

CENTURY 21 Premier Elite Realty

The Most respected and recognized Real Estate brand in the world

FINE HOMES SESTATES



Miami is the International Hotspot

Condos, Condos, Condos!

- 71% of Intl. Buyers prefer condos to any other type
- YTD Condo prices have increased 35.4%
- Inventory is LOW! Inventory has dropped 27%!!!
- Florida is the TOP state for Intl. buyers at 26% over any other state in the Country





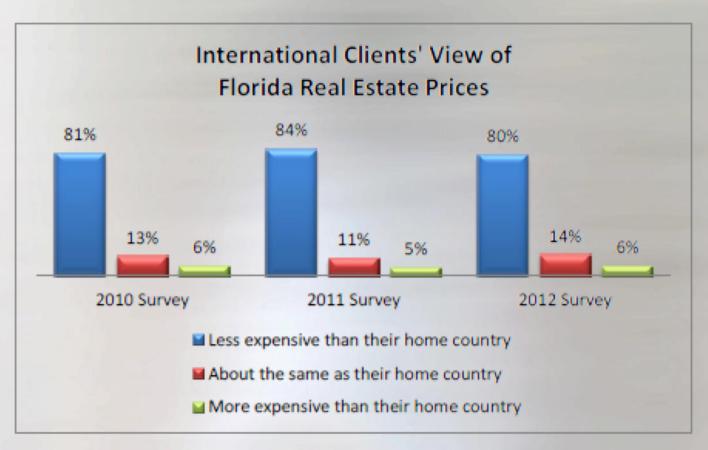
Latin America Prefers Miami

Over 70% of Intl. Sales Are From Latin America

- Venezuela tops the charts at 16% of sales, followed by Argentina (15%), Brazil (14%), Colombia (6%), and Peru (5%)
- Latin Americans prefer Miami over any other market in Florida by a margin of 65.8%. No other market comes close.
- Western Europeans account for 18% of local Intl. Sales

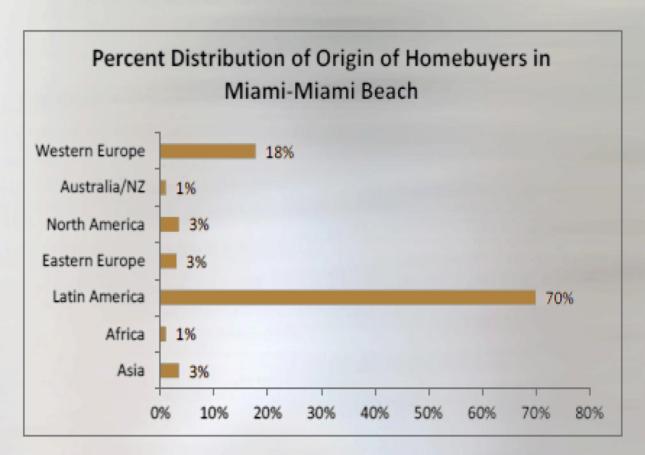


Why Intl. Buyers Come to Florida





Latin Americans Are Buying Miami

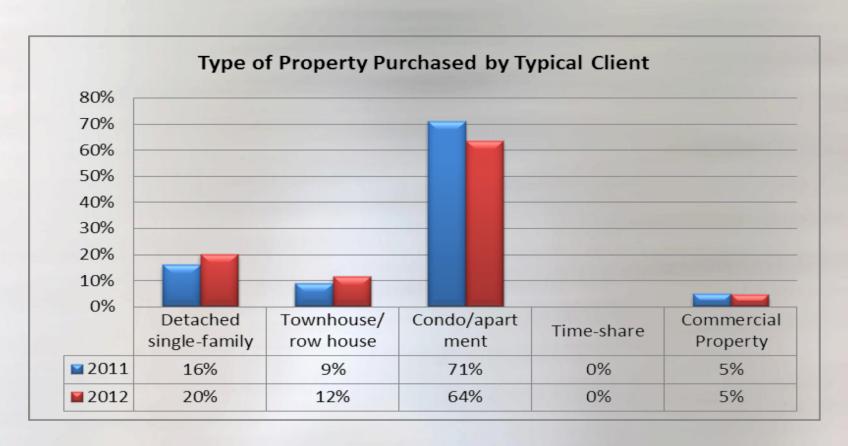




Miami is the #1 "Turnaround Market" in the entire U.S.* - thanks to our **International Buyers**



Intl. Buyers Love Condos





THE WALL STREET JOURNAL



Miami "The New Global City"

3-page article in Print and Online Miami featured with London, Paris, Hong Kong, New York!

The New Global City

Russians in London, Brazilians in Miami—and Chinese almost everywhere. The b players in the residential-real-estate scene today often come from halfway arou world.



By CANDACE JACKSON



WSJ's Candace Jackson visits the News Hub to detail some very glamorous homes being scooped up by foreign buyers. Homebuyers from Russia and Brazil are leading the way back into the luxury home market. Photo: REUTERS/Rebecca Cook.

