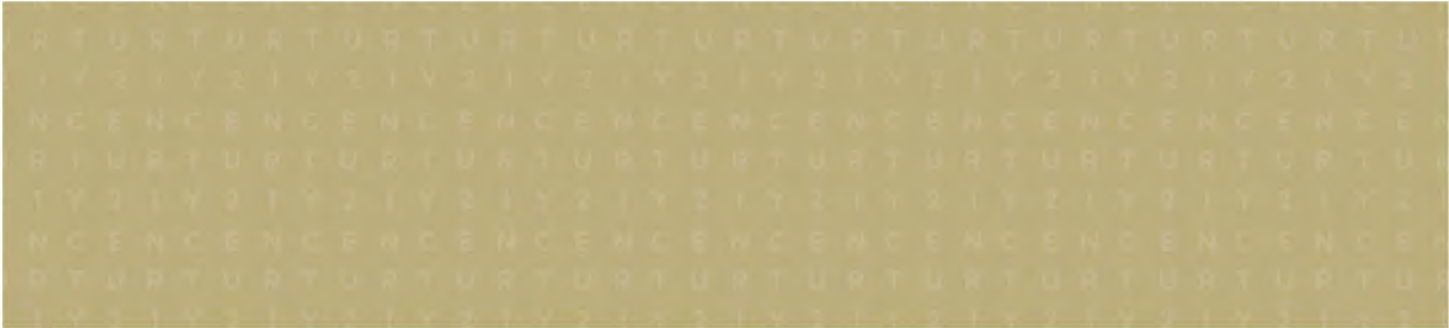


CENTURY 21®

SELLER REPRESENTATION PLAN



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PROCESS

LIST WITH CONFIDENCE



Marketing Your **Home**

Positioning Your **Home**


Contract to **Close**

CENTURY 21.




Patrick Johnson


Real Estate Broker
25960 WA
CRP, MNS, RANAoR

 (425) 387-7135
DIRECT PHONE

 (425) 742-1515
OFFICE PHONE

 pjohnson@c21nhr.com
EMAIL

 <https://patrickjohnson-c21northhomes.sites.c21.homes>
WEBSITE

 1133 164th Street SW
Suite 102
Lynnwood, WA 98087
ADDRESS

Since 2005, Patrick has dedicated his life to the real estate industry. His passion for client service is truly inspiring as Patrick has made it his mission to provide such an amazing experience for his clients buying or selling their home that they have the confidence and comfort required to refer him to their friends and family members who are also looking to make a move.

Patrick's experience and proven results for his clients have landed him much recognition through his awards for outstanding performance. Since 2005 Patrick has received multiple awards in the CENTURY 21 system that include the Centurion, Masters, and Quality Service Awards. In 2016 Patrick became the Managing Broker and Branch Leader for an award-winning CENTURY 21 office in Lynnwood.

Patrick is also a certified real estate instructor licensed to train both pre-license real estate school and licensed brokers in all aspects of the real estate industry.

When interviewed about his philosophy on client service and helping families get their home sold, he said, “believe that the process of moving can be one of the biggest transitions we'll make in our lives and it's something I don't take lightly. My team and I are 100% focused on getting the most money for our client's home all the while ensuring they have a world-class experience throughout the entire process.”

Patrick continues to build his business and his team has been designed to help homeowners maximize their equity when selling their home. With his emphasis on marketing, leadership, and commitment to client service, Patrick believes his team has only just begun. His goal is to provide the very best options to consumers who are thinking of selling their home by focusing on three things; selling the home for the highest price; ensuring clients walk away with the most money in their pocket; and providing an experience that is superior to anything else available in the market place.

Languages:

English



FINDING THE RIGHT REPRESENTATIVE FOR YOU

UNDERSTANDING YOUR GOALS

I ask the right questions to help you get ready to list your home with confidence.

- What's motivating you to sell your home?
- What's most important to you when it comes to this sale?
- What is your ideal timeframe?

This goal-setting process ensures that we remain on the same page and work toward securing a sale on your terms.



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Patrick Johnson
CENTURY 21 North Homes Realty

“

Patrick came highly recommended from someone we trust. He was absolutely amazing from the word go! We're very grateful we chose him and he chose us. Our home was priced perfectly and was sold in just a few days. I could not be happier with our choice to have Patrick represent us.

Jerome & Kevin in Bothell, WA

”

Verified by RealSatisfied



Patrick Johnson
CENTURY 21 North Homes Realty

“

Patrick was amazing. We are new to the area, had a lot of expectations and requests, and Patrick was prompt and effective in accommodating all of them. He was great with knowing the area and being honest about what we could and should be looking for.

We are incredibly happy with our purchase and the timing. Thank you Patrick - from the entire family!

Ernest & Kathleen Bondasera

”

Verified by RealSatisfied



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We are incredibly happy with our purchase and the timing. Thank you Patrick - from the entire family!

