



# CENTURY 21 UK

## Franchise Opportunities

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Property done properly  
with the world's largest estate agent.

**CENTURY 21**. Local. National. International.



**1 The CENTURY 21 story.**  
The world's largest residential estate agency organisation.

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**2 The CENTURY 21 way.**  
I promise. I deliver. I am accountable.

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**3 The CENTURY 21 support system.**  
Development, training & marketing.

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**4 The right kind of franchisee.**  
Can you become CENTURY 21?

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**5 FAQs.**



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**The CENTURY 21 story.**

The world's largest residential  
estate agency organisation.

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## CENTURY 21: Where did it all begin?

CENTURY 21 was established by Real Estate brokers Art Bartlett and Marsh Fisher, in Orange County, California on July 28, 1971.

7,100 offices later, the CENTURY 21 brand is now the world's largest residential estate agency organisation, spanning 74 countries and with approximately 102,000\* sales professionals. CENTURY 21 has seen huge success internationally.

## What does that mean to you?

- You will be the brand of choice for many overseas clients
- You'll benefit from some brilliant international brand exposure (see pictures)
- Your properties will be showcased worldwide through [www.century21global.com](http://www.century21global.com) (pictured)



### From left:

- CENTURY 21 were the official sponsors of the 2013 Super Bowl.
- [www.century21global.com](http://www.century21global.com) - the international property portal.
- CENTURY 21 UK are the official sponsors of Creswell Racing. The team competes in the British Superbike Championships; the CENTURY 21 UK bike (pictured) is seen by thousands of spectators across the UK each month.
- CENTURY 21 has appeared in some heavyweight Hollywood films such as *Evan Almighty*, *We Bought a Zoo* and *What to Expect When You're Expecting*, starring Cameron Diaz and Jennifer Lopez (pictured).

## CENTURY 21 in the UK

CENTURY 21 was established in the UK in 2005, and despite difficult market conditions over recent years, has grown from strength to strength.

In April 2013, CENTURY 21 UK became part of the Shepherd Direct Group; Shepherd Direct is the over-arching brand given to seven businesses that serve the property and mortgage industry.

"We are now part of a mature and experienced property services group which has been immersed in and hugely successful in the UK property market for decades. This relationship significantly extends the support structure available to our franchisees with the added resource of over 200 Shepherd Direct staff members."

**- Lesley Sharkey, Operations Director for CENTURY 21 in April 2013**

To find out more about Shepherd Direct, visit [www.shepherddirect.co.uk](http://www.shepherddirect.co.uk).

### What does that mean to you?

- Enhanced training program delivered by our Professional Development Team
- Dedicated Marketing resource (including graphic designers)
- Unrivalled in-the-field support driven by a dedicated director of our business
- Opportunities to earn additional income from day one

*For more information about the support you'll receive as a CENTURY 21 franchisee, please refer to section 3 of this prospectus.*

\*Statistics true at time of print.



Rob Clifford, Chief Executive, CENTURY 21 UK





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**The CENTURY 21 way.**

I promise. I deliver. I am accountable.

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## What is CENTURY 21 all about?

Whether you are renting or buying a property, moving home is commonly identified as one of life's most stressful events. The journey often involves a lot of uncertainty, hope, urgency and joy not to mention money and organisation.

Whilst 95% of property searches now begin online, this is one of the few customer journeys that still requires human interaction.

### **The client wants:**

*Advice, honesty, feedback, clarity and results.*

CENTURY 21's ethos has always been to offer a differentiated personalised service, whether to clients in the UK, USA or India! The business model is different to that of the traditional estate agent in that a client deals with one point of contact throughout their entire journey, and that person remains accountable throughout the entire process.

## The CENTURY 21 UK mission statement:

### **I promise...**

To be open and honest with you at all times, and to obtain the best outcome for you and your property.

### **I deliver...**

I am the one who will be responsible for making sure that we do what we say we are going to do, and to ensure you have complete confidence in all that I do to achieve your property goals.

### **I am accountable...**

You have one point of contact throughout this process and that will be myself. We are in this together and I am the one who is responsible for ensuring that I not only fulfil your expectations, I will aim to exceed them.

