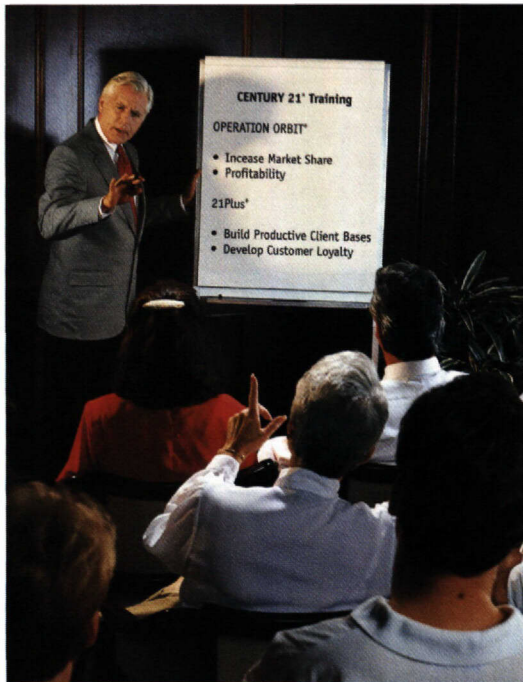




21世纪中国不动产



**THE MARKET**

Century 21 is a part of Cendant, a Top 500 enterprise listed on the NYSE (code: CD). As one of the largest real estate service providers in the world, Century 21 exerts considerable influence through its way of business expansion. Century 21 provides consumers with quality services relying on an extensive real estate agent network, which is supported by a franchise system. Franchisees are able to achieve optimal business operations and maximum profits by sharing the global resources of Century 21.

In a bid to ensure its leading position in the global real estate industry and to share greater success with its franchisees, Century 21 strives to offer franchisees the most up-to-date research results, upgrade brand values and develop more franchisee support programmes.

**ACHIEVEMENTS**

Century 21 operates in 42 countries and territories through a worldwide network comprising of 7,100 franchisees and 113,000 professional real estate agents.

Since Century 21 started operations in China, the company has grown to the current strength of 500 authorised franchisees. This translates to over 5,000 agents and administrative

staff. Century 21 is now operating in 19 business regions in China. Most of the regional sub-franchisors are public companies, large real estate development firms or investment institutions. Sales for 2003 surpassed RMB10 billion.

Century 21 has maintained rapid growth in terms of market share. Its outstanding performance has been recognised and confirmed by industry insiders. In 2003, Century 21 was ranked 12<sup>th</sup> in the Top 500 Franchisors list by *Entrepreneur* magazine in the US. Meanwhile, it has been nominated an Excellent Franchise Brand in China by China Chain Store & Franchise Association. It was also presented the Top 50 Growing Chain Stores of the year award by *Chinese Entrepreneur* magazine.

Century21 was ranked 24<sup>th</sup> among all global franchisors in 2004. In the same year, Century 21 China was awarded the Global Contribution Excellence by Century 21 Global.

**HISTORY**

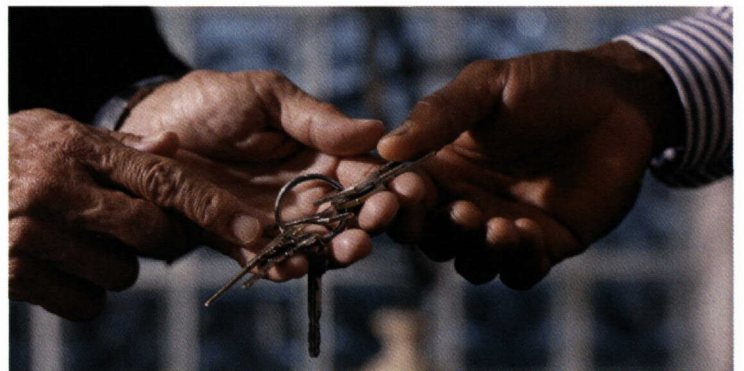
Century 21 Real Estate was established in California, USA

over three decades ago. In 1971, two outstanding real estate agents applied a keen business sense and the power of franchising to the bricks and mortar sector. Thus, the golden brand, Century 21, came into being and began to write its legend in the real estate industry.

