

CENTURY 21 Canada Launches Full-Screen Property Photos

FOR IMMEDIATE RELEASE:

December 19, 2008 - Vancouver, BC, Canada - CENTURY 21 Canada has released a new enhancement to its real estate website that allows visitors to view full-screen photos of listed homes. The feature, called [Showcase21](#), provides fast and easy access to large, clear photos of properties.

CENTURY 21 Canada President, Don Lawby, explains how this enhancement will benefit prospective homebuyers. "The most common thing visitors to [Century21.ca](#) do is view property photos. This new feature will improve our clients' experience in screening and reviewing prospective homes. Now more than ever, we believe we have the best real estate website in the world when measured by quantity and quality of photos per listing."

An example of this user friendly feature can be found here: <http://www.century21.ca/100466507>

Property listings with 21 photos are identified with a "21 Photos" starburst, and when available in high resolution format, the Showcase21 logo will be displayed as well. Clicking the primary photo opens a photo viewer where visitors can quickly toggle through the property's photos. Clicking the '[Launch Showcase21](#)' button upgrades the presentation to full-screen mode. Other features of Century21.ca include "open an account" - which allows website visitors to receive first notice on new listings and "request a showing". These features are unmatched by any other Canadian real estate website.

"In today's real estate market, home sellers are becoming more aware of the importance of partnering with a real estate organization that understands how to use the web effectively to help sell their home," says Lawby. "Century21.ca combines the company's history of customer service and professionalism with leadership in the online world. Real estate sales activity is increasingly online, and we want to make the experience as helpful and productive as it can be for buyers and sellers across Canada."

Century 21 Real Estate LLC is one of the world's largest residential real estate sales organizations, with approximately 8,800 franchised offices and more than 145,000 sales representatives located in 60 countries and territories. Century 21 Canada Limited Partnership, a real estate franchisor with exclusive rights to the CENTURY 21 brand in Canada, provides comprehensive management, technology, marketing, training and administrative support for the CENTURY 21 System in Canada, including access to the Canadian real estate industry's most ambitious technological web strategy to date. For more information please visit www.century21.ca

CENTURY 21 Canada is the only real estate organization to offer customers AIR MILES® reward miles on real estate transactions.

Century 21 Real Estate LLC is a subsidiary of Realogy Corporation (NYSE:H).

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