

CENTURY 21 INCREASES PRESENCE IN THE OKANAGAN

FOR IMMEDIATE RELEASE:

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Penticton, BC – CENTURY 21 Canada is pleased to announce a new office opening in Penticton, increasing the presence of the CENTURY 21 brand in the BC interior.

CENTURY 21 Lake 2 Lake Realty Ltd. will serve the South Okanagan region from Summerland to Oliver including Penticton, Naramata, Kaleden and Okanagan Falls. Owner James Palanio has over 6 years of experience in the real estate industry including the areas of building inspection and residential construction. He looks forward to providing the community with excellent advice and customer service as “The Local Experts.”

“Our superior online presence – with the launch of the new Century21.ca – offers both our sales representatives and our clients quick and easy access to more information. This access to a state-of-the-art real estate website is not only available to my office at no cost, but each of my staff also has a Century21.ca e-mail address and a personal webpage included as part of the value package offered exclusively by CENTURY 21 Canada. In addition, I was also impressed with the great educational opportunities offered through the various classes and programs through CENTURY 21 Canada and CENTURY 21 International. These two benefits confirmed to me that CENTURY 21 is the most progressive real estate brand in Canada and one that I want to grow my business with,” says Palanio.

“We are extremely pleased to welcome James and his management team to the CENTURY 21 organization,” says Brian Rushton, Senior Vice President, Franchise Sales and Development. “CENTURY 21 Lake 2 Lake Realty Ltd. will directly benefit from the many resources that only an organization of this size and scope can provide. We look forward to a long-lasting and mutually beneficial franchise relationship.”

Century 21 Canada Limited Partnership is a real estate franchisor with exclusive rights to the CENTURY 21 brand in Canada and is part of the world's largest residential real estate sales organization. CENTURY 21 Canada provides comprehensive training, management, administrative and marketing support for the CENTURY 21 System, which is comprised of more than 8,300 independently owned and operated franchised broker offices in 56 countries and territories, with more than 143,000 sales representatives worldwide. CENTURY 21 Canada is the only organization to offer customers AIR MILES® reward miles on real estate transactions.

For more information visit century21.ca.

For more information, please contact:

News Release

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