

CENTURY 21 Canada enlists 6 master coaches to drive agents leads

Industry-first C21 PEP Master Class to maximize agents' spring season, starting March 18

VANCOUVER, B.C. (February 24, 2015) – If you're in real estate, you've heard it: "10% of agents do 90% of the business." The spring market is hot, yet the vast majority of agents miss out. CENTURY 21® Canada's PEP course previously averaged 8 additional listings for participants, and now has added six master coaches to its arsenal.

"Almost all programs focus on teaching – PEP doesn't. It's all about action," said Kevin Stanley, director of knowledge & learning, CENTURY 21 Canada. "The instructors have been there, they've found what really works. Agents apply instant, proven tactics while they work, so they watch the results happen."

Nowhere else have six all-star real estate mentors combined their specialties into one intensive course:

- **Matthew Ferrera:** speaker, writer, capitalist, survivor, teacher, and listener.
"Gain new clients using video and social media."
- **Richard Robbins:** business coach and CEO of Richard Robbins International.
"Generate leads from door knocking and open houses."
- **Chris Leader:** REALTOR®, broker, and sought-after coach.
"Handle any objection when prospecting and closing."
- **Kevin Stanley:** director of knowledge & learning, CENTURY 21 Canada.
"Wow a seller with a fantastic listing presentation."
- **Debbie Cooke:** NAR instructor and CENTURY 21 office education director.
"How to convert FSBOs and expireds."
- **Eryn Richardson:** award-winning agent.
"Consistent lead generation for long term success."

The C21® PEP Master Class runs once weekly, launching on Wednesday, March 18 at 12:00p.m. EST. To max out their spring season, REALTORS® can speak to their local CENTURY 21 office to register or visit C21PEPTalk.ca.

Targeted education options at every professional stage make the CENTURY 21 organization a great place for REALTORS® to start their career, and to have their career. This program builds on the brand's tradition of delivering exceptional customer service by supporting its members with the tools and education that matter most.

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Media contact:

Ashley Lockyer
Communications & Marketing Strategist
CENTURY 21 Canada
ashley.lockyer@century21.ca
604.606.2164

About CENTURY 21 Canada:

Century 21 Canada Limited Partnership (century21.ca) is a real estate master franchisor with exclusive rights to the CENTURY 21 brand in Canada. 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.

The CENTURY 21 System is the world's largest residential real estate franchise sales organization with approximately 6,800 independently owned and operated franchised broker offices worldwide and over 100,000 sales professionals. CENTURY 21 provides comprehensive training, management, administrative and marketing support for its members in 78 countries and territories worldwide.

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