

## In 2009, CENTURY 21 Has Almost **Universal Brand Awareness**

### Leader in Brand Awareness:

In **2009**, the **CENTURY 21®** System attained the **highest brand awareness** level when compared to any other real estate organization surveyed, a trend we have maintained since 1999.

**CENTURY 21: 97%**

RE/MAX: 92%

Coldwell Banker: 88%

Prudential: 69%

ERA: 45%

GMAC: 35%

Keller Williams: 33%

Weichert : 17%

Realty Executives:15%

**Q** "Please tell me which of these real estate agencies you have ever seen or heard of?" (?) (Base: 903 respondents: Sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years)

*\*Source: 2009 Ad Tracking Study, Millward Brown.*