This spring, Russian billionaire Yuri Milner paid \$100 million for a French chateau-style mansion in Silicon Valley, setting a record for the highest price ever paid for a single-family home in the U.S. In January, Ukraine's Rinat Akhmetov closed on two of London's most expensive apartments ever for a combined \$222.5 million. In Paris, a Gulf princess spent \$96.9 million last year for a mansion with an inner courtyard, garden and private chapel on the Left Bank.



Some of the biggest residential real-estate buyers in many cities are emerging from halfway around the globe. In London, one report finds that 65% of buyers in the luxury market hail from abroad. According to the Miami Association of Realtors, nearly 60% of all sales last year throughout the city were to buyers from foreign countries. About half of

Tara Loader Wilkinson



The Icon Brickell, a three-tower complex downtown that has attracted British and Brazilian buyers.

MIAMI

In the Greater Miami area, nearly 60% of all sales last year were to buyers from overseas, according to the Miami Association of Realtors. For sales of newly built condos downtown, that figure jumps to 90%, says the group.

Many of the buyers are from Brazil, which experienced an economic growth rate of 7.5% last year. Brazil's currency, the real, has risen about 40% against the U.S. dollar in the last two years.

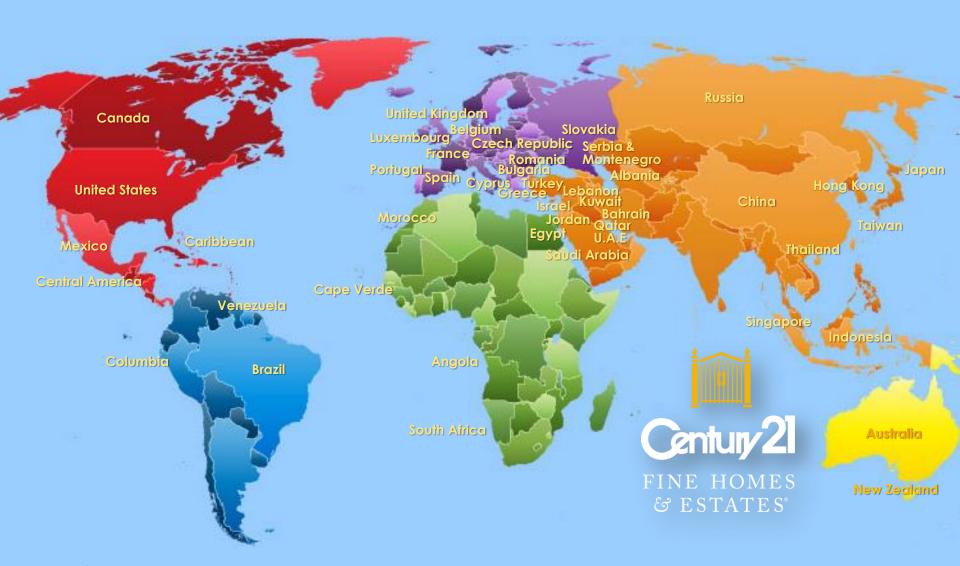
Property developer and marketer Fortune International focused heavily on Brazil to sell Jade Ocean, a 50-story building the company is marketing with infinity pools, a private movie theater and a children's playroom decorated with Philippe Starck furniture. Its two-story penthouse loft apartments sold for between \$3.5 million and \$10 million. Nearly 85% of Jade Ocean's sales have gone to overseas buyers.

Fortune's principal developer Edgardo Defortuna says that last fall, he worked with American Airlines to invite a group of potential buyers and American Airlines contacts to a dinner party at a restaurant in Brasilia. "The Black Eyed Peas were having dinner in the next room," he says. His company is also encouraging the airline to add new flights from different cities in Brazil to Miami, which American Airlines says is in the works. In an e-mail, an American Airlines spokeswoman said, "it makes business sense to promote Miami not only as a place to visit but a place to live."

Russian buyers tend to cluster in northern, beachfront areas. Mr. Defortuna says he's planning a trip to Moscow and St. Petersburg to pitch several of his Miami-area buildings. There, he hopes to throw a dinner party with Donald Trump Jr., an executive vice president with the Trump Organization.

Unlike Americans, who tend to look for single-family homes, overseas buyers favor condos. Italians have been drawn to the Capri South Beach, a condo building with downtown views and its own marina, says broker Nelson Gonzalez. The Icon Brickell, a three-tower complex downtown, has a large number of British and Brazilian owners, says Oliver Ruiz, a managing

Worldwide Offices



TheC21® System is comprised of approximately 7,100 independently owned and operated franchised broker offices in 75 countries and territories worldwide with nearly 102,000 sales professionals.