Ernest & Kathleen Bondasera

”

Verified by RealSatisfied



Patrick Johnson
CENTURY 21 North Homes Realty

“

Patrick Johnson goes above and beyond my expectations of realtors today, primarily I believe because he has many years of experience and a great work ethic.

Janis Thompson Texas

”

Verified by RealSatisfied



PATRICK JOHNSON

Real Estate Broker | 25960 WA
Mobile (425) 387-7135
Office (425) 742-1515
pjohnson@c21nhr.com
pjgoldhomes.com

CENTURY 21 North Homes Realty
1133 164th Street SW, Lynnwood, WA
98087



CENTURY 21
North Homes Realty

OUR SOLD HOMES



\$1,850,000

30 174th Place NE Bellevue
MLS# 2230811

Nestled atop a gentle slope, this exquisite mid-century modern home offers a perfect blend of architectural elegance & breathtaking views of Lk Sammamish & Cascade Mts.



\$1,699,950

25222 SE 133rd Street Issaquah
MLS # 2228363

Welcome to this Tiger Mountain Retreat! This stunning, very private custom-built home is nestled on over 5 acres of prime land atop the picturesque Tiger Mountain in Issaquah.



\$1,732,288

13315 89th Ave NE Kirkland
MLS # 2194574

Contemporary home located in a private cul de sac, bordered by scenic greenbelt, ideal Kirkland Finn Hill Location! Main floor features an open layout seamlessly integrating a spacious dining room



\$1,975,000

15402 NE 176th Place Woodinville
MLS # 2252868

Beautifully updated & impeccably maintained home located in the highly desirable Hollyhock Hills area of Woodinville. This home lives very private & has been updated top to bottom.

1607 W Lake Sammamish Parkway Bellevue



\$2,750,000

2041698

FEATURES

Nestled on .61 ac backs to Weowna Park & trails in highly sought-after Bellevue. Natural setting paired w Modern luxurious finishes.

AMENITIES

- 4 Bedrooms
- 5 Bathrooms
- 3,652 SF
- 0.61 Acres
- Built: 2023
- Lake Sammamish

16327 NE 50th Street Redmond



\$2,265,000

2290383

FEATURES

Relax in the Primary bedroom retreat with 5 piece en-suite bath, heated travertine floors, soaking tub & large glass enclosed walk in shower. Enjoy comfort year round with central

AMENITIES

- 4 Bedrooms
- 3 Bathrooms
- 2,950 SF
- 0.25 Acres
- Yr Built: 1989
- Microsoft Community



SHOWCASING YOUR HOME

Let's identify your home's most important features, so we can attract the greatest number of qualified buyers.

PROPERTY CHECKLIST	
Property Address:	
Year Built:	Total Square Footage:
Number of Bedrooms:	
Number of Bathrooms:	Full Bathrooms: Half Bathrooms:
Lot Size:	
Property Type (Single-Family, Condo, Townhome, etc.):	
Garage:	<input type="checkbox"/> Yes <input type="checkbox"/> No Number of Cars:
Interior Features	
Flooring Type: (Hardwood, Carpet, Tile)	
Appliances Included: (Refrigerator, Dishwasher, Oven, Washer/Dryer)	
Fireplace:	<input type="checkbox"/> Yes <input type="checkbox"/> No Type:
Basement:	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Finished <input type="checkbox"/> Unfinished
Attic:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Energy-Efficient Features:	
Exterior Features	
Exterior Material:	
Roof Type and Age:	
Yard Size and Features:	
Outdoor Spaces:	
Pool/Hot Tub:	<input type="checkbox"/> Yes <input type="checkbox"/> No Type (above or in-ground):
Storage or Shed:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Neighborhood and Amenities	
Nearby Schools:	
Proximity to Public Transportation:	
Nearby Parks or Recreation:	
Shopping/Dining Locations	
Special Features/Upgrades	
Recent Renovations (e.g. kitchen or bath remodel):	
Upgrades (e.g. custom cabinets):	
Unique Features (e.g., wine cellar, smart technology):	
Security Features (e.g., cameras, gated entry):	

THE POWER OF THE CENTURY 21® BRAND

PAVING THE WAY FOR FUTURE SUCCESS.

AGENTS AFFILIATED
WITH THE CENTURY 21
BRAND HAVE A

97%

SATISFACTION
RATING¹

MOST RECOGNIZED
NAME AND
MOST RESPECTED
BRAND IN
THE INDUSTRY²

50+

YEARS OF
INDUSTRY-LEADING
EXPERIENCE



1. The survey results are based on a RealSatisfied online survey of over 75,000 respondents in the United States, conducted by Century 21 Real Estate LLC. The respondents were clients of CENTURY 21® independent sales associates across approximately 2,200 CENTURY 21® franchised offices who bought or sold a home during the 2023 calendar year.

2. 2023 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). Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Kantar Group Limited, a leading global market research organization, from Nov. 17-Dec. 1, 2023.

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THE CENTURY 21® BRAND'S MARKETING ADVANTAGE

CENTURY 21.

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DOMINATING THE ONLINE SCENE

I get your property noticed online – all buyers use the internet in their home search process¹.

