

FOR IMMEDIATE RELEASE

## CENTURY 21 Seaside Realty Ltd. Increases Presence In BC With New Satellite Office in 100 Mile House

100 Mile House, BC - August 23, 2010 – [CENTURY 21 Seaside Realty Ltd.](#), one of White Rock's most productive real estate companies, is pleased to announce the opening of a satellite office at Alder Ave., 100 Mile House, BC. The additional office will offer area homebuyers and sellers an increased level of service and convenience in their real estate transaction needs.

The office managers, Ingrid and [Gerhard Berger](#), work closely with owners [Heather Atkinson](#) and [Geoff Lloyd](#). "We love the CENTURY 21 website with all its possibilities. We already have some good leads out of it and are happy to be back in the CENTURY 21 family," says [Ingrid Berger](#).

"We have had a lot of walk-ins because people have gone on to our website and were able to research properties in our region. People stop by just to say how happy they are that CENTURY 21 is back in town after a 9 year absence. Currently we are a small office with three sales professionals, but we are planning to expand in the very near future," adds Berger.

One of the tools that this office is taking advantage of is the CENTURY 21 proprietary online marketing system which features free electronic newsletter. "We've had a lot of success with this tool so far. We send professional e-newsletters to our database of prospective buyers and sellers and have a really good response. We get stats on response rates, open rates, number of views on a particular listing. We've already had some sales as a direct result of this e-newsletter." adds Berger.

Both Atkinson and Lloyd are long time members of the CENTURY 21 system. Lloyd is also a proud member of PAMA Association, in Vancouver. Their office in White Rock, BC, is a full-service real estate company, commercial listings, property and strata management being part of their daily operations.

When asked to comment on their new office in 100 Mile House, Heather expressed her enthusiasm and confidence in the success of the branch. "Our new office managers in 100 Mile House are ready to serve the community and are also fluent in German. They have a big referral network from Germany and are very involved in the community

affairs of the town. I have every confidence that Gerhard and Ingrid will provide exemplary service to clients and also attract young realtors to our organization.”

As local market experts, CENTURY 21 Seaside Realty Ltd. sales representatives are uniquely qualified to help home buyers navigate the opportunities that exist in the local real estate market.

To view the company’s property listings, please visit the website of CENTURY 21 Seaside Realty Ltd. at <http://www.century21.ca/seasiderealty>

## **About Century 21 Canada Limited Partnership**

*Century 21 Canada Limited Partnership ([Century21.ca](http://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.*

*® and TM are trade-marks of Century 21 Real Estate LLC, used under license.*

-30-

## **Contact:**

Geoff Lloyd and Heather Atkinson  
CENTURY 21 Seaside Realty Ltd.  
(250) 395 2133  
Geoff.lloyd@century21.ca  
Heather.atkinson@century21.ca  
<http://www.century21.ca/seasiderealty>