- Europe
 - **France 867**
 - -Belgium-181
 - -U.K. 32
 - -Portugal 66
 - -Spain 8
 - -Russia -31
 - -Romania 6
 - -Czech Rep 64





Europe

- Bulgaria 10
- Serbia 3
- Montenegro 1
- Albania 7
- Slovakia 10
- Greece -1
- Cyprus 1
- Germany 2





Asia/Asia Pacific

- Japan 784
- China 1000
- Taiwan 248
- Turkey 83
- Hong Kong -135
- Indonesia 50
- Singapore 18
- Thailand 11
- Philippines 1





Asia/Asia Pacific Australia - 255 New Zealand - 40



Century 21 Global Expansion



- Asia/AsiaPacific
 - Australia -255
 - New Zealand
 - 40



Century 21 Global Expansion



Middle East

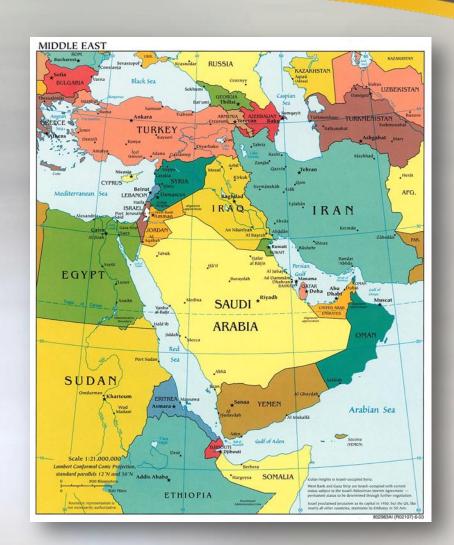
- Saudi Arabia 4
- Egypt 3
- Qatar 1
- Bahrain 1
- Jordan 2
- Kuwait 1
- Israel 9





Middle East

- Saudi Arabia 4
- Egypt 3
- Qatar 1
- Bahrain 1
- Jordan 2
- Kuwait 1
- Israel 9





Century 21 Global Expansion





Global Reach Like No Other

- ★ We will put our Global referral network to work for you
- * This means more home buyer opportunities for your property:
 - + More than 7,700 Offices (Worldwide)
 - + More than 3,700 Offices (U.S.)
 - + Approximately 120,000 Sales Associates (Worldwide)
 - + More than 91,000 Sales Associates (U.S.)
 - + Offices in more than 66 Countries & Territories

The CENTURY 21 Global Referral Network delivers buyers that you can't get anywhere else

We utilize an exclusive network of Certified Luxury Home Specialists who know the important differences in buying or selling luxury properties.













Association of REALTORS

Demand for Miami Real Estate Intensifies Further in October as Pending Sales Spike 67% Over Last Year

(Miami, FL) - According to the Miami Association of Realtors, the total number of Miami MLS listings, including single-family homes and condominiums, that pended in Miami-Dade County during the month of October increased 67 percent, from 2,488 to 4,172, year-over-year and 18 percent compared to the previous month. The number of single-family and condominium listings that pended in October increased 85 percent and 55.7 percent respectively compared to October 2011.

"The Miami real estate market is poised for another record year, that would surpass the all-time sales record set in 2011," said Martha Pomares, 2012 chairman of the board of the Miami Association of Realtors. "Strong demand persists despite the shortage of housing inventory, and listings are increasingly selling at a more rapid pace, driving in significant price appreciation."

Martha Pomares

Current market performance presents opportunities for both buyers and sellers, as prices are rising but still remain affordable. While prices are increasing, Miami remains more affordable than most U.S. markets when comparing monthly mortgage payments to income.

"Since we have experienced double-digit appreciation for nearly a year, many homeowners have recovered equity lost during the market downturn and can now make a profit when they sell," said 2012 Miami Association of Realtors President Patricia Delinois. "Buyers, on the other hand, benefit from historically low prices. Despite the strengthening prices, the median sales price in Miami-Dade is approximately what it was in 2002. When you compare Miami to other world-class cities and even to markets with fewer amenities and less desirable lifestyles, local properties are quite a bargain."

Sellers Offering Few Discounts

Patricia Delinois

Limited supply coupled with rising demand is yielding offers that are increasingly closer to asking price, as sellers offer fewer discounts. In October, single-family home and condominium sales received 95 percent and 97.1 percent respectively of the original list price, compared to 91 percent and 93.6 percent in October 2011. The increase in percent of original list price received indicates rising demand is absorbing inventory more rapidly.

Nationally, the Pending Home Sales Index, a forward-looking indicator based on contract signings, rose 5.2 percent to 104.8 in October from 99.6 in September, according to the National Association of Realtors. The index is 13.2 percent higher than the 92.6 index reported in October 2011.

Increased pending sales are an indication of increased future sales. A sale is listed as pending when a contract is signed but the transaction has not closed, though the sale usually is finalized within one or two months of signing.



Why List with the Premier Elite Realty?

- We are the most recognized brand in the world
- Over 60% of buyers are now International, and 90% of them are all cash!
- We have 3 offices across Miami and over 175 prestigious, talented agents on our International team ready to work for you!



Why List with Century 21 Fine Homes & Estates

Capture Buyer Interest

CENTURY 21 agents receive buyer leads for a property from wherever they are, instantaneously.