It starts with a single-property website. This unique offering provides a visually appealing landing page to view all the key details of your home on one page.

YOUR FULLY CUSTOM WEBSITE IS:

- GENERATED WITHIN MINUTES
- FEATURED ON ITS OWN LANDING PAGE AND THE URL PROMOTED ACROSS MARKETING MATERIALS
- FEATURED ON THE MLS AND 120+ SYNDICATED WEBSITES NATIONWIDE
- PROMOTED THROUGH THE CENTURY 21[®] SOCIAL MEDIA FEEDS

With approximately
2.4M
VISITS PER MONTH²
century21.com
can help get your
property noticed

1. 2024 NAR Home Buyer & Seller Report

2. Google Analytics January 2023 – December 2023.

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CASTING A WIDE NET

To market your home successfully, I navigate the complex digital scene to ensure your property is seen by the right prospects. By accessing the **CENTURY 21**[®] brand's exclusive suite of tools, I devise a plan that can help deliver maximum exposure.

DIGITAL AD CAMPAIGNS

Pinpointing specific data points and demographics to get ads of your home in front of the most likely buyers.

ONGOING PROMOTIONS

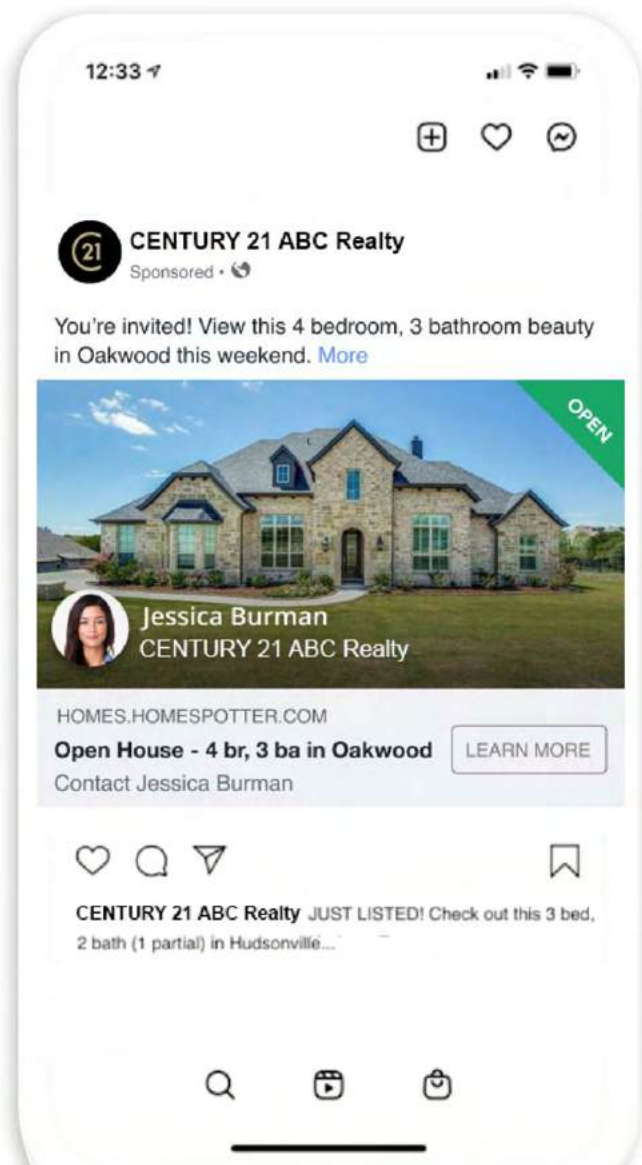
Promoting your listing across social channels and 1,000+ websites.

RETARGETING TOOLS

Tracking potential buyers, with the ability to follow them to other websites after they click on your home.

ADDITIONAL MARKETING OUTREACH

Diversifying marketing efforts to include tactics like open houses, print marketing, digital flyers, traditional yard signs and more.



WHY CHOOSE A RELENTLESS CENTURY 21[®] AGENT OR BROKER TO WORK WITH YOUR CLIENT'S RELOCATING EMPLOYEES?

A relocation agent or broker affiliated with the CENTURY 21[®] brand can maximize the satisfaction of relocating while helping minimize corporate client's costs

HOW?



CENTURY 21 relocation agents and brokers have access to innovative tools allowing for a faster and smoother relocation process to help relocating employees concentrate on their family needs and the job awaiting them in their new location.

WORLDWIDE EXPOSURE



ON THE GROUND

A buyer could come from anywhere in the world. One of the most important words for a seller in today's real estate market is exposure. With a global network of over 144,000 real estate professionals in more than 12,900 offices in 84 countries, the exposure of your transferee's home is one of the widest in the industry. This broad exposure can lead to a higher probability of a transferring employee selling their home at the maximum possible price.



OR ACROSS THE WEB

CENTURY 21 listings are pushed to more than 200 of the Internet's most visited real estate sites and to our own century21.com. In addition, listings are pushed to c21espanol.com, that is uniquely designed to target today's growing Hispanic homebuyer and homeseller, and to century21global.com that exclusively introduces C21[®] listings to a global audience.