Almost three decades after its birth, Century 21 began its operations in China in March 2000. Century 21 China is now the largest real estate market in Century 21 Real Estate System.

**THE PRODUCT**

As a world-recognised real estate expert, Century 21 provides customers with the most comprehensive and reliable services, including



property selling and buying, leasing, temporary house searching, planning for new constructions and relocation. All these services are rendered following well-designed standards and supported by a global customer referral network that consists of the Sales Information System(SIS) and customer referral system.

In China, Century 21 positions itself as a comprehensive service provider with the real estate business core, including housing finance, insurance and other derivative businesses. Aiming to provide Chinese consumers with world-class real estate services and to promote a healthy industry development in joint effort with



its peers as well the central government, Century 21 teams up real professionals of global competency and takes advantage of the considerable experiences gained from its international practices. As always, the company commits itself to the long-term development of the real estate industry in China.

The mission of Century 21 is to provide the best real estate services to consumers. Besides traditional real estate agency, appraisal and new construction planning and sales services, Century 21 focuses on realising a customer's potential needs. Relying on service innovations, establishment of the widest business alliance, value-added services diversification, and construction of the one-stop service system, Century 21 serves its customers with quality and options beyond their expectations. The strategy underlining Century 21 strategic alliances was designed to strengthen the competency of both franchisees and agents, improve profit margin, expand business scope, and secure successful transactions. Moreover, the strategic alliance helps reduce transaction costs by increasing business volume and customers can be at ease during the whole process of a transaction.

#### RECENT DEVELOPMENTS

Century 21 has completed its initial strategic positioning in China with its successful business development and franchising in coastal cities (i.e. Xiamen, Fuzhou, Guangzhou, Shenzhen, Shanghai, Ningbo, Hangzhou, Wenzhou, Qingdao, Dalian, Tianjin, Suzhou, Nanjing, etc.) and inland cities (Beijing, Zhengzhou, Chengdu, Wuhan, Changsha, Jinan, etc.)

Century 21 will continue to boost the development of inland areas of China and eventually develop 60 Regions, 4,000 franchisees and 30,000 agents, thereby forming a comprehensive real estate service network.

#### PROMOTION

Century 21 maintains a complete set of visual identity system (VI Systems), which sets out

unified specifications on trademarks, office decorations, dressing code and other business necessities. Franchisees can regularly obtain

with the standard service system, secures customer loyalty.

#### BRAND VALUES

According to a global investigation conducted in 2002 by the well-known American company Millward Broun, Century 21 maintained an overwhelming advantage over its competitors in terms of customer awareness, brand recognition, etc.

Century 21 is one of the world's largest and most recognised real estate organisations with the largest network and greatest global coverage. It is dedicated to providing buyers and sellers of real estate with quality services, franchisees with management support, personnel management and sales assistance.



advertisement package from Century 21, which ensures a unified corporate image and reduces operating expenses at the same time. A unified VI system brings customers strong visual impressions and more importantly, standardises franchisees' business operations and emphasises the professionalism associated with Century 21. Century 21 also creatively set up the National Advertising Fund (NAF) in its branding initiatives. The marketing system ensures the establishment of favourable public relations using marketing campaigns and media exposure to increase customer awareness. This, combined

#### THINGS YOU DIDN'T KNOW ABOUT CENTURY 21

- Century 21 aims to develop 60 regions in China. Qualified regional sub-franchisors will be granted the exclusive right to use Century 21 brand in certain geographical regions, where they enjoy the right to franchise the second-tier franchisees (ie, real estate brokerage offices and individual investors interested in this market)
- The primary responsibility of Century 21 is to "help customers achieve their objectives". The company keeps a professional eye on the changing real estate market to design and improve business plans for franchisees. In an effort to identify and solve existing problems, Century 21 maintains regular and close contact with its franchisees. Thanks to the continuous support from Century 21, franchisees can find themselves operating on an interactive platform existing among them and the different regions, thus strengthening their capability to provide first-class services to consumers