

FOR IMMEDIATE RELEASE

CENTURY 21® Canadian Management Academy: Leading the Way with Leader's Edge Training

TORONTO, ON – After more than 30 years of providing world class training for its franchise brokers, owners and managers, CENTURY 21 Canada is rolling out a completely revamped and updated Management Academy. Taking place in Toronto from December 12 to 16, this informative and engaging course will be delivered by Chris Leader, a Canadian business development trainer who started his real estate career with CENTURY 21 over 30 years ago.

Developed in close partnership with Chris's team at Leader's Edge Training, the Canadian Management Academy is five intensive days of the most current, relevant and engaging material to help CENTURY 21 brokers proactively and profitably run their businesses and get a leg up on the competition.

"I've worked with almost every major real estate brand out there, but CENTURY 21 has always had a really special place in my heart," says Chris, who has more than 15 years of experience as a professional real estate sales trainer and speaker. "My team and I have worked very hard to put the best material into this Management Academy and I'm really looking forward to giving back to a company that gave me so much at the beginning of my career."

The Management Academy addresses the seven fundamentals of real estate office management: sales management, recruiting, business planning, training, upgrading, leadership and motivation. It also includes in-depth, interactive workshops on business strategy and financial management with a Certified General Accountant and MBA. In addition, there will be presentations and discussions on CENTURY 21 Canada's corporate direction, internet marketing and social media strategy.

"We're incredibly happy to be working with Chris and his team at Leader's Edge Training," says Brian Rushton, Senior Vice President of Operations, CENTURY 21 Canada. "He did an amazing job as the keynote speaker at our national conference in Edmonton this year and we know he'll be instrumental in improving the business practices of our franchise brokers, owners and managers."

The CENTURY 21 Canadian Management Academy will be held at the Sheraton Centre in Toronto from December 12 to 16 and is exclusively for brokers, owners and managers in Canada.

About Leader's Edge Training

As one of North America's premier real estate and mortgage sales training companies, Leader's Edge Training has helped thousands of salespeople reach their full potential, earn more money, and have better balance in their lives. Through all of its workshops and training programs, Leader's Edge Training aims for lasting changes and increases in your performance – not just quick wins to boost your bottom line right now. Our focus has always been on the quality of what we offer and the personal way it's delivered – and that shines through in your results.

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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