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TOOLS



LEADS ENGINE

Leads Engine for the CENTURY 21® brand is a lead distribution and lead management system that empowers CENTURY 21 affiliated agents and brokers to manage buyer leads for a relocating employee's property from wherever they are, instantaneously. This improved product has a more user-friendly interface, addresses pain points to give brokers more control & flexibility over routing leads and helps them



MOXIWORKS

The MoxiWorks® platform is built specifically for real estate and provides benefits that go beyond the tech tools themselves. The MoxiWorks suite of products delivers a smart, cohesive, and productive workflow that can truly improve an agents' quality of life by having all the essential tools integrated and sharing data.



THE GOLDEN RULER

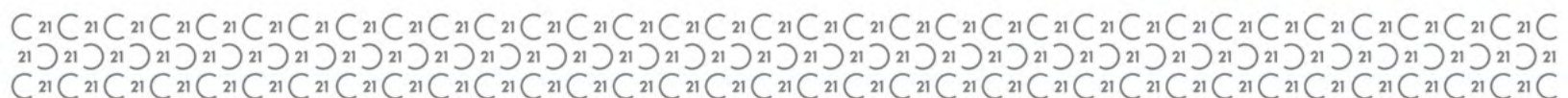
THE GOLDEN RULER® is truly a significant benefit for a relocating employee. It provides timely communication with feedback on the progress of existing marketing efforts. This allows relocating employees and real estate agents and brokers to monitor the effect of current marketing strategies and make adjustments based on the type of home, time of year, buyers groups to target, economic conditions, and market trends.



BOOST

Boost (formerly known as HomeSpotter Boost) is a tool for real estate agents and brokers to advertise their listings and promote themselves on Facebook, Instagram, Nextdoor, and a network of over 1,000 websites across the web, within a system tuned to deliver results.

CENTURY 21.





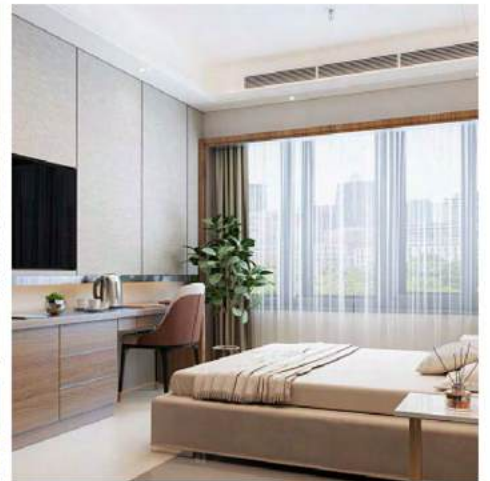
CAPTIVATING THE BUYER

Professional photography is a must and is at the core of my marketing efforts. I showcase your home to its best advantage – with nothing short of beautiful, vivid and mobile-friendly interior and exterior photos.

83%

OF HOME BUYERS
find photos to be very
useful during their
home search process*

TOGETHER
WE'LL SCHEDULE
PROFESSIONAL
PHOTOGRAPHY
OF YOUR HOME



*2024 National Association of REALTORS® Profile of Home Buyer and Sellers.

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HIGHLIGHTING THE BEST FEATURES



Home staging matters. I offer guidance on how to help maximize your home's attractiveness to form an emotional connection. Together, we take a fresh look at your property to understand how a buyer will see your home.



INSIDE:

- Clear all unnecessary objects from furniture and kitchen countertops
- In the bathroom, remove items from the counters, tubs, shower stalls and commode tops
- Ensure the bathroom tubs, tile, sinks, shower floor and ceiling and toilet tops are free of mildew and look sparkling clean
- Rearrange or remove furniture if necessary
- Take down or rearrange pictures or objects on walls
- Review the house inside room by room
- Paint any room that needs it
- Clean carpets and window coverings
- Clean windows and cobwebs from ceilings and chandeliers
- Make sure the closets and garage are not too full
- Replace burned out light bulbs and repair faulty switches
- Minor repairs make a house more appealing
- Make certain all rooms are odor-free



OUTSIDE:

- Go around the perimeter of the house and remove all garbage cans, discarded wood scraps, extra building materials, etc.
- Check gutters and roof for leaks and dry rot
- Weed and mulch all planting areas
- Clear patios and decks of all items, such as small planters, flowerpots, charcoal, barbecues, toys, etc.
- Check paint condition on the house, especially the front door and trim
- Review if shutters, shingles, stone or bricks need replacing
- Check exterior stairs and handrails, walkways, screens and screen doors
- Keep garage clean and tidy

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OPTIMIZING WORLDWIDE CONNECTIONS



The CENTURY 21® Referral Network is a powerful resource to market your property to potential buyers all over the world, expanding its visibility far and wide:

More than
129,500+
independent
sales associates*

In
11,000+
franchised offices*

Across
79
countries
and
territories*

THERE ARE BOUNDLESS OPPORTUNITIES TO MAKE THE RIGHT CONNECTION AND
MAXIMIZE EXPOSURE FOR YOUR PROPERTY.

