



TO DEFINE & DELIVER

THE GOLD STANDARD

IN CANADIAN REAL ESTATE

CENTURY 21

Champ Realty Ltd.

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101-1642 BATH RD. KINGSTON, ON.



GO FOR GOLD with
Century 21 Champ Realty Brokerage Ltd.
101-1642 Bath Rd. Kingston, ON.

Why would you settle for anything less than **GOLD**?

Joining Century 21 Champ Realty gives you access to **147,000** network members that you can rely on for assistance and networking.

This introductory booklet outlines for you the state-of-the-art technology, marketing materials, training programs and partnerships that are accessible to you.

At Century 21 Champ Realty, we offer each sales representative various options, there is something for everyone, so you **PAY LESS** and **EARN MORE!** What could be better?

Century 21 Champ Realty will help you become a
TOP REALTOR.

For more information or any questions, please contact:

Bill Stevenson, Recruiting Manager
Century 21 Champ Realty
bill@teamchamp.ca | 613-449-2630





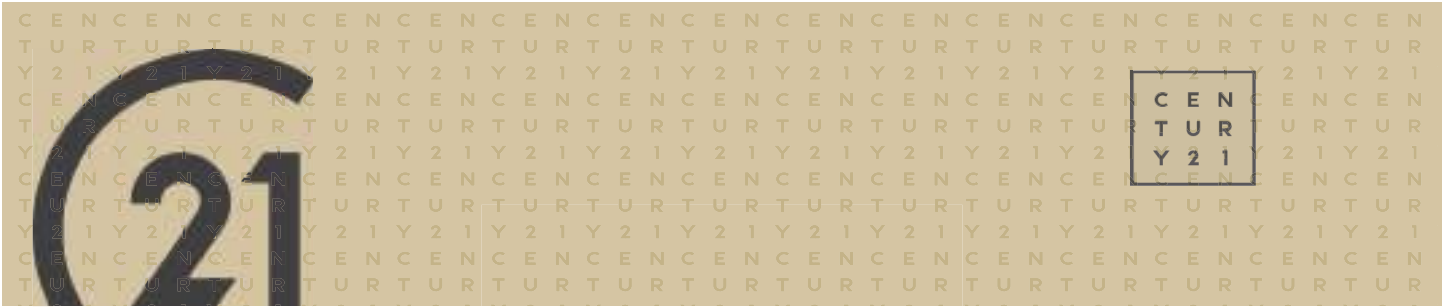
HOW DOES C21 CHAMP REALTY HELP YOU
BECOME A

TOP REALTOR?

TRAINING PROGRAMS, BRAND RECOGNITION AND
STATE-OF-THE-ART TECHNOLOGY

CUTTING EDGE TECHNOLOGY • MENTORING • INNOVATIVE MARKETING • IN OFFICE SUPPORT





Join a top brokerage. Pay less. Earn more. What could be better?

Join us

**Big
Bold
Ambitious**

Located in Kingston's west end, our office has everything an aspiring and successful agent will need to keep their business on track and growing. Dedicated workspaces and a technology-savvy boardroom to encourage your imagination and inspire your clients.

Features:

- 24/7 office access
- 100% Commission
- Free customizable website with integrated CRM
- Gmail and Gsuite included
- 300+ instructor-led training events
- 500+ online training videos
- Contract to close transaction support
- Large boardroom with smart connectivity and HD-TV
- Reception area
- Modern, stylish ,fully furnished office space
- Kitchenette, always stocked for staff & clients
- Secure printing
- Integrated phone system. Never miss a potential client!
- No charge listing on Zillow and lead generation support



C E N
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CENTURY 21
Champ Realty Ltd.

101-1642 Bath Rd. Kingston, ON

Why Century 21 Champ Realty Ltd.?

The Century 21 system is your edge. You will be a part of the dedicated, vibrant and growing real estate family in **86** countries, with more than **14,000+** offices and over **147,000** agents strong. Century 21 Real Estate Ltd. can help you build a successful career in real estate. It all stems from our dedication to your growth and development.

The Century 21 Difference

A critical component for any business is awareness of its brand. As a member of the C21 system, you instantly enjoy 95% brand awareness so that you can focus on YOUR business locally. The C21 brand opens new doors for you in your neighbourhood and world wide. Zillow is by far the most recognized real estate portal in the U.S. and has many buyers searching for real estate from other parts of the world. Zillow group's brands receive an average of 186 million unique users every month. The partnership with Zillow allows C21 agents listings exposure to a much wider audience at no cost.

"YOU'LL NEVER HAVE TO EXPLAIN WHO YOU ARE WORKING FOR ONCE YOU JOIN US. CENTURY 21 CHAMP REALTY LTD. IS ONE OF THE OLDEST BROKERAGES IN KINGSTON, ON. — A FIRM THAT IS STABLE AND WELL RESPECTED BY ITS PEERS AND THE COMMUNITY."

