

FOR IMMEDIATE RELEASE

New Real Estate Company Opens in Century Old Home

Saint Lambert, QC, November 7, 2011 – Local real estate professional, Steven Souaid bought a hundred year old home as the main location for his new company, CENTURY 21 Alliance.

Located in the heart of Saint Lambert at 384 Avenue Victoria, CENTURY 21 Alliance is now serving the residents of the South Shore of Montreal as well as the downtown core for all their real estate needs.

"I grew up in Saint Lambert and have a great affection for the community," says Steven. "Our new office offers brokers and sales representatives a work environment that represents the ambiance of this vibrant community."

Steven Souaid is uniquely qualified to help the residents of Montreal. Not only was he raised in the community, but he has an Economics degree from McGill University along with nearly 10 years of experience in the real estate industry.

Steven chose the CENTURY 21® brand because he felt the system and tools provided to franchisees and sales representatives would meet the needs of today's real estate consumers.

"The CENTURY 21 System with its vast technological tools makes this brand competitive and cutting edge," adds Steven. "Having CENTURY 21 as an exclusive AIR MILES® Sponsor in the real estate category is also an excellent marketing tool."

CENTURY 21 provides their System members with a wide variety of tools to help them succeed, from a customized personal website, a blog, property page and Community Websites as well as access to a wide range of marketing materials, CENTURY 21 System members are equipped with the most innovative tools for their business.

"[CENTURY 21 Canada](#) congratulates Steven Souaid on the opening of his new company. We look forward to assisting the entire team at CENTURY 21 Alliance with their business success," says Brian Rushton, Senior Vice President of Operations at CENTURY 21 Canada.

As local market experts, CENTURY 21 Alliance sales professionals are highly qualified to help home buyers navigate the opportunities that exist in the local real estate market and provide sellers with excellent marketing and exposure for their properties. To view property listings, please visit the website of CENTURY 21 Alliance at www.century21.ca/alliance.

Like all companies in the CENTURY 21 System, CENTURY 21 Alliance will continue to be independently owned and operated, but will now share the market power and the benefit of affiliation with the world's largest residential real estate sales organization.

CENTURY 21 Alliance is an AIR MILES® Reward Program participating office. Please contact the office for full details.

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 approximately 7,900 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 71 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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