*Data current as of September 30, 2024.

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RESPONDING IN REAL TIME

There's no time to waste when your property is on the market – fewer days on market gets you closer to closing, so you have more time to focus on the next exciting steps in your real estate journey.

ON-THE-GO ACCESS

That's why the **CENTURY 21**[®] brand's lead routing system contacts me directly wherever I might be, so I can respond immediately when a new buyer lead arrives. Once I'm notified, I can ensure the lead is from a qualified buyer who understands the unique features your home has to offer.

PROACTIVE PROSPECTING

I can also monitor online behavior and track activity. It allows me to predict who might be ready to take action and reach out at the right time to initiate engagement with a prospective buyer for your home.

*2024 National Association of REALTORS[®] Home Buyers and Sellers Generational Trends Report.

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POSITIONING YOUR HOME TO SELL



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SELLING YOUR HOME

How long can it take to sell your property? Some properties sell in a few days. Others may take several months. A proper balance of the key factors that influence marketing a home can help expedite your sale.

1. LOCATION

Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.

2. COMPETITION

Buyers compare your property against others in the neighborhood and interpret value based on properties available on the market.

3. TIMING

The real estate market may reflect a "buyer's" or "seller's" market. Market conditions cannot be manipulated. An individually tailored marketing plan of action must be developed for each property.

4. CONDITION

The property's condition may impact price and speed of sale. Optimizing physical appearance can make your house more appealing to buyers.

5. PRICE

If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.



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STRATEGIZING FOR RESULTS



My solid pricing strategy begins with close consideration of current real estate market trends and conditions. My job is to study the local market as well as the median sales price and average number of days on market in your area, so I can provide you with information that you can use to make well-informed, educated decisions.

COMPARATIVE MARKET ANALYSIS

The location and specific features of your property are the key elements that determine its value. Together we'll look at similar properties in the area to form the basis for valuation. My access to the the comparative analysis tool allows me to quickly find comparable properties to assist us in deciding on a competitive, effective price. The report takes into account the following categories of properties:

1. Recently Sold
2. Currently On the Market But Not Yet Sold
3. Expired Listings That Did Not Sell
4. Currently Under Contract

REMEMBER: A house that's priced right from the beginning is well-positioned to help achieve your goal: sell the property at the best possible price in a reasonable amount of time.



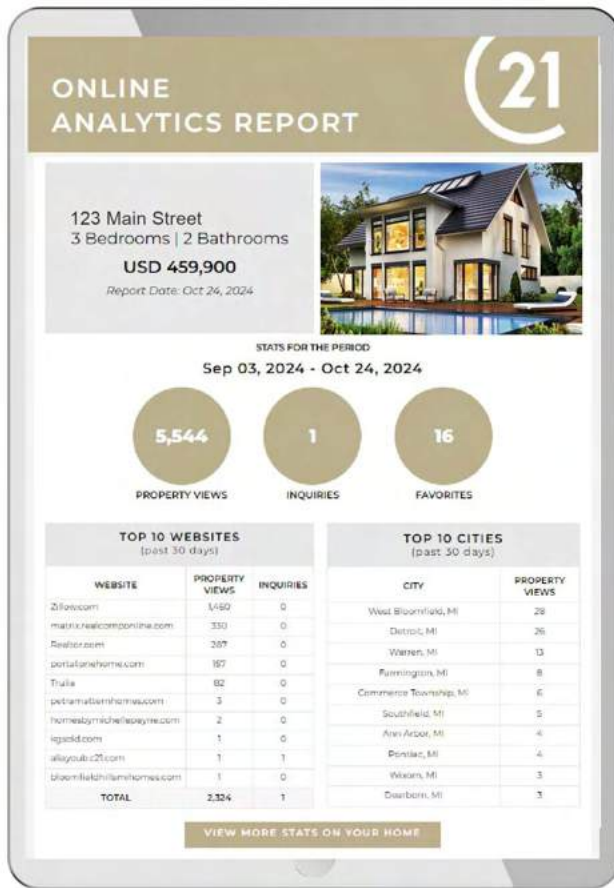
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KEEPING YOU INFORMED

You'll feel in the loop at every stage of the process with regular updates, including a robust and dynamic Seller Report that provides the latest data on the performance of your listing. You'll learn not only how often your property is being viewed, shared and saved, but also where the leads are coming from.

Such up-to-the-minute information allows me to continually evaluate my strategy, and review and discuss adjustments with you, if necessary. Together we will optimize our marketing plan and get you to the closing table faster.