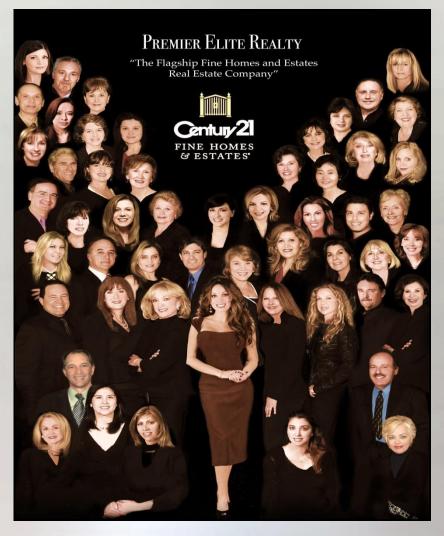
The **CENTURY 21 LeadRouter**[™] System sends alerts when a potential buyer inquires about your property, enabling an immediate response.

Keeping You Informed

The Golden Ruler® Seller's Report is an exclusive tool that shows you the number of online views and leads on your online property listing

Maximum visibility to prospective buyers increases the opportunity to capture qualified consumer leads. Your listing gets the exposure that yields results.





The elite sales force of CENTURY 21 Fine Homes & Estates® is backed by the most respected & recognized name in residential real estate.



We strive to employ good <u>people</u>, not just good salespeople. Our priority is to provide high quality, personalized service to every buyer and seller we represent.



Century 21 Premier Elite Realty





Main Branch
Pinecrest
7875 SW 104th Street, Suite 101
Miami, FL 33156
Business: 305.279.8814
Fax: 305.279.8827

"We strive to encourage our agents to utilize their tools to their maximum potential"

Recently added Coral Gables Branch 375 Miracle Mile Coral Gables, FL 33134 Business: 305.442,2122

Fax: 305.442.2180



Recently added Miami Beach Branch 2895-B Collins Ave Miami Beach, FL 33140 Business: 305.531.8628

Fax: 305.531.5241

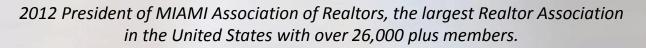
Are you looking for... The best real estate company in Miami? Or looking for the Top international real estate company in Miami? Google that search and you will always find us on the first page! www.PremierMiami.com



Patricia Delinois, President, CEO

When one of the most influential real estate brokerages in Miami assembles an elite team of over 140 real estate associates to market properties, including some of the most highly anticipated luxury residential complexes and estates in South Florida's history, everyone pays attention.







A leader with a vision

Patricia Delinois began her career in real estate at the age of 19. Patricia was born in Canada, lived in New York and Central America, then moved to Miami. She converses easily in English, Spanish, and French and is currently learning Chinese, Portuguese and Italian. Patricia Delinois founded her own company in 1997. Since then, she has worked with hundreds of clients, including international celebrities, business executives, professionals, young singles, couples, and families. Her primary goal for her expanding company is to never lose sight of its customers' needs.

Patricia Delinois is 2012 President of the MIAMI Association of Realtors, the largest realtor association in the United States.

Patricia is also Director for the National Association of REALTORS (NAR) and Florida Association of REALTORS (FAR). Delinois is also a trustee member of the Coral Gables Chamber of Commerce. Delinois was also named Broker of the Year in South Florida BEST Awards--- overseen by the BEST Board of Governors, which is comprised of representatives from the Builders Association of South Florida, The Miami Herald and El Nuevo Herald.



A Leader with a vision (continued)...

Patricia has traveled with Governor Jeb Bush and Enterprise Florida along with 100 selected delegates to represent Miami real estate. Patricia will continue to travel with Enterprise Florida and the new Governor Rick Scott representing real estate. She is also a speaker for all related real estate related topics at numerous events.

Patricia Delinois is on the advisory Board of Glozal, the Facebook-likenetwork for REALTORS. Glozal is the world's fastest growing social network for real estate Professionals. She has been a member for over 20 years of the Women Cancer Association and past President of the Barton Ravlin Chapter. As a past chairman of the Silver Angel Tea,Patricia past helped to raise money for cancer patients in need for over six years. Patricia is also a member of Honey Shine, a mentoring program for young girls in need.



Judy Russell Vice-President/Managing Broker

From the transition in 2006 of having been a successful Coldwell Banker franchise for over eight years, to becoming THE Flagship *Fine Homes & Estates* – a prototype for other offices within the worldwide Century 21 Franchise System. Privately owned and operated, our offices are innovative and progressive, with enough combined experience and talent for marketing high-end residential and commercial properties.

With South Florida's status as one of the most desired destinations for discriminating home buyers, our vision includes a multilingual, culturally sensitive approach to marketing and customer relations. We share our international approach and comfort with technology seamlessly, enhanced with unsurpassed personal customer service.

Our aim is complete client satisfaction through accurate market information, technological expertise, and the highest level of personal services for our customers.

