

# CENTURY 21.

The Real Estate Centre



## Automated Lead Generation Tools

At CENTURY 21, we provide the lead generation tools to make you the technology and marketing leader in your local market and connect you with global opportunities.

**Stand out from the ordinary. Experience the C21 Difference.**

### Custom Websites

Each agent receives a custom branded website where you receive every lead that searched on your site – no strings attached.

### LeadRouter®

A multi-faceted leads management system that converts Internet leads into voice messages sent to cell phones, but also facilitates the management of leads from any source.

### Zap™ Lead Management Platform

CENTURY 21's cutting-edge Zap™ lead management software integrates with your C21 website to help you more effectively nurture and close leads.

### C21 Online

A marketing system that includes agent websites, LeadRouter, Zap, the preferred client club, brand studio, C21 University, and much more.

### REALTOR.com Showcase Listing Package

We pay to enhance your listings on REALTOR.com to create a better visualization of your listing for buyers.

### Business Builder®

An email marketing system that allows you to stay top of mind with your contacts by setting them up to receive a variety of drip marketing campaigns.

**"CENTURY 21 is a company that stays ahead of the technological world we live in to help get properties sold. The websites have multiple help links so that buyers and sellers can understand the buying and selling process and be more informed to make better decisions. Our agents have the tools, education and experience to be effective negotiators in the buying process."** – Hellen Schmid, Managing Broker