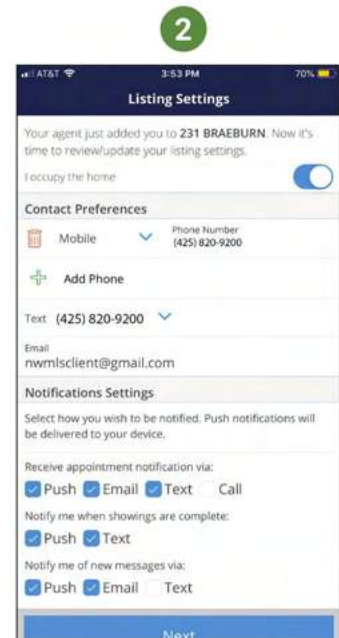
Welcome to the Home by ShowingTime Mobile App!

Home by ShowingTime is a mobile app that allows you to see and manage your home's showing appointments and communicate with your real estate broker. Electronic notifications allow you to easily confirm, decline or reschedule showings based on preferences that work best for you.

Getting Started

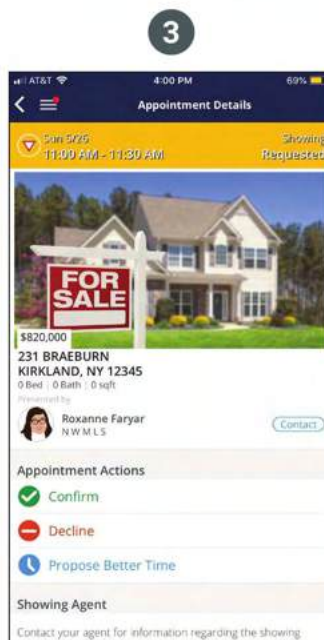
- 1 Download the "Home by ShowingTime" mobile app from the Apple or Google Play store.
- 2 Set up your contact email address, phone number and appointment notification preferences.

You can choose between push notifications from the app, SMS/text messages, emails or phone calls. Using the Home by ShowingTime app is the best way to track all showing activity in one place.



Manage Showings

- 3 Receive notifications in your chosen way and respond within the app.
- 4 Respond with one click and your message will be forwarded on.



Welcome to the Home by ShowingTime Mobile App!

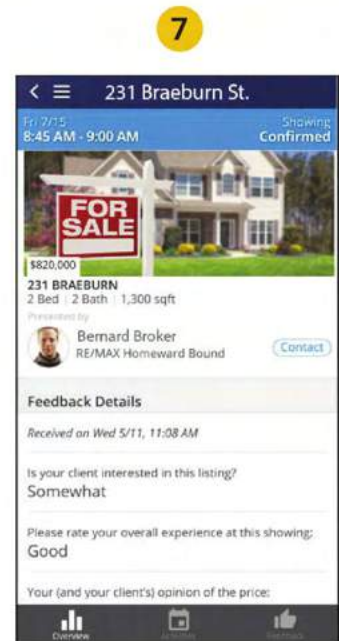
Listing Activity Report

- 5 Every email notification includes a quick link button that will take you directly to your personalized Listing Activity Report.
- 6 Here you can see all activity for your home including a list of all the showings.



Showing Feedback Updates

- 7 When your agent receives new feedback remarks from a recent showing, that feedback can also be shared with you. Click on the Feedback icon on the bottom menu to compare feedback from agents and buyers to understand the way others view your home.



CONTRACT TO CLOSE



CENTURY 21.





EVERY STEP OF THE WAY

I have the expertise to guide you smoothly through every step of the process, from start to closing.

GUIDANCE AND KNOW-HOW

This includes handling potentially complex aspects of the transaction such as managing deadlines for financing and inspection contingencies; working to renegotiate favorable terms if a deadline is approaching without a resolution; and negotiating on your behalf – from the moment we enter into an agreement until you collect the proceeds from the sale

IN TRUSTED HANDS

My goal is to provide service so exceptional, you'll tell your friends and family about me, and I'll have the opportunity to assist them and you with the next real estate transaction. By choosing me to list your home, you'll benefit from:

- My expertise and unparalleled support
- A strategic market analysis of your home
- A marketing plan
- My best effort to sell your home promptly
- The resources of the most respected brand in the industry*



*Study Source: 2023 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). Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Kantar Group Limited, a leading global market research organization, from November 17- December 1, 2023.

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ACHIEVING A STRESS-FREE **SELLING EXPERIENCE**

With access to some of the most advanced tools available, I'm dedicated to one goal – a successful and positive sales experience for you. **My promise:**

✓ **Help You Sell Your Home For The Highest Possible Price**

✓ **Negotiate To Secure Terms With Your Best Interests In Mind**

✓ **Represent Your Needs Throughout The Entire Process**

✓ **Close The Sale In A Smooth And Timely Manner**

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GLOSSARY OF KEY TERMS



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KEY TERMS*



Appraisal: A professional analysis used to estimate the value of the property. This includes examples of sales of similar properties.

Assessed Value: A value assigned to a home by an assessor and is used to determine the property tax bill.

Closing (Date): The completion of the real estate transaction between buyer and seller. The seller transfers title to the property and the buyer signs the mortgage documents, if applicable. Also known as the settlement date.