-Champ Realty Ltd. — Owner

Marketing Center

This web-based platform boasts many Century 21 branded marketing materials allowing you to keep your name and expertise in front of prospective and past clients at the click of a button. It's a powerful yet easy-to-use tool featuring a fully customizable listing presentation, eNewsletter and more!

TRANSITION 2022 Package

Just when you think it couldn't get any better!

Century 21 Champ Realty Ltd. will cover many costs that burden you when moving to a new office.

SIGNS

BUSINESS CARDS

ANNOUNCEMENTS

We understand that moving to a new office or just starting your career can be expensive. But this doesn't need to be a concern for **YOU!**

Announcements — Our in-house designer can help customize your arrival and provide ongoing support with customized listing ads for social posts.

Signs & Business Cards — You decide what you want. Work with our in-house designer to create your look. **10 signs** and **1000 cards** are provided on the house!



Large Team Office Rental

This office space is suitable for seven licenced sales representatives plus one or two administrative team members.

FEATURES:

- Approximately 950 sqft *
- 3 double offices (two agents per office)
- Large administrative office (accommodates two)
- Team leader office with boardroom table and wall-mounted TV for presentations
- Kitchen access, includes various beverages, fridge and microwave for stall and client use only
- All offices come furnished
- Heat, hydro, internet, cleaning and parking included
- Photocopies 100/person black and white; 100/person colour per month for licenced sales representatives
- Administration 200 copies/month/person black and white only

FEES:

- Rental is \$2500/month
- 100 % Commission
- End fees based on **21 (ends) x5 (of the 7 agents)** at **\$300 x 21** max. 105
- **Administration fee \$225/month/agent (max. 7)**
- Free photocopies 100/month (black & white) 100/month (colour)
—Overage charged at .10c b&w and .20c colour.
- **Champ end fees are capped at 21**
- **All end fees are subject to a \$50 C21 Corporate charge (uncapped)**

PRIVATE Office Options

All plans applicable

All fees and charges subject to HST

- Chargeable copy black and white over agreed free usage is .10c per copy
- Chargeable copy cost coloured over agreed free usage is .20c per copy, billed monthly
- Century 21 training and CMA programs free of charge, including all back-office marketing material
- Private office options: Subject to availability
- All Champ's receive a free DocuSign membership

• All end fees are subject to a \$50 C21 Corporate charge (uncapped)

Plan 1 – Private office – 2 person max.

- Single office space 2 people max. per office
- \$750/month
- 100% commission
- Free photocopies 100/month (black & white) 100/month (colour)
- End fee \$300 x 21 (per person)
- **Administration fee \$225/month**

Plan 2 – Work from home

- End fee (transactional fee) \$300/21 ends
- 100% commission
- Based on your anniversary date for 12 months on all closed transactions
- Free photocopies 100/month (black & white)
- Free photocopies 50/month (colour)
- **Administration fee \$300/month**

WITH SUCCESS Comes Responsibility

Plan 3 – Team office – Maximum 3 sales representatives

- Office rental \$1200/month (back office only)
- 100% commission
- End fee (transaction fee) \$300/end x 21 for 2 agents (totaling 42 ends)
- Free photocopies 100/month (black & white)
- Free photocopies 100/month (colour)
- **Administration fee \$225/month per person (max. 3)**
- **Champ end fees are capped at 21, (x5 agents)**

Plan 4 – Large team office – Max. 7 sales representatives

- Team of 5+ up to max. 7 people
- Office rental \$2500/month (upstairs only)
- 100% commission
- Free photocopies 100/month (black & white) 100/month (colour)
- \$300 end fee x 21 (ends) x 5 (of the 7 agents) max. 105
- **Administration fee \$225/month/agent (max. 7)**



THE C21 Advantage

	Century 21	Re/Max	Royal Le Page
Global Presences			
Agents Globally	147,000	130,000	0
Offices Globally	14,000	7400	0
Countries Served	81	100+	1
Canadian Agents	10,267	23,408	18,000
Canadian Offices	400	931	600
<small>*figures accurate as of 07/18</small>			
Web Presences			
Corporate Site (Century21.ca)	✓	✓	✓
Office & Agents Websites	✓	✓	
Global Website (18 Languages)	✓	✓	
Dashboard	✓	✓	✓
Lead Generation	✓	✓	✓
Fully Responsive/Integrative	✓		
Blog & Neighbourhood Data	✓	✓	
CRM with Lead Routing	✓		
Marketing Center	✓	✓	✓
Social Media Assets	✓	✓	✓
Back At You Media	✓		
Zillow Group	✓		
Value Add Services			
Gmail & G Suite	✓		✓
RealSatisfied	✓		
Awards (national & global)	✓		
Networking, educational & award events	✓	✓	✓
Dedicated Director, broker & agent development	✓		✓
Training & coaching opportunities	✓	✓	✓
National & international referral program	✓	✓	✓
Business Benefits	✓	✓	✓
Exclusive access to RVC	✓		✓