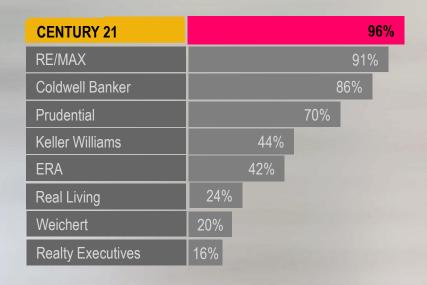




In 2013, the CENTURY 21[®] System Maintains Consumer Brand Awareness

Leader in Brand Awareness:

In 2013, the CENTURY 21® System continued to maintain the highest brand awareness level among consumers presented with a list of other real estate organizations; a trend we have upheld since 1999.



"Please tell me which of these real estate agencies you have ever seen or heard of?" (Base: 1,204 respondents: Sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years; results significant at a 90% Confidence level)





Our exclusive, Certified Luxury Home Specialists know the important differences in buying and selling luxury properties.

Consumers Consider the CENTURY 21[®] Brand The Most Recognized Name In Real Estate by Consumers

Most Recognized Name In Real Estate:

As in previous years, consumers in 2013 continued to identify the CENTURY 21® System from a list of real estate organizations as the most recognized name in real estate."

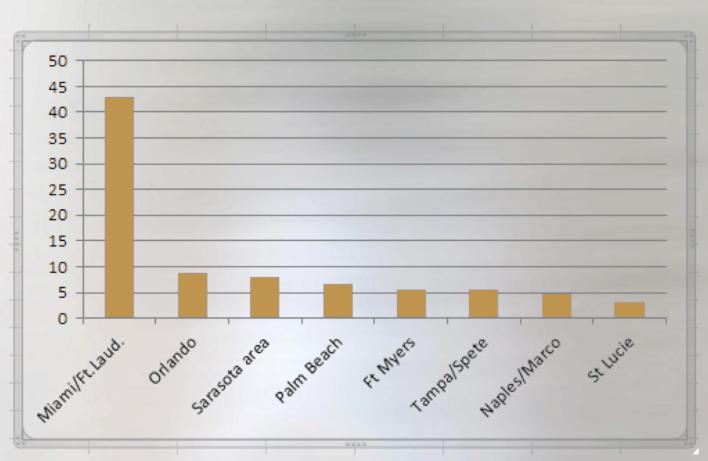
Thirty-five percent of adults surveyed identified **CENTURY 21** as the most well-known brand. The nearest competitor (RE/MAX) was a **substantial 6 percentage points** behind.

CENTURY 21			35%
RE/MAX			29%
Coldwell Banker		19%	
Prudential	13%		
Realty Executives	13%		
Weichert	11%		
Keller Williams	10%		
Real Living	9%		
ERA	7%		

"Which of these agencies, if any, is the most recognized name in real estate?" (Multiple-choice question) (Base: Consumers Aware of Brand. Results significant at a 90% Confidence level)



Top Florida Markets





The CENTURY 21® Brand Is The Most Respected In The Industry

Most Respected In The Industry:

Consumers identified the CENTURY 21®
Brand as the "most respected in the industry."

Twenty- two percent of adults surveyed identified the **CENTURY 21** System as the most respected brand. The nearest competitor (RE/MAX) is a **substantial 5 percentage points** behind.

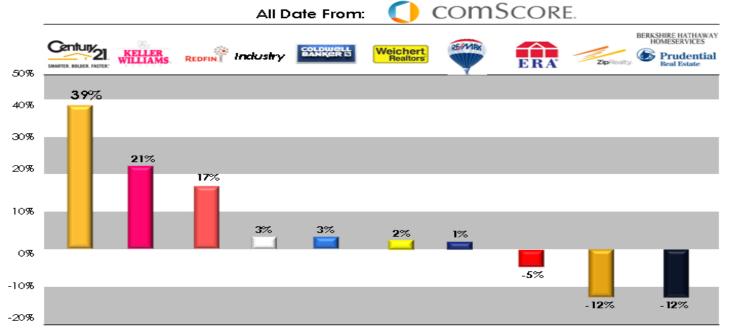
CENTURY 21	22%		
RE/MAX	17%		
Coldwell Banker	16%		
Prudential	12%		
Realty Executives	11%		
Keller Williams	8%		
Weichert	8%		
Real Living	7%		
ERA	5%		

"Which of these agencies, if any, is the most respected in the industry?" (Multiple-choice question) (Base - Consumers Aware of Brand. Results significant at a 90% Confidence level)



Real Estate Industry Website Visitors: YOY Growth

November YTD Yr/Yr Growth





The CENTURY 21[®] System Is An Industry Leader For "Future Consideration" Preference Among Active Real Estate Consumers

Future Consideration:

The CENTURY 21® System continues to remain one of the top agencies on Future Consideration in 2013.

"How likely are you to consider choosing each of these brands the next time you buy or sell a home?" (Base: 1,204 respondents: sold or purchased a home in the past two years, or plan to sell or purchase a home in the next two years)

CENTURY 21

RE/MAX

Industry Leaders
45% and Above

Coldwell Banker

ERA

Keller Williams

Prudential

Realty Executives

Real Living

Weichert

Below 45%



The CENTURY 21[®] System Is An Industry Leader For "Likelihood to Recommend" Preference Among Active Real Estate Consumers

Likelihood to Recommend:

The CENTURY 21® System continues to remain one of the top recommended agencies in "Likelihood to Recommend" for 2013.

