



## Press Release

### **CENTURY 21 Romania ANNOUNCES THE OFFICIAL LAUNCH OF THE CENTURY 21® NETWORK IN ROMANIA AND THE RESULTS OF THE FIRST ACTIVITY YEAR ON THE LOCAL MARKET**

*CENTURY 21 Romania network includes 14 independently owned and operated affiliates; Franchise agreements to be signed with five new members by the end of 2008*

**BUCHAREST, April 10, 2007** – CENTURY 21®, the largest global real estate franchising network, announces the official launch of the CENTURY 21 Network in Romania. The Network currently includes 14 independently owned and operated agencies and will provide professional real-estate services in Bucharest and countrywide.

„We are glad to announce that, starting today, the golden standard in real estate services is present also in Romania, through the CENTURY 21 Network in Romania. I am confident that our brokers and agents will do a tremendous job in offering the Romanian clients the highest quality real estate services on the market,” said Thomas Lundin, President CENTURY 21 Romania.

The Network currently includes five agencies in Bucharest, five agencies in the Prahova County and one agency in the counties of Brasov, Cluj, Timisoara and Constanta.

„The rapid expansion of the Network is due mainly to the need for professional real estate services on the market. The Romanian real estate segment has reached the point where it needs a high level of professionalism in order to further develop. CENTURY 21 is here to answer this need,” added Thomas Lundin.

The CENTURY 21 Network will provide a full range of real estate services for people and companies, from consultancy in choosing the right residence, financing solutions, real estate evaluation and auditing, to intermediating transactions between real estate development and investment funds and local players.

CENTURY 21 Romania, the owner of the Master franchise for Romania, has developed a strong sales-support system, designed to assist the network members in running and developing their business. The System includes a common advertising fund, regular training sessions for brokers and agents and a centralized international listing system that offers high visibility to properties in the portfolio of the member agencies and, thus, increases transactions' pace.



CENTURY 21 Romania also announces the official launch on the local market of the "Golden Jacket," the official, distinctive mark of the Network's brokers and agents.

"The Golden Jacket currently serves as a way of signalling that the agent or broker belongs to the CENTURY 21 Network and uses the company's set of values and business principles. We want the brokers and agents to feel they are really part of a solid, global business community with high standards, and can identify themselves with it," said Chris Kervandjiani, Vice President for International Service and Operations, Century 21 Real Estate LLC. "Along this line, we also designated Toyota Yaris as the official car of the CENTURY 21 Romania brokers and agents," added Chris Kervandjiani.

By the end of the current year, the company will sign another five franchise contracts, granting the CENTURY 21 brand usage rights to companies in Iasi, Bacau, Oradea, Craiova and Galati.

"In terms of network expansion, we plan that by 2012 to have in Romania one CENTURY 21 Romania agency for each 50,000 inhabitants, with a focus on main cities. This means 140 agencies by 2012," said Gabriel Alexandru, Vice President, CENTURY 21 Romania. "At the same time, we would like to reinforce our current target, which means 10% of the Bucharest real estate market by the end of 2009," added Gabriel Alexandru.

### **Despre CENTURY 21®**

Century 21 Real Estate LLC ([www.century21.com](http://www.century21.com)) este cel mai mare francizor mondial din domeniul imobiliar, furnizând servicii complete de pregătire profesională, gestionare, administrare și marketing pentru Sistemul CENTURY 21®. Rețeaua este alcătuită din peste 8.000 de agenții imobiliare, deținute și administrate independent, în 58 de țări și teritorii din întreaga lume. Century 21 Real Estate LLC este o filială a Realogy Corporation, SUA.

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