*Examples provided are based on a national study. Not intended to express local marketplace examples

STAY CONNECTED

CEN
TUR
Y 21



G Suite

You may already use this for your personal email, but now your C21.ca email is here too. You'll walk around with a virtual office of contacts, storage, documents, spreadsheets, presentations, calendars and more!

- Full integration with CORE21
- Share, store & collaborate on any device



This automated social media marketing. It takes minutes to sign up (and it's free), and you'll get:

- Automated listing posts
- Customized branded property reports
- Branded content & scheduler
- Lead generation program
- Social media advertising



Stand out from the crowd. Create personalized videos proven to convert leads more effectively. Easily record, send and monitor videos.

- Increase email open rate
- C21 branded video templates
- Analytics
- Live notifications



We have lot's of anecdotes from REALATORS® who say that their reviews help them generate more leads and secure more listings.

- Integrated with C21 website and realtor.ca profile
- Online reputation management company
- Customer satisfaction testimonials & surveys
- 5-Star online reviews

Social Media Content

Get social media savvy. Our extensive social media library has got you covered; from quote bricks for Instagram to home design blogs for Facebook, the likes will keep rolling in.

- Resource Centre> Social, Brand & Promo>Social Media Library

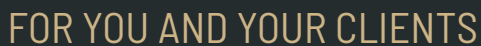


This partnership drives exposure to your c21 listings to the millions of buyers who visit zillow.com every month.

- More global exposure
- Customized profiles & preferred positioning

Check C21Tech.ca, and join the C21 Canada Sales Representatives Facebook group to stay updated.



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Social media platform to generate leads



Automated Listing Posts

No more headaches figuring out how to edit, post and advertise your listings on Facebook and other networks. With every new listing, the Social Media Centre creates and posts your listing, designs a property website page, and advertises it on your social media pages (for an extra charge).

Customized Branded Property Report

BAY automatically designs a customized, branded report that showcases your effort to advertise a property across social media, including a screen-shot of the single property website, the actual ad run on Facebook, and all the metrics associated with it. Demonstrating your commitment to the gold standard in service to your client.

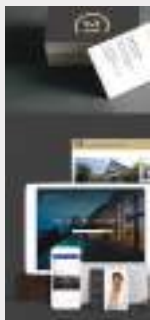


Branded Content & Scheduler

Century 21 Canada creates and provides a bank of content relevant to your brand and business! You can use the content provided or create your own to schedule in advance. It allows you to be more efficient so, you focus on what's important — your clients!

Home Valuation Program

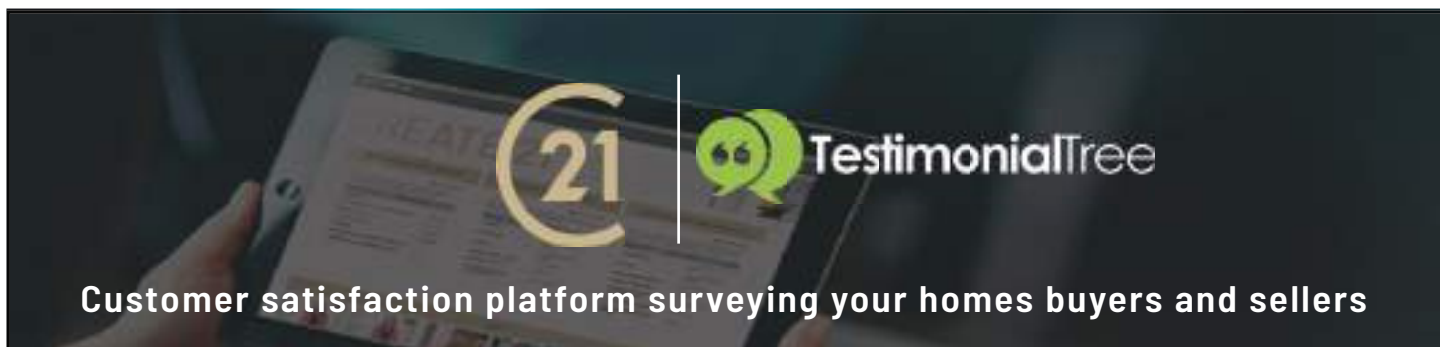
Automatically post and boost a home valuation ad to generate potential seller leads. Potential sellers enter their home addresses and contact information for you to call or email. Each lead is entirely exclusive to you, the way it should be.



