

## News Release

### CENTURY 21 Admiral Cove Realty under new ownership

FOR IMMEDIATE RELEASE:

April 1, 2008

CENTURY 21 Canada is pleased to welcome Paulette Upshall and Richard Brown as the new co-owners of CENTURY 21 Admiral Cove Realty in Bedford, NS.

Upshall and Brown have over 16 years of combined real estate expertise and quickly formed a successful working partnership serving the communities of Bedford and the Halifax Regional Municipality after meeting in 2006.

Brown says he knew over ten years ago that the CENTURY 21 System was the organization for him. "When I decided to get into the real estate business, I researched and compared the available brands in Nova Scotia. I knew immediately that I wanted to be part of the CENTURY 21 System. As a new owner, I appreciate the level of service and education provided to sales representatives, plus I loved the gold jacket!

"I have literally 'worn out' two jackets already. Everyone who sees me in it knows what I do without a company name or logo – that is the power of the CENTURY 21 Brand. I position myself as the local expert on real estate and would get questions from people on the street," says Brown.

"I remember standing in a bank line many years ago and chatting with a Realtor from another company who was poking fun at me wearing the gold jacket. He said he wouldn't mind switching to CENTURY 21 but wouldn't be caught dead in the jacket. Two minutes later a person started chatting with me about real estate after he noticed my jacket. I actually booked an appointment right there to do a Market Analysis. I turned to my colleague and said, 'That, my friend, is why I wear the gold – a couple of extra deals a year'."

Upshall says that she looks forward to this next phase of her professional career. "One of my goals in real estate was always to own and operate my own business - and this was the opportunity I was looking for! We are so impressed with the strength of the CENTURY 21 brand - it is the gold standard after all! We also recognize the power of our exclusive relationship with the AIR MILES Reward Program and the other preferred benefits that the CENTURY 21 System enjoys."

"CENTURY 21 is also on the cutting edge of technology," says Brown. "The new [Century21.ca](http://Century21.ca) website and the OnlineOffice is the best I have seen in the industry. We have access to seemingly unlimited resources on the intranet - these tools are extremely valuable in our business."

"We welcome Paulette Upshall and Richard Brown to the CENTURY 21 System as new owners of CENTURY 21 Admiral Cove Realty. CENTURY 21 Canada looks forward to providing the tools and systems that will support the growth of their business," says Brian

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Rushton, Senior Vice President, Franchise Sales and Development for CENTURY 21 Canada.

CENTURY 21 Admiral Cove Realty currently serves the community of Bedford and the Halifax Regional Municipality.

Century 21 Canada Limited Partnership is a real estate franchisor with exclusive rights to the CENTURY 21 brand in Canada and is part of the world's largest residential real estate sales organization. CENTURY 21 Canada provides comprehensive training, management, administrative and marketing support for the CENTURY 21 System, which is comprised of more than 8,400 independently owned and operated franchised broker offices in 58 countries and territories, with more than 142,000 sales representatives worldwide. CENTURY 21 Canada is the only organization to offer customers AIR MILES® reward miles on real estate transactions.

Search [Century21.ca](http://Century21.ca).

For more information, please contact:

Century 21 Canada Limited Partnership  
# 700 – 1199 West Pender Street  
Vancouver, BC  
V6E 2R1

E-mail: [press@century21.ca](mailto:press@century21.ca)  
Main: 604-606-2100; in Toronto: 416-491-6232  
Fax: 604-606-2125; in Toronto: 416-497-2200