



Real Estate Company Comparison Sheet

Choosing a real estate company is the first and most important decision a new agent will make. Use this comparison chart to evaluate differences between companies and find the right company for you.

	CENTURY 21	Company 2	Company 3
Agent Support	Agent Centric		
Non-Competing Brokers and Support Staff*	✓		
Two Sales Meetings Weekly	✓		
Updates on National, Regional, and Local Issues Impacting RE Industry	✓		
New Agent Kit and Extensive New Agent Training (One-on-One, Online & Group)*	✓		
Mentorship Program*	✓		
Business Planning and Goal Setting Assistance*	✓		
On-going Salesmanship Training and Contests*	✓		
Expert Panels and Mind-Set Training*	✓		
Family/Team Atmosphere	✓		
Strong, Healthy Culture with Expressed Core Values	✓		
Large Office with More Avenues of Learning and Support from Peers	✓		
Recognition & Community	Commitment		
Most Recognized Brand in the RE Industry Nation-wide & World-wide	✓		
Largest Locally Owned Real Estate Company in MLS	✓		
Ranked in Top 2% of 2900+ Century 21 Offices in the United States	✓		
Long-Standing Reputation of Excellent Customer Service in Local Communities	✓		
#1 Century 21 Office in Five-State Broker Council	✓		
Recognized by Many Affiliates as Being the "Preferred" Real Estate Company	✓		
Recognized by Many Competitors as having