This isn't just about an attractive statement in a brochure; this is the CENTURY 21 service that is recognised and loved throughout the world. **It's the CENTURY 21 way.**



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**The CENTURY 21 support system.**  
Development, training & marketing.

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## The CENTURY 21 Support System

Everything we do as Franchisor is about helping you to win more listings, enhance the service you are able to offer your clients and ultimately, make your CENTURY 21 business a success.

### The support we provide:

**Exclusive territory:** Once you have chosen your location, we are able to provide a protected territory around you. This will be agreed prior to signing the franchise agreement.

**Locating premises and branding:** We will assist you in your search for a suitable location to operate from, based on the local market and competitor locations.

We can make recommendations on everything from the office layout to your welcome mat, which you can see in the flesh before you buy by visiting our Model Office at the Training Academy. What's more, we are able to negotiate very competitive national deals with suppliers to bring your setup costs down.

**Recruitment:** We can work alongside you when you are recruiting Sales Associates, conducting recruitment seminars and interviews, and helping you to identify Associates with the correct skills required. We will also provide recruitment advertising templates, logos, brochures and presentations.

**Technology:** We will help you to setup your property management software and web page, then train you how to list new properties and manage your leads so you are able to train your Sales Associates as quickly and efficiently as possible.



**Induction training:** You will attend our comprehensive induction courses. These are frequently held either in our Training Academy based in Nottingham, or in London or Glasgow.

The induction course is designed to cover everything you need to know to ensure your business benefits and differentiates by adopting “the CENTURY 21 way”, including:

- legislation
- sales strategies
- launch planning
- recruitment
- activity management

We also provide comprehensive training to your Sales Associates free of charge.

**Further training:** Our Professional Development Team is there to identify training opportunities through analysis and consultation with our Franchise Development Directors and Franchisees.

You will be invited to attend further training courses designed to ensure you are equipped with the necessary skills and knowledge to launch your business, and to enhance your revenue potential.

These seminar titles include:

- Winning Instructions
- Enhancing your fee
- Know your market
- Customer service and retention
- Property Management System
- Legislation



**Launching your business:** You only get to launch your business once, and creating the right impression in your local market place is absolutely vital. We work very closely with you at this stage, and can help you to organise your introductory marketing campaign, launch event and local press coverage.

**Ongoing marketing support:** Marketing support is absolutely crucial in supporting the growth of your business. 95% of property searches now begin online, so it's vital that your digital marketing strategy reflects current trends and triumphs over your competitor's.

We have negotiated discounts that enable our offices to list on Rightmove and Zoopla, and have designed a portfolio of banner advertising and content templates should you wish to make the most of advertising products provided by these platforms.

We are continuously improving our own website; enhancing the customer journey, improving search engine visibility and introducing new data capture initiatives, all designed to put more customers in contact with you.

We're quite unique in that we employ a team of graphic designers within our Marketing Team on a full time basis who are on hand to create artwork; whether a standardised proof, which we can prescribe to the whole network, or something bespoke that only you will use.

We have created online portals that act as your marketing toolbox. You are able to download anything you need from our portfolio, including brand guidelines, advertising templates and press release templates. You are able to personalise and order stationary online through our Brand Demand platform.





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**The right kind of franchisee.**

Can you become CENTURY 21?

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## What makes a CENTURY 21 Franchisee?

We are looking for people who have the ability to grow their own business, whether they're a seasoned property professional or completely new to estate agency.

When we consider our most successful franchisees, there's one thing they all have in common; it's not experience, location or budget - although all these things help - it's attitude.

This fantastic opportunity is not available to everyone.

In fact, we're quite specific about who we will allow to trade as CENTURY 21. There are certain characteristics we believe a person needs to have to run their business the CENTURY 21 way:

- **A passion for people, property and postcode**
- **Entrepreneurial flair**
- **Drive & determination**
- **Commitment & accountability**
- **Willing to listen, learn and grow**

### How can we help you get there?

You don't need any experience in estate agency to become a CENTURY 21 agent - it helps - but our comprehensive induction programme will teach you everything you need to know prior to launch. However, we need to see the qualities outlined above to confidently invest in your success.



