

# LEADING THE REAL ESTATE INDUSTRY ONE AWARD AT A TIME.

## ACCORDING TO J.D. POWER (FOR THREE YEARS IN A ROW):

“HIGHEST OVERALL SATISFACTION FOR FIRST-TIME HOME SELLERS, FIRST-TIME HOME BUYERS, REPEAT HOME SELLERS, AND REPEAT HOME BUYERS (TIED IN 2016) AMONG NATIONAL FULL SERVICE REAL ESTATE FIRMS, THREE YEARS IN A ROW”



## ACCORDING TO A 2016 MILLWARD BROWN STUDY:

THE LEADER IN BRAND AWARENESS (18 YEARS IN A ROW)

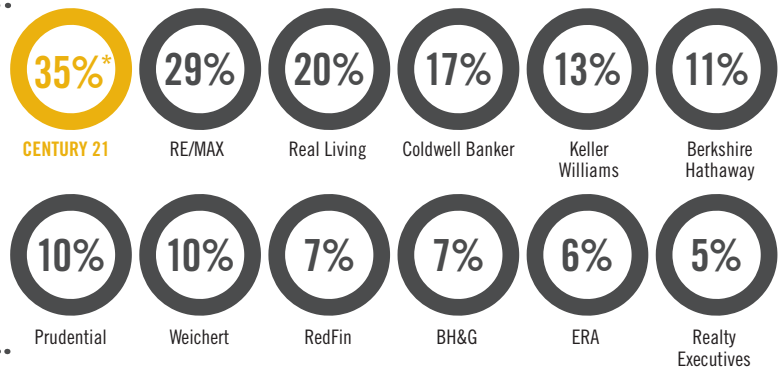
**Q** Please type in the real estate agencies you have ever seen or heard of and, please select all the real estate agencies you have ever heard of, even if you're not very familiar with them.

(Base: 1,200 respondents; sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years.)



THE MOST RECOGNIZED NAME IN REAL ESTATE (18 YEARS IN A ROW)

**Q** Based on anything you have seen or heard or any other impressions you may have, which of these agencies, if any, is the most recognized name in real estate? (Multiple choice question. Base: Consumers aware of Brand)



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The CENTURY 21® brand received the highest numerical score among 5 real estate companies for first-time and repeat home buyers and sellers (tie for repeat home buyer) in the proprietary J.D. Power 2014-2016 Home Buyer/Seller Studies. 2016 study based on 5,837 total responses, measuring the perceptions and experiences of customers who bought and/or sold a home between March 2015 and April 2016, surveyed February-April 2016. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)

\*Study Source: 2016 Millward Brown 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. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Millward Brown, a leading global market research organization, from May 4 - May 25, 2016.

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