

century21.com

The Most Visited Real Estate Franchise Site*

*comScore, September - December 2008.



2009: A Year for Online Efforts to Generate Leads



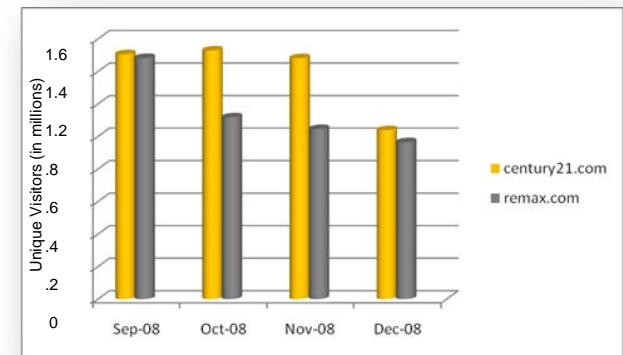
- CENTURY 21® marketing programs are designed to capture **more qualified consumer leads** to help close **more sides** of business, earn **more revenue** and **increase market share**
- Online efforts include:
 - Best-in-breed, branded national website
 - Online display advertising
 - Search engine optimization
 - Paid search marketing
 - Social media
 - Distributing all property listings to national website partners for maximum visibility



Award-Winning Website Leads to More Visitors and Leads!



- Efforts begin with our branded national website, which is now an award-winning website*
- century21.com enables the capturing of visitors and leads
- The #1 Franchise Real Estate Franchise**
 - comScore has reported that our CENTURY 21 national website has been the **most visited franchise real estate website** from Sep - Dec of 2008!
 - We are clearly **surpassing all of our major competitors** - including RE/MAX!
 - **Average visitor count** for the full second half of the year is **higher** than RE/MAX while the number of visitors to the **RE/MAX website has dropped**, per comScore!
 - **Now that's a trend we want to sustain!**



*September 2008. Century 21 Real Estate LLC earns the 2008 WEBAWARD for Outstanding Achievement in Website Development from The Web Marketing Association.

**comScore, September - December 2008.

century21.com: #1 Real Estate Franchise Site*



comScore: Real Estate Sites - Total Unique Visitors (in millions)

	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
Realtor.com	6.546	6.042	6.482	5.747	5.557	5.101	6.542	5.635	5.090	6.893	5.515	5.680
Yahoo! Real Estate	4.618	5.322	4.741	4.072	4.777	5.549	5.446	4.986	5.191	5.823	5.337	4.821
Msn Real Estate	2.739	4.539	3.427	3.684	5.343	4.140	3.641	3.712	3.194	4.463	2.366	2.310
Zillow.com	2.006	1.952	2.034	1.816	1.926	1.744	1.867	1.236	2.101	2.113	2.426	1.890
Trulia.com	2.164	2.174	2.249	2.637	2.476	2.351	2.401	2.777	2.201	2.585	2.040	1.881
Ziprealty.com	1.149	1.072	1.391	1.375	1.358	1.696	1.523	1.979	1.512	1.816	2.141	1.697
Homegain.com	2.711	2.545	2.413	2.763	2.118	2.211	1.878	1.751	1.738	1.527	1.641	1.292
century21.com	1.557	1.678	1.830	1.760	1.860	1.602	1.498	1.368	1.505	1.528	1.481	1.038
Remax.com	1.929	1.946	2.135	2.356	2.021	1.731	1.847	1.790	1.482	1.117	1.045	.964
Coldwellbanker.com	1.110	1.292	1.484	2.193	1.767	1.229	1.144	1.184	1.279	.922	.783	.701
Realestate.com	.768	.623	.680	.731	.614	.805	.601	.703	.768	.559	.618	.669
Weichert.com	.486	.548	.527	.596	.640	.507	.554	.485	.686	.401	.426	.452
Forsalebyowner.com	.646	.591	.735	.625	.621	.506	.596	.504	.593	.364	.455	.325
Homesandland.com	.538	.598	.513	.684	.523	.503	.552	.589	.525	.678	.619	.324
Kellerwilliams.com	.504	.484	.464	.430	.432	.363	.377	.417	.403	.295	.335	.264
Longandfoster.com	.470	.194	.190	.213	.252	.242	.235	.338	.339	.194	.223	.233
Redfin.com	.121	.92	.70	.74	.104	.118	.192	.205	.131	.221	.291	.230
Era.com	.373	.363	.414	.407	.493	.392	.439	.279	.282	.279	.211	.218
Unitedcountry.com	.274	.249	.200	.288	.214	.209	.201	.210	.242	.179	.134	.167
Prudentialproperties.com	.643	.308	.393	.323	.237	.301	.297	.307	.370	.293	.244	.156
Windermere.com	.307	.277	.267	.215	.189	.247	.225	.236	.231	.187	.149	.104

The combination of our website with our broad distribution of listings to partner aggregator sites means that your listings are being seen by more consumers who are actively in the market to buy or sell real estate. That means that we have more eyes seeing our property listings than our competitors do.

century21.com passes all other real estate franchise sites!

*comScore, September - December 2008.

In 2009, we're on a golden path to success!

CENTURY 21: The Gold Standard.

