

FOR IMMEDIATE RELEASE

Red Deer's Leading Real Estate Company Celebrates 100 years of Service

Red Deer, AB – January 7, 2011 – Since opening its doors late in 1910, [CENTURY 21 Advantage](#) has been providing expert real estate services to the residents of Central Alberta.

Founded by local businessman W.J. Botterill, the company was originally named Botterill McKee. It joined CENTURY 21 in 1976, gaining the recognition of a rapid growing franchise brand. The company changed its name to CENTURY 21 Advantage approximately twenty years ago and is now currently co-owned by [Patrick Galesloot](#) and [Janice Resch](#).

"CENTURY 21 Advantage is well established as Red Deer's leading real estate firm," says Patrick Galesloot, owner of CENTURY 21 Advantage. "I love the people I get to work with, meet and socialize with in Red Deer. They're always kind, generous and open to sharing."

Looking to the future, Mr. Galesloot is expecting technology to play a bigger part in real estate transactions. He is also confident that the experiences and personalized touches of real estate agents will continue to be the cornerstone of the real estate industry. Mr. Galesloot notes that with all the changes in real estate over the past years, buying and selling a home is still done across the kitchen table.

"CENTURY 21 Canada congratulates CENTURY 21 Advantage on reaching this tremendous milestone," says Brian Rushton, Senior Vice-President of Operations at [CENTURY 21 Canada](#). "We look forward to assisting CENTURY 21 Advantage for many more years to come."

Conveniently located in Parkland Mall in Red Deer, Century 21 Advantage is community driven and focused on helping home owners with all their real estate needs. As local experts, CENTURY 21 Advantage's sales professionals are uniquely qualified to help consumers navigate the opportunities that exist in the local real estate market.

To view CENTURY 21 Advantage's property listings, please visit their Web site at <http://www.century21.ca/advantage>.

About Century 21 Canada Limited Partnership

Century 21 Canada Limited Partnership ([Century21.ca](#)) is a real estate franchisor with exclusive rights to the CENTURY 21 Brand in Canada. With more than 121,000 sales professionals in approximately 7,700 independently owned and operated franchised broker offices worldwide, the CENTURY 21 System is the world's largest residential real estate sales organization, providing comprehensive training, management, administrative and marketing support for its members in 72 countries and territories worldwide. As an exclusive Sponsor in the real estate category of the AIR MILES® Reward Program, only the CENTURY 21 organization in Canada can offer customers reward miles on real estate transactions.

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