

# CENTURY 21 Canada Appoints New Senior Director, eLearning

**FOR IMMEDIATE RELEASE:**

**August 27, 2008**

CENTURY 21 Canada is pleased to announce that effective immediately, Dr. Robin Taylor Roth has been appointed Senior Director, eLearning for CENTURY 21 Canada Limited Partnership. "Dr. Robin" has spent the past three months in a consultative role with CENTURY 21 Canada, and directly prior spent five and a half years employed as Senior Director, Learning Delivery at the Century 21 Corporation in New Jersey, USA. There, she spearheaded a multi-member team of both National Instructors and Regional Learning Managers. Dr. Robin's background is extremely extensive in the eLearning and train-the-trainer environments, and she has achieved an illustrious educational and entrepreneurial resume.

Dr. Robin will work closely with CENTURY 21 Canada's Franchise Services department, and will focus much of her time and energy on assessing and redeveloping existing educational programs. She will also write and implement new market-driven online workshops, revamp our current Franchisee orientation and implementation strategies, emphasize the corporate website [Century21.ca](http://Century21.ca), and further develop and enhance CENTURY 21 Canada's proprietary online platform, the Online Office.

Roth holds a Ph.D. in Instructional Design, Development and Evaluation from Syracuse University. Before moving to the corporate world, Roth worked as editor and consultant for Canadian publishing companies, with school boards, as an entrepreneur, and as a faculty member at the University of Maryland – Baltimore. Prior to working for Century 21 Corporation, Roth led training and development groups in pharmaceuticals, software development, telecommunications, and real estate.

"We are extremely pleased and excited to have Dr. Robin join our organization," says Brian Rushton, Senior Vice President, Franchise Sales & Development. "She and her impressive professional credentials emphasize the commitment we have to our Franchisee-centric environment."

Century 21 Real Estate LLC is one of the world's largest residential real estate sales organizations, with approximately 8,800 franchised offices and more than 145,000 sales representatives located in 60 countries and territories. Century 21 Canada Limited Partnership, a real estate franchisor with exclusive rights to the CENTURY 21 brand in Canada, provides comprehensive management, technology, marketing, training and administrative support for the CENTURY 21 System in Canada, including access to the Canadian real estate industry's most ambitious technological web strategy to date.

# News Release

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CENTURY 21 Canada is the only real estate organization to offer customers AIR MILES® reward miles on real estate transactions.

Century 21 Real Estate LLC is a subsidiary of Realogy Corporation (NYSE:H).

For more information, search the award winning website: [Century21.ca](http://Century21.ca).

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