

FOR IMMEDIATE RELEASE

## Meet ClientConnect, The CENTURY 21® CRM System

**November 21, 2011** – CENTURY 21 Canada has launched ClientConnect, a revolutionary prospecting and contact management system giving CENTURY 21 Sales Professionals the power to stay connected with their contacts and manage leads more effectively.

Contained within the CENTURY 21 OnlineOffice, ClientConnect allows System members to do the following:

1. Synchronize with Mobile Devices
2. Import Data from Any Source – including Facebook
3. Mail Merge letters, labels and Envelopes
4. Automatic Marketing Drip Campaigns
5. Automatic Lead Management and Follow-up
6. Access a Marketing Content Library with hundreds of pieces of content
7. Manage Real Estate Activity
8. Create and Manage Dynamic Groups
9. Powerful Calendar and Mobile Device Connectivity
10. Client Communication History

“The great thing about this system is that our members will be able to communicate with their clients and contacts much more efficiently,” says Don Lawby. “And with the synchronizations available, one contact change from your phone will automatically update ClientConnect.”

By seamlessly integrating and automating their prospecting, marketing and client interactions, ClientConnect will save time and allow sales representatives to be more productive. This unification of communication and synchronization, will ensure success for all CENTURY 21 members.

### **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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