"How likely are you to recommend (brand) to someone else?" (Base: 1,204 respondents: sold or purchased a home in the past two years, or plan to sell or purchase a home in the next two years)

CENTURY 21

RE/MAX

Coldwell Banker

ERA

Keller Williams

Prudential

Realty Executives

Real Living

Weichert

Industry Leaders

Greater than 25%

Less than 25%



Celebrating Three Decades of Caring



For 30 years, the CENTURY 21[®] System has been a proud philanthropic partner of Easter Seals®.

Our brokers, agents and employees have worked together to **raise over \$100 million** in support of the Easter Seals mission: to help improve the lives of children and adults with disabilities.

As one of Easter Seals' largest corporate sponsors, the CENTURY 21 System is proud of the long-standing relationship we have with this charity.

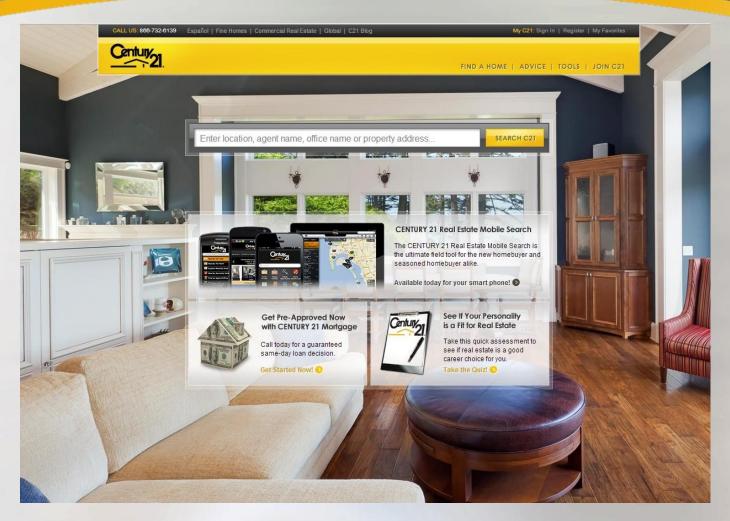
CLOSINGS FOR KIDS

CENTURY 21 supports a program called "Closings for Kids", where every one of our agents has the ability to sign up to donate a portion of their commission from every closing to their local Easter Seals Chapter. So when clients choose an agent who participates in Closings for Kids, they will be helping to support their local Easter Seals organization directly through their agent.







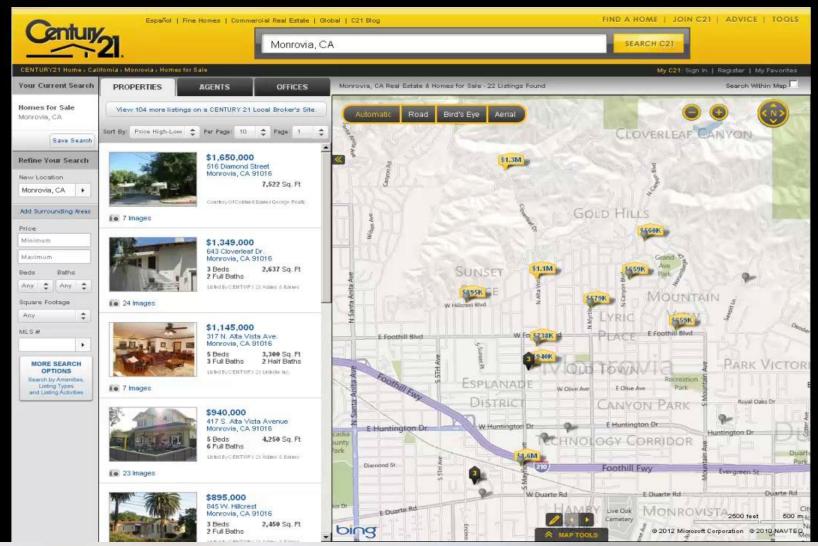


Our Flagship Marketing Vehicle!