Social Media Advertising

It's not always easy to figure out how to use an advertising platform and design your own advertisements. The Social Media Centre allows for easy-to-use, preconfigured ads and ad targeting to promote your listings, content and brand.





Secure More Listings

Your Testimonial Tree 5-star rating and testimonial are fully integrated with your Century 21.ca website and Realtor.ca — and you can also share your reviews to social media directly from the Testimonial platform. These reviews provide instant credibility so you can win more listings.

Generate More Leads

DESIGNED EXCLUSIVELY for the real estate industry, Testimonial Tree ratings increase your rankings on search engines, helping improve your SEO and online presence. Plus, you will receive detailed feedback on your performance to identify areas of improvement. Better service = more referrals.



Build your Business

- ✓ Reviews are a powerful tool to improve lead conversion and secure more business
- ✓ Reviews attract website traffic, playing a significant role in online SEO and search competitiveness
- ✓ Your Testimonial Tree reviews appear on Google searches and on Realtor.ca, Century21.ca and more



Get Quality Feedback

The Testimonial Tree complaint escalation process can sense if a client is unhappy. Customers are twice as likely to talk about a bad experience as a good experience. This escalation process allows you to address the problems and address them before a disgruntled client takes to social media.



Partnership to drive exposure to listings



More Exposure

More buyers see C21 listings and, your listings will be exposed to 180+ million unique viewers per month at no extra cost. Helping you market your properties in Canada, the U.S. and other international markets. Sellers get extra advertising for their listings and exposure to a more diverse segment of global marketplace.

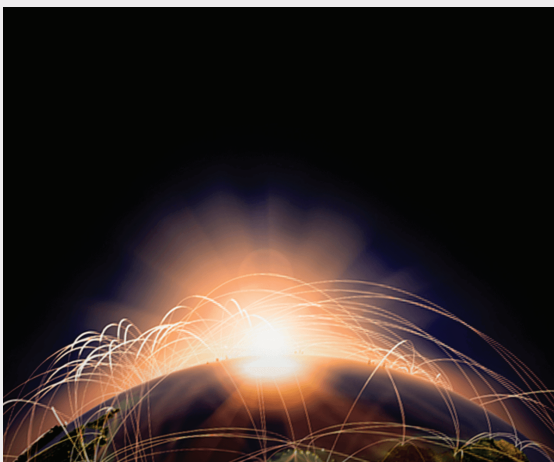


Top Attribution

Receive fully branded listings, a C21 branded Zillow profile and free leads from your listings. C21 Sales Representatives are displayed with top attribution alongside their listing. This attribution includes branded contact information and appears above the web form for lead capture so that buyers can contact you directly.

Secure Listings

Impress sellers in your listing presentation. This partnership is a highly competitive value proposition. Demonstrate the value you bring to your clients by showcasing the power of Zillow and the extra exposure it will bring to their property. Secure more listings, generate more leads and elevate your business.



Global Recognition

Zillow received more than 100 million visits from international audiences in 2018, with a large share coming from Canada. Meaning your next buyer can come from anywhere in the world.



We've got MoxiEngage

MoxiEngage is your devoted sidekick: keeping you on task and inflow, syncing and updating info and insights about your clients, and ultimately helping you save the day — every day.

MoxiEngage is a powerful CRM and business planner designed specifically for real estate professionals. Brokerages with MoxiEngage provide incomparable value to their regions, offices, teams and agents with the leading sphere-selling focused CRM built on the best practices of the greatest agents.



Where you'll start your day

Start your day in your dashboard with a flyover view of your business, contacts, tasks, and income goals. Drive your business further with a CRM that keeps you organized, increases productivity, and truly strengthens your relationships by first focusing on your sphere of influence.

Goal Setting for the go-getters

More agents achieve their financial goals when they have a sidekick helping them save the day. In MoxiEngage, set your annual GCI goal and allow MoxiEngage to align tasks, campaigns, and guidance to aid in achieving your goal. Every day your dashboard starts with a snapshot of upcoming tasks, events and a few recommended contacts to stay in contact with.



Surprise your sphere with personalized drip campaigns

Campaigns can pull mail merger fields, cultivating better relationships by provides personalized information. Neighbourhood News feature creates and delivers content for their specific zip code, neighbourhood, or custom area giving them unique insight into their local market. Automated touchpoints keep your sphere up to speed on what's new in their neck of the woods.

And so much more. In a study with one of our larger clients, agents who used **MoxiEngage** frequently saw an increase of 85% in their business.

10,000,000+
Client Contacts

65%
Typical Adoption Rate

800,000+
Neighbourhood News Subscribers

85%
Increase Business