## Meet some of our franchisees.....

**Anton Antonov**

**CENTURY 21 Chiswick**

My father has always worked in commercial property so the sector has always been part of my family and of great interest to me. I have always wanted to get into the property industry and focus particularly on the residential marketplace in London but felt I lacked the experience and exposure to tackle this market alone.

After extensive research into different estate agency franchise options on offer, it was the reputation of the brand, its unique style of service and its extensive network of branches around the world that made CENTURY 21 the right choice for me.

I am keen to refresh and modernise the notion of what an estate agency should be. I believe working under the CENTURY 21 brand gives me the best opportunity to show the service-driven ethos that underpins our unique business model.

Chiswick is a hugely aspirational, community-driven area of London with a great atmosphere that's popular with both the professional and family market. The importance of recommendation in this area is very high and therefore customer service is paramount - I admire the community spirit and want CENTURY 21 Chiswick to be part of that.

We want to be the destination brand on Chiswick high street, so we spent a lot of time considering the design of our premises prior to launch. Whilst setting up, the Franchise Development Team were fantastic, they helped us keep on track and were on hand when we needed them and the Marketing Team put together bespoke artwork that completes our office. We're really happy with the end result and with the support we received.



**Paul Corcut**

## **CENTURY 21 Westminster**

I have owned and traded property in the Westminster area for years, and wanted to start an agency properly equipped to offer the right kind of service to clients in arguably the most desirable residential location in London.

CENTURY 21 Westminster is located opposite the Royal Mews on Buckingham Palace Road. This is an area with a high proportion of international buyers (around 45 to 62 per cent of London's most desirable areas are owned by high net worth individuals from abroad) so a strong brand overseas is a real advantage.

Being part of the CENTURY 21 system means belonging to the largest residential estate agency organisation in the world. This will be very important for our business in Westminster as there will be many overseas companies and individuals seeking to buy, sell and let and rent properties and a high call for property management services in the Westminster district. In fact, just a few weeks after our office opened in August we had a call from San Francisco. I asked how they had heard of us, and they said, simply: 'you're CENTURY 21!' This brand is such an advantage to us.

The additional strength of our team lies in our international experience. Both Sales Associate Jeremy Gordon and I have strong international links. I am a former banker and a Russia specialist, while Gordon has a focus on China. We have both had experience working for UK Trade & Investment, the government's trade promotion arm, and are also directors of an emerging market consultancy. Our understanding of international business and banking will help investors get the best out of their property.

We at CENTURY 21 Westminster have been very happy with the levels of support shown to us by the Franchisee Training and Development Team and the Marketing Support Team. They are very experienced in their subject matter, highly knowledgeable and only too pleased to help. Tremendous service delivered with warmth and friendliness - they are really on our side.



From left Jeremy Gordon (Sales Associate for CENTURY 21 Westminster), Dani Roberts (Shepherd Direct), Rachel Griffiths (Shepherd Direct), Paul Corcut (owner CENTURY 21 Westminster), Ryan Woolley (Sales Associate for CENTURY 21 Westminster).

**Dan Pennington and Ian Ambrose**  
**CENTURY 21 Liverpool South**

We wanted to open a number of branches in Merseyside over the coming years and felt this would be too difficult to do as an independent agent.

After researching the CENTURY 21 UK proposition, and looking into the brand's worldwide reach, it was apparent that this global competitor was what we needed to hit the ground running.

Dan had been very heavily involved in the international investment property market over the last few years so already knew CENTURY 21 as a brand having dealt in the US property market.

Ian's background is not in estate agency, but in running a number of successful start up businesses. Ian commented "despite opening a franchise, this very much feels like our business; with the help and experience of the franchisor we feel we can have a major impact quickly in the Liverpool area".

There is also the added advantage of the relationship with Shepherd Direct, which aside from marketing and training resource, will also allow us to access a large number of existing rental properties in the Liverpool area. This will provide a big impact over a short period of time and will really give us some great exposure as we grow in our first year.

The Franchise Development Team have been so supportive and helpful; their knowledge of the industry has been great for us; we're able to get quick answers and help on a variety of issues.