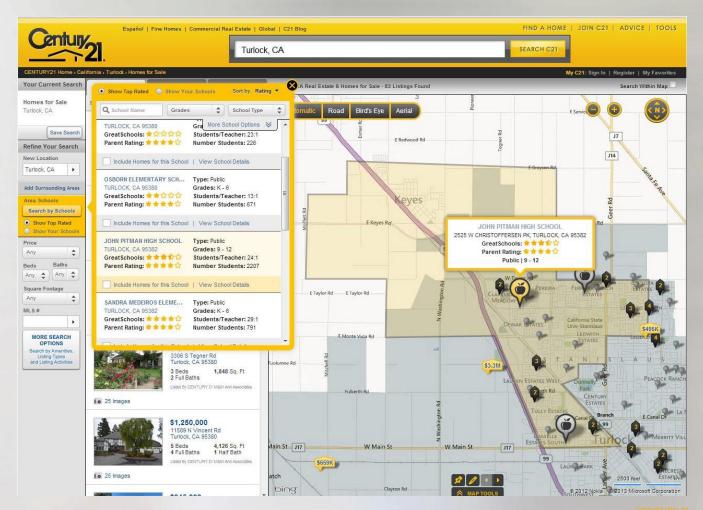
Innovative Mapping Functionality







Superior School Search Experience with Precise Matching of Schools to Properties







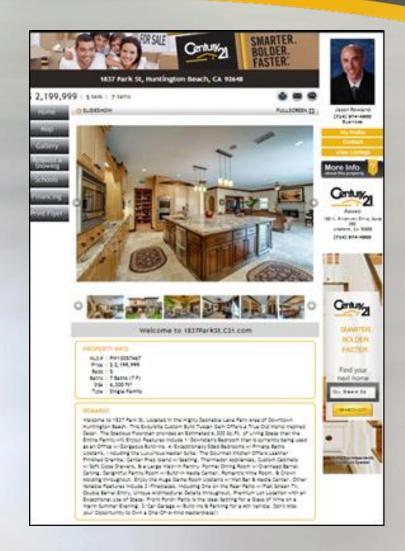
Market Update Videos Generated Monthly Displaying Hyper-local Market Trends and Stats







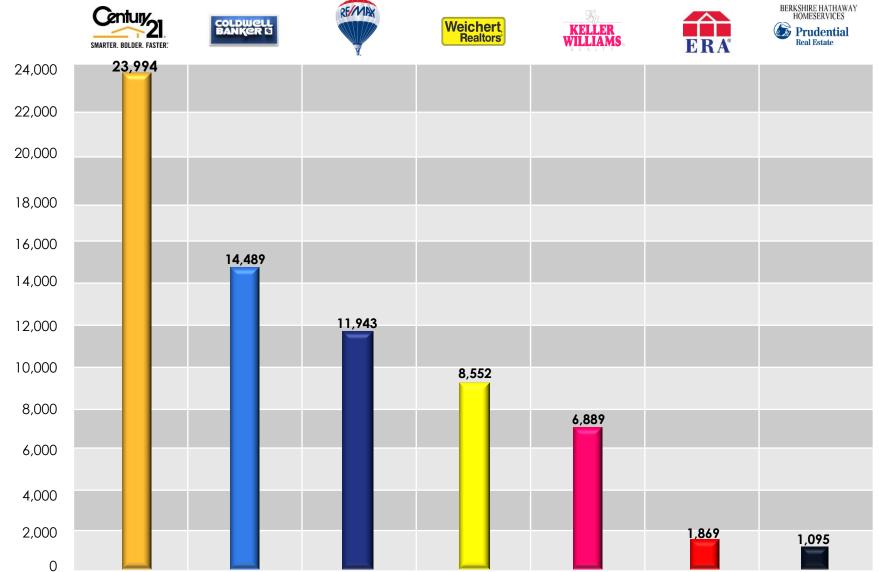
Individual
 property
 websites for
 CENTURY
 21listings
 created
 automatically







Real Estate Franchise Website Unique Visitors November 2013 YTD (k)







November YTD 2013/2012 - Yr/Yr Growth

All Data From: OCOMSCORE.





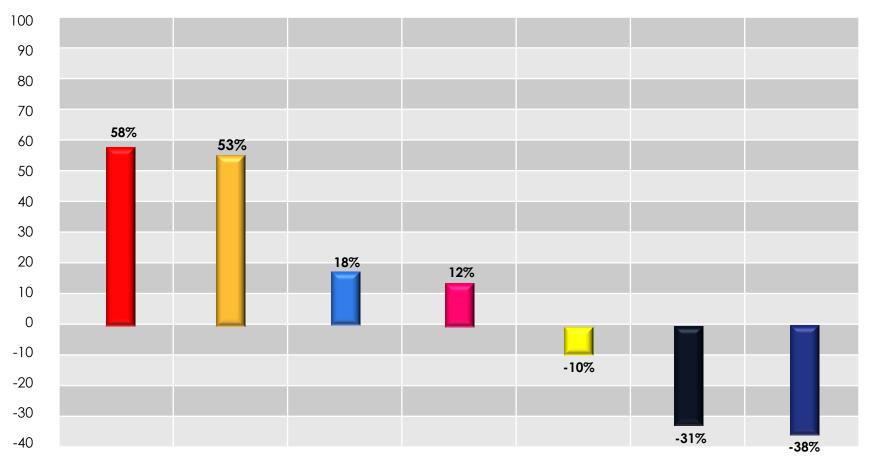














CENTURY21GLOBAL.COM



Search All C21 listings with Language and Currency Translations



FINE HOMES ESTATES





Attracting Buyers

















and more than 500 additional real estate search websites!

We get your property noticed!

We have an aggressive strategy for attracting home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of consumer websites, we maximize every opportunity to attract qualified buyers.

In addition, you will have a clear view of the results of your property's online exposure. Detailed marketing reports will provide you with valuable feedback on the traffic your property is receiving from online real estate consumers!

Did you know...

