

CENTURY 21 Canada supports SOS LINK™ as an industry best practice for agent safety

CENTURY 21 Canada is encouraging all Real Estate Professionals to use SOS LINK™ to improve the level of safety for all in the industry.

As part of Industry Best Practices, CENTURY 21 Canada believes that all Real Estate Professionals can benefit with having the new safety Smartphone application - Agent SOS LINK™.

The SOS LINK™ software runs on most Smartphones as an alerting system in case of emergency. It also allows Real Estate Professionals to notify coworkers about properties that may be unfit to view (eg. vandalism, or other property damage), and capture images of wrongdoings in their communities.

"CENTURY 21 Canada agents are local experts and are in a great position to spot suspicious activity," says CENTURY 21 Canada's President, Don Lawby. "SOS LINK™ is another tool that will help real estate professionals stay connected and safe while helping consumers buy and sell their homes."

Available for iPhone® (3G, 3GS, or 4G), Blackberry®, Android™ and soon other Smartphones, Agent SOS LINK™ provides an added layer of security for realtors wherever wireless coverage is in place. To activate, an agent simply presses the "START" button, and their Smartphone will begin taking photos while simultaneously emailing them to pre-registered helpers, along with vital information such as time, date and a current GPS location displayed on a map.

"Our software is a natural fit for CENTURY 21 Canada," says Jill Veenendaal, Director of Marketing at SOS LINK™. "Realtors face above average risk in their business, and Agent SOS LINK™ will help to keep them safe. Not only will Realtors be connected to their responders within a few seconds, but they will also have a tool that will help to prevent conflict, theft and property damage."

SOS LINK™ is a software company offering a range of patented personal security software applications for Smartphones. Agent SOS LINK™ was released at the National Association of REALTORS® Expo in November 2010. For more information on the program, visit www.soslink.com

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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