

# CENTURY 21<sup>®</sup> Business Builder<sup>SM</sup>



## CENTURY 21 best-in-class Marketing Platform

Century 21 Real Estate LLC provides every agent with CENTURY 21<sup>®</sup> Business Builder<sup>SM</sup>, the new best-in-class marketing and CRM platform!

- Targeted, polished, and relevant marketing to connect with more leads and contacts
- New tools to help manage the conversion of leads into closed transactions
- A robust Contact Relationship Manager (CRM) that fully integrates with CENTURY 21 LeadRouter<sup>SM</sup>

## A single, integrated CRM for all leads and contacts

Use the integrated CRM to quickly and effectively manage all of your leads and sphere. You have the option to have new leads from LeadRouter sync with CENTURY 21 Business Builder<sup>SM</sup>. Sort your contacts into groups, and make sure you are engaging with each one.

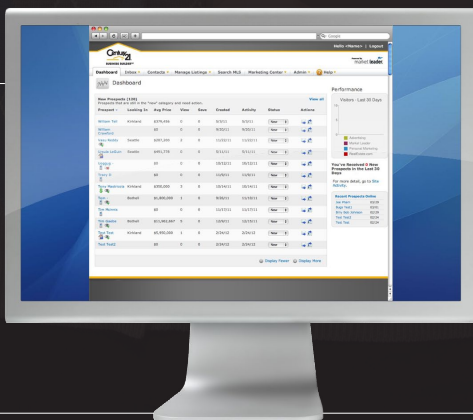
## Looking good has never been so easy

Creating professional marketing and getting it into your contacts' hands will be a snap. Choose from a large library of over 500 professionally-designed templates and customize them as you wish with our easy-to-use WYSIWYG (what you see is what you get) design editor. Make a lasting impression and send your materials as email, or professionally print them.

## Power your marketing

You'll have all the resources you need to efficiently and effectively market to your prospects and your sphere.

Launch **targeted, multi-touch campaigns** to effectively engage with your contact base.



**Manage all of your contacts from one source.** New leads from Lead Router will automatically be inserted into your integrated CRM, allowing you to manage all your follow up communications in one place.

**Get started today by visiting [21Online.com](http://21Online.com)**

**PROPERTY FEATURES**

Garage: 5 cars  
 Number of Bedrooms: 5  
 Number of Bathrooms: 6  
 Heating: Geothermal  
 Cooling: Central  
 Number of Stories: 2  
 Lot Size: 8,207 square feet



Easily create property marketing flyers with **one-click** listing integration.

Leverage the **Smarter. Bolder. Faster.<sup>SM</sup>** national advertising campaign in your marketing.



Find the right postcard with the right message. **Choose from over 300 designs** that can be sent via email or direct mail.

Send real estate specific tips and advice each month with a **CENTURY 21 eNewsletter**, pre-populated with relevant information and customizable for your market place.



Cultivate every lead source in your database with **pre-written single email templates.**

For those who want even more tools, Market Leader is proud to offer several optional add ons:



Lead-generating  
IDX website

Smart lead  
insights

4,000 more  
marketing templates

And 30+ other  
benefits

Online  
advertising

Exclusive areas  
for seller & buyer  
leads

**Market Leader Pro is fully integrated with CENTURY 21 Business Builder<sup>SM</sup> and available at an exclusive price for CENTURY 21 Sales Professionals.**

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