- 90% of home buyers use the internet to search for a new home*
- 38 million home buyers search the internet each month for real estate information*
- One in three buyers find the house they ultimately purchase on the internet*

*2010 National Association of Realtors Profile of
Home Buyers and Sellers

FINE HOMES

A Powerful Web Presence

It's an axiom as old as the industry itself - location is everything! That's why we feature all of our listings on many of the Internet's most visited real estate websites, including:

CENTURY 21® listings are also displayed on most MLS-enabled real estate sites







Just a Sample of the Over 800 Distribution sites

































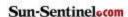




























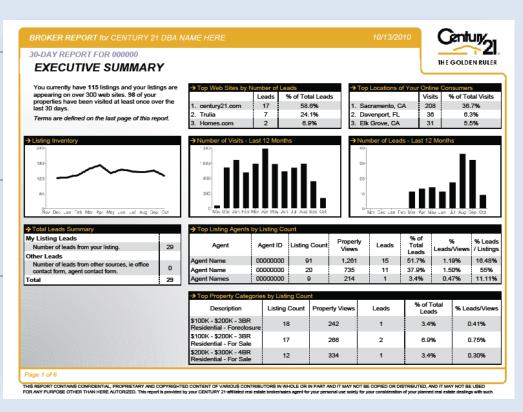
The Golden Ruler Reports

Views and leads

Identifies the **geographic location** of consumers viewing,
visiting and sending leads.

Compares listing views and leads by agent.

Compares listing views and leads by property category (Ex: \$200K - \$300K 2 bedroom residential for sale).





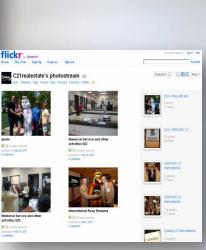


All marketing is of the finest quality and highest standards, exclusively tailored to your unique home.

Social Media

The CENTURY 21® System continues to be on the cutting edge of real estate marketing. We successfully utilize social media channels like YouTube, Facebook, Twitter and many other applications to market your property listing in an effort to find the right buyer for your home. Considering that hundreds of millions of people use these sites on a daily basis it is important for your home to be included.





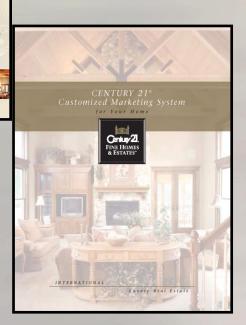






Marketing Collateral





Our Agents' personal spheres of influence, including friends, acquaintances, former clients, and personal referrals account for a significant percentage of our sales success.



Direct Mail, Collateral And Print Maximizes Exposure

- Our elite creative and design team will provide:
 - Customized Display Advertisement
 - Agent Insert detail here
 - Unique Collateral and Brochures
 - Agent Insert detail here
 - Direct Mail "Call to Action" programs





July twenty fourteen



SAT	FRI	THU	WED	TUE	MON	SUN
05	04	03	02	01		8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
12	independence Day	10	09	08	07	06
*12	11	10	0,9		9/	
19	18	17	16	15	14	13
26	25	24	23	22	21	20
		31	30	29	28	27

			June			
S	M	T	W	T	F	8
01	02	03	04	05	06	07
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		T 05	w	T 07	01	:02
03	04	T 05	W 06	07	01	02

Note



Example of CENTURY 21 Fine

Homes & Estates Listings

FINE HOMES ESTATES

Century 21

& ESTATES



New Collateral Material

- The "Madison Portfolio"
 - Small postcard portrait
 - Small postcard landscape
 - Large postcard landscape
 - XL postcard landscape
 - l-sided flyer portrait
 - 1-sided flyer landscape
 - Square trifold
 - 4-sided business card-sized property flyer
 - 2-sided flyer portrait
 - 2-sided flyer landscape 5 photo
 - 2-sided flyer landscape 7 photo
 - 4-sided brochure with floor plan option



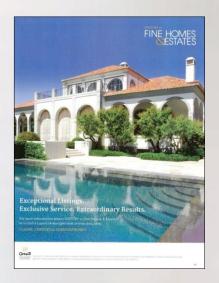






Property Advertising

 Multiple advertising opportunities to boost property visibility across the country and the world: duPont REGISTRY, Robb Report Home & Style, New York Times, Luxury Properties (International publication), International New York Times (formerly International Herald Tribune)











CENTURY 21 PREMIER ELITE REALTY



The Flagship Fine Homes & Estates Company of South Florida

Office Locations:

Main Branch

7875 SW 104 ST, #101 Miami, FL

305.279.8814

Recently added offices

375 Miracle Mile, Coral Gables

305.442.2122

2895-B Collins Ave Miami Beach, FL 305.531.8628





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Century 21 Premier Elite Realty Guarantee



If at any time you become dissatisfied with the service provided by our company or your designated agent we will (xyz) on a days written notice. No cost, no obligation, no fine print!

P.S. Feel free to attach this letter to your listing agreement.

We uphold our commitment

Guaranteed marketing plan

Guaranteed service

Guaranteed results