The team is very easy to work with and have shown great belief in us. This has given us the confidence to push things forward. We are really excited about the CENTURY 21 journey!



From left: Ian Ambrose, Dan Pennington  
(owners of CENTURY 21 Liverpool South)



**5** FAQs.

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## Frequently asked questions

### **Do I need to operate from shop front premises?**

Yes, our agents must operate from a shop front premises. You may also operate from shared premises or integrate into an existing business, which in the right location, may be an option.

### **Can I employ people to work for me?**

Yes, as a franchisee you can employ staff or choose to engage associates on a self-employed basis. We can work alongside you when you are recruiting Sales Associates.

### **Do I get my own website?**

You will be provided with your own home page on our website [www.century21uk.com](http://www.century21uk.com) which you are able to customise and publish your available properties to. This way you have your own presence whilst benefitting from the centralised activities of our Marketing team, such as search engine optimisation and paid-for advertising online.

### **Where will my properties be advertised?**

You will have unlimited access to the CENTURY 21 UK website which then feeds your properties to a number of property portals (subject to subscription) including, amongst others, Rightmove, Zoopla, Google and social media channels. The software we provide will help you to create property lists and mailers.

### **Apart from the monthly continuation fee, are there any other fees that I must pay?**

No other set fees are required. The only other charge is your royalty payment on all fees earned.

### **Do I have to charge a set commission rate?**

No, you have the ability at a local level to set the rates that you will charge clients for selling and letting their properties and any associated fees.

### **Do I need any types of insurance or memberships?**

All estate agents in the UK must belong to a consumer redress scheme. You will have to become a member as a requirement of the agreement. You will also require Professional Indemnity (PI) cover. All estate agents in the UK must also be registered with the Office of Fair Trading for money laundering purposes. We can advise on current fees for each of these requirements.

### **Is it compulsory that I have to do sales and lettings?**

Yes, all CENTURY 21 UK offices must operate both sales and lettings.

### **What does the training course involve?**

Our training is broken down into 3 different areas. The initial induction program is for all new agents and we will teach you how to operate as a sales and letting agent to ensure you understand the law and regulations and how to measure, advertise and promote properties. You will also be trained on how to use our software and complete client documentation.

Ongoing training will be provided at our seminars and refresher training will take place to keep you abreast of any changes in legislation or best operating practice.

### **Where does the training take place?**

The induction training courses will take place either at our Training Academy in Nottingham, or in London or Glasgow.

### **What happens if I need help?**

Launching a new business can be daunting and it is our aim to support you as you launch your new business as a CENTURY 21 UK franchisee. As well as visiting your office regularly, you will also have a dedicated point of contact for any queries that you have in your day-to-day business. In addition you will have access to regular seminars where you can meet your colleagues and share your business experiences. CENTURY 21 UK will also provide you with training for all office staff or associates.

### **What help will I receive to administer let properties?**

As a franchisee you will be able to spend all of your time sourcing new landlords and properties and finding tenants. You will charge for the services that you offer creating a major source of revenue. We provide your property management service and will deal with rent collection, deposits and maintenance issues on your behalf. We also ensure that your lease agreements are legal and current. This allows you to maximise your time sourcing and securing new business.

### **What options do I have at the end of the franchise term?**

At the end of the initial term you can renew your agreement with CENTURY 21 UK and carry on operating your sales and rental business as part of the world's largest property brand.

### **Do I have to arrange my own for sale/to let boards and property brochures?**

We have an established process for producing property brochures, bespoke marketing material and sale or let boards.

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### **What happens next?**

We hope this prospectus has provided a succinct overview of the benefits of becoming a CENTURY 21 franchisee. If you are interested in progressing your application, please get in touch with us and we will arrange a suitable time for you to discuss your plans with a Franchise Sales Director.

If you would like more information, why not visit our Franchise Opportunities micro site:  
[century21uk.com/franchise](http://century21uk.com/franchise)



**0870 21 11 399**



**[opportunities@century21uk.com](mailto:opportunities@century21uk.com)**

*Thanks for reading!*

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Head office: CENTURY 21 UK, 3-4 Regan Way, Chetwynd Business Park, Chilwell, Nottingham, NG9 6RZ.

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