St	\$100
67890 Elm St	\$100
11111 Oak St	\$100

Summary Statistics of 3 Properties:

Average Price: \$1,100,000
High Price: \$1,700,000
Low Price: \$775,000
Median Price: \$1,000,000
Average \$ per Sq Ft: \$100.00
Average Sale to List Ratio: 97.94

CENTURY 21

Our Commitment to You

CENTURY 21

SELLER SERVICE PLEDGE® CERTIFICATE

As an independently owned and operated CENTURY 21® office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible.
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices.
3. Hold your best interests in the highest regard throughout the process.
4. Value and respect your time, being as efficient and effective as possible.
5. Endeavor to always understand your needs and respond quickly.
6. Provide regular progress reports throughout the process, and discuss comments received about your property with you.
7. Explain each step of the process and act as a guide to help you make informed decisions.
8. Make recommendations to enhance the marketability of your property.
9. Utilize a written Competitive Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value you deserve.
10. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
11. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
12. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances.
13. Post your property on c21.com, a site which receives millions of visitors each month.
14. Promote your property to potential buyers.
15. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world.
16. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 8,000 offices worldwide.
17. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand these implications prior to the acceptance or rejection of any offer.
18. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
19. Assist you in finding your next home, or offer to refer you to another CENTURY 21 Office in another location.
20. Use the full breadth of our collective experience, knowledge, tools & the most up-to-date training to best serve you.

21. _____

We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Name: _____ Phone: _____

This CENTURY 21® Seller Service Pledge® Certificate applies only to an exclusive right to sell agreement of not less than _____ days. Please be advised that the nature of the agency relationship as contemplated by this Seller Service Pledge may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point Seller Service Pledge Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

A Copy of this Seller Service Pledge Certificate has been received on (date): _____

From CENTURY 21	By Seller(s):
Associate:	Current Address:
License #:	Current Phone:
Broker(s):	Email:

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This CENTURY 21® Seller Service Pledge Certificate applies only to an exclusive right to sell agreement of not less than 180 days. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point Seller Service Pledge Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that our CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

Do you have any questions about what we have discussed?



Thank You for taking time to review the steps we plan to take to sell your home.

Are you ready to list your home for sale with
CENTURY 21 Advantage Gold and me?