

FOR IMMEDIATE RELEASE

## Century21.ca — The Most Powerful Real Estate Website in Canada

*With the new Century21.ca, OnlineOffice, m.century21.ca (mobile platform), and an iPhone app, the CENTURY 21 Canada Network now has an unrivalled competitive edge in Online Real Estate.*

On Monday, November 8, 2010, CENTURY 21 Canada released the latest version of its Internet Marketing Platform. The Platform, which already offered consumers an amazingly dynamic search experience, has been enhanced to improve accessibility and to localize [Century21.ca](http://Century21.ca). CENTURY 21 Canada President, Don Lawby, says:

“Our website already has functions like Google Street View and a fully trilingual search engine – English, French and Chinese. Now we are adding new and sophisticated search capabilities to help consumers connect to more.”


The most unique and exclusive addition to Century21.ca is the introduction of Community Websites. Here, visitors explore a city and its neighbourhoods, discovering who lives there, things to do, schools and safety, transportation, and more. Community Websites provide an innovative way to find and analyze community data, offering consumers unparalleled assistance in their search for the perfect home.

Taking Century21.ca, a national website, and facilitating real estate transactions at the local level is no simple task. According to Alex Blyakhman, President and CPO of WhereToLive.com, CENTURY 21 Canada’s technology provider and Marketing Platform developer:

“The new [Century21.ca](http://Century21.ca) is now location aware, detecting visitors’ location and personalizing the online experience.”

Getting the inside scoop directly from real estate professionals is also easier than ever. The Talk 21 Blog, found on the Century21.ca homepage, serves as a platform for regional guest bloggers and CENTURY 21 Canada President, Don Lawby, to discuss the Canadian real estate landscape. “I love my job and my company, and I’ve been lucky to hear thousands of Canadians tell their stories about buying property,” says Don Lawby. “I’m a straight shooter, so I’m going to tell it like I see it from the inside, as a real estate professional and as a homeowner.”

Consumers can access everything on the go with the Century21.ca mobile website using their Blackberry, iPhone or Android devices. Century21.ca also launched a free [iPhone app](#) in October, 2010. The new app leverages iPhone’s built-in technology and allows consumers to search for nearby properties and get directions to open houses. Contacting the selling agent for more information or requesting a private showing is a simple click away.

CENTURY 21 Canada System Members have access to the most exclusive and innovative tools available to help them become leaders in real estate. In addition to a connection to one of the best known real estate brands in the world, CENTURY 21 Canada offers its System Members the ability to build and customize their own website, showcase up to 21 high-resolution property photos with , and create high-quality, branded marketing materials to promote themselves and their business. For more information, visit [www.century21.ca](http://www.century21.ca).

## 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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## Contact:

Nadege Parent  
Director, Communications and Marketing  
CENTURY 21 Canada  
Ph: 604.606.2133  
Email: [nadege.parent@century21.ca](mailto:nadege.parent@century21.ca)