Closing Costs: The costs to complete the real estate transaction. These costs are in addition to the price of the home and are paid at closing. They include points, taxes, title insurance, financing costs, items that must be prepaid or escrowed and other costs. Ask your lender for a complete list of closing cost items.

Condominium: A unit in a multiunit building. The owner of a condominium unit owns the unit itself and has the right, along with other owners, to use the common areas but does not own the common elements such as the exterior walls, floors and ceilings or the structural systems outside of the unit; these are owned by the condominium association. There are usually condominium association fees for building maintenance, property upkeep, taxes and insurance on the common areas and reserves for improvements.

Contingency: A plan for something that may occur. For example, if you are a buyer and your offer for the home is contingent on satisfaction with the results of certain elements of a home inspection. If the results of the inspection do not meet the standard, you may have the option to cancel or renegotiate the contract.

Counteroffer: An offer made in response to a previous offer. For example, after the buyer presents their first offer, the seller may make a counter-offer with a slightly higher sale price.

Credit Report: A document used by the credit industry to examine your use of credit. It provides information on money that you've borrowed from credit institutions and your payment history.

Credit Score: A computer-generated number that summarizes your credit profile and predicts the likelihood that you'll repay future debts.

Deed: The legal document transferring ownership or title to a property.

Down Payment: A portion of the price of a home, usually between 3-20%, not borrowed and paid-up front.

Escrow: The holding of money or documents by a neutral third party before closing. It can also be an account held by the lender (or servicer) into which a homeowner pays money for taxes and insurance.

Foreclosure: A legal action that ends all ownership rights in a home when the homebuyer fails to make certain payments, such as the mortgage payments, property taxes, is otherwise in default under the terms of the mortgage.

Gift Letter: A letter written by a family member verifying that a certain amount of money was given to you as a gift and that you don't have to repay it. You can use this money toward a portion of your down payment with some mortgages.

Home Inspection: A professional inspection of a home to determine the condition of certain elements of the home. The inspection can include many options, but at least, should include an evaluation of the plumbing, heating and cooling systems, roof, electrical, foundation and pest infestation.

Home Warranty Plan: A residential service contract plan that covers the cost of maintaining certain covered household systems or appliances for a set period of time.

*These terms are provided for generally informational purposes only and may vary based on individual circumstances. You should not under any circumstances rely upon these definitions to make any financial or other significant decisions. You should consult with appropriate professionals to find out the exact context for these terms with regard to your real estate transaction.

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KEY TERMS*



Homeowners Association: HOAs for short are private organizations that oversee the management of some residential communities. HOAs establish sets of rules and regulations called bylaws for those living in the community to follow. Often times residents are required to pay HOA fees to maintain common areas and to abide by certain restrictions that limit your options with the property theoretically to keep the neighborhood appealing.

Homeowners Insurance: A policy that protects you and the lender from various events that damage the structure of the house; a liability, such as an injury to a visitor to your home; or damage to your personal property, such as your furniture, clothes or appliances.

Joint Tenancy: A legal term for an arrangement that defines certain ownership interests and rights among two or more co-owners of real property.

Lien: A claim or charge on property for payment of a debt. With a mortgage, the lender often has the right to take the title to your property if you don't make the mortgage payments.

List to Sale Ratio: The final sale price divided by the last list price expressed as a percentage.

Mortgage: A loan using your home as collateral. In some states the term mortgage is also used to describe the document you sign that grants the lender a lien on your home. It may also be used to indicate the amount of money you borrow, with interest, to purchase your house. The amount of your mortgage is usually the purchase price of the home minus your down payment.

Mortgage Insurance Premium: Insurance payments to procure insurance needed for mortgages with low down payments (usually less than 20% of the price of the home).

Offer: A formal bid from a potential homebuyer to the home seller to purchase a home.

Open House: When the seller's real estate agent opens the seller's house to the public. You don't need a real estate agent to attend an open house.

Planned Unit Development (PUD): Small community that can contain many types of single-family homes, like townhomes or condominiums. Everyone who lives in a PUD home is part of a homeowners' association.

Pre-Approval Letter: A letter from a mortgage lender indicating that you qualify for a mortgage of a specific amount. It also shows a home seller that you're a serious buyer.

Purchase Agreement: A legally binding contract that governs the property transfer from seller to buyer. This is a legally significant document that often contains various contingencies as well as rights and obligations. You should fully understand a Purchase Agreement before signing, which may include consulting an attorney.

Real Estate Professional: An individual who provides services in buying and selling homes. The selling real estate professional is often paid a percentage of the home sale price by the seller. Unless you've specifically contracted with a buyer's agent, the real estate professional represents the interest of the seller. Real estate professionals may be able to refer you to local lenders or mortgage brokers but are generally not involved in the lending process.

Recording Fee: Fees assessed by state and local government agencies for legally recording your deed, mortgage and documents related to your home loan.

Refinance: Getting a new mortgage with all or some portion of the proceeds used to pay off the original mortgage.

Short Sale: If you can sell your house but the sale proceeds are less than the total amount you owe on your mortgage, your mortgage company may agree to a short payoff and write off the portion of your mortgage that exceeds the net proceeds from the sale.

