

High profile Vancouver CENTURY 21 company grows into 3rd location

FOR IMMEDIATE RELEASE

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Vancouver, BC — CENTURY 21 In Town Realty www.century21intown.ca, one of Vancouver's largest real estate companies, recently expanded into a third location in the Vancouver downtown area. Broker/ Owners, [Michael LaPrairie](#) and [Heather LaPrairie](#), have been operating the successful company since purchasing it in April 2005.

"We are excited about growing our company into its third location and having the Thomas Park Team represent us in this location (www.century21.ca/Thomas.Park & www.thomaspark.ca) and look forward to providing the best home buying and selling services to Vancouver residents," says Mr. LaPrairie. "Our company has over 80 sales professionals, each of whom represents the Gold Standard of expertise, professionalism and customer service."

In addition to providing professional service to clients and excellent training to Sales Representatives, [CENTURY 21 In Town Realty](#) has also built an incredibly strong online presence, one that is enviable to many other real estate companies. As an ardent early adaptor to new technology, this husband and wife team has helped each of their Sales Professionals cement their position as experts in online marketing in their local marketplace.

Using a cutting edge web 2.0 platform that is exclusively available to only CENTURY 21 companies, CENTURY 21 In Town Realty not only has an easy to use, consumer friendly website, rich with listing, photos and other pertinent information, but this company is also found on YouTube and Twitter – ensuring that clients are notified of new listings in real time.

"We believe that one of our jobs as Broker/Owners of the company is to give our Sales Representatives the tools and support for them to succeed in their business. With the CENTURY 21 online marketing strategy, which includes a CENTURY 21 branded website, featuring 21 large HD photos of listings, powerful search functions and the ability to create guest accounts, we are confident that this competitive advantage is unlike any other in the industry and will generate more sales and leads. The CENTURY 21 organization is also the only real estate company that can offer consumers AIR MILES rewards miles on their real estate transaction – which is another key advantage for us."

“it’s also vital to have a presence on sites where consumers work and play. That is why we have invested time in [YouTube](#), Facebook, Yammer and Twitter. This is incredibly important to network building and to being successful in this business. It’s enormously rewarding to be able to help our sales representatives reach that level of success,” adds Mr. LaPrairie.

The new CENTURY 21 In Town Realty location, located at #1123 – 88 Pender Street West, between Chinatown and historic Gastown, will offer area homebuyers and sellers an increased level of service and convenience in their real estate transaction needs. CENTURY 21 In Town Realty has two other high profile locations in Vancouver; Yaletown and the West End.

CENTURY 21 In Town Realty has won numerous awards since becoming affiliated with the CENTURY 21 System in 2001. This company has ranked in the Top 21 Office by Production in Canada since 2004 and achieved Grand CENTURION® Status in since 2005.

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 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 approximately 8,000 independently owned and operated franchised broker offices in 68 countries and territories worldwide. As an exclusive Sponsor in the real estate category of the [AIR MILES® Program](#), CENTURY 21 Canada is the only organization to offer customers reward miles on real estate transactions.

Visit [www.Century21.ca](#)

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For more information contact:

Michael LaPrairie
CENTURY 21 In Town Realty
421 Pacific Street
Vancouver, BC V6Z 2P5
(604) 685-5951
Michael.LaPrairie@century21.ca
<http://www.century21intown.ca>