Title: The right to, and the ownership of, property. A title or deed is sometimes used as proof of ownership of land.

Title Insurance: Insurance that protects lenders and homeowners against legal problems with the title.

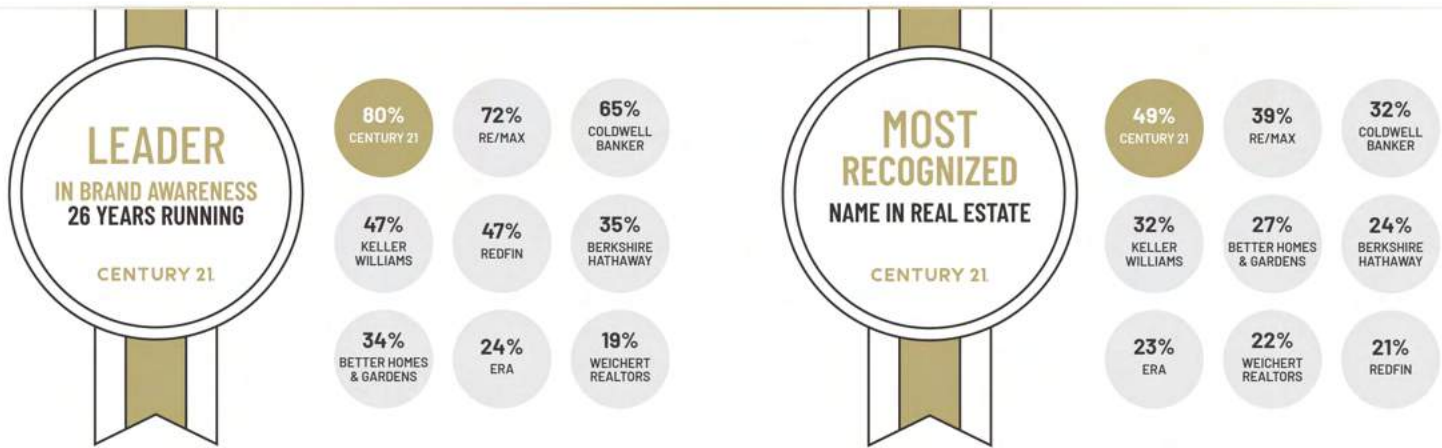
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ABOVE & BEYOND

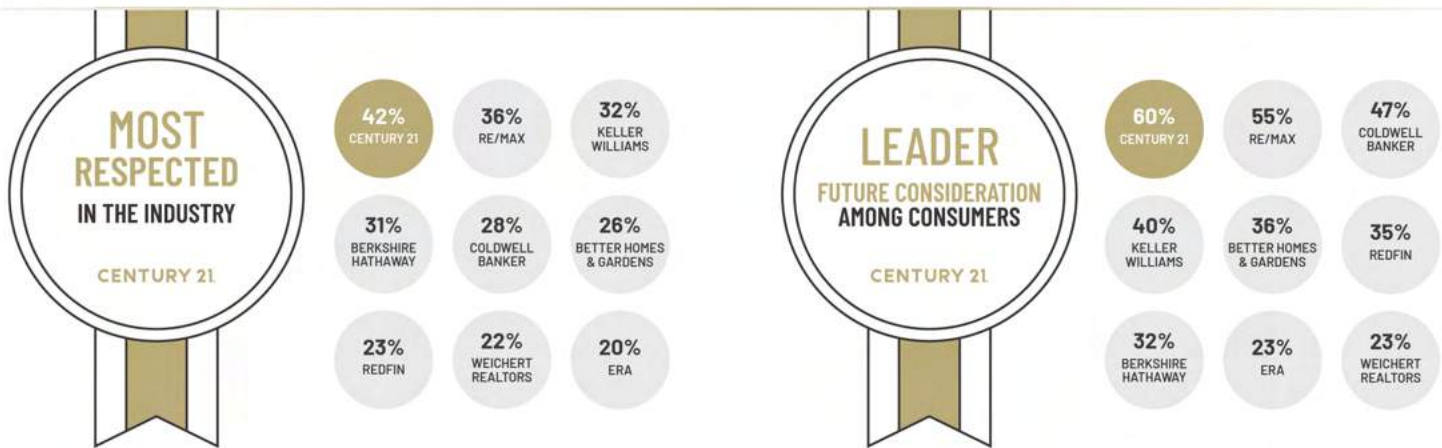
26 CONSECUTIVE YEARS
4 SEALS OF RECOGNITION
1 ICONIC BRAND

When presented with a list of real estate agencies, consumers gave the CENTURY 21® brand top marks.



In 2024, the CENTURY 21® brand continued to maintain the "highest brand awareness" level—a trend we have upheld since 1999.

49% of consumers identified the CENTURY 21® brand as "the most recognized name in real estate."



Consumers selected the CENTURY 21® brand as the "most respected in the industry."

Consumers selected the CENTURY 21® brand as "most likely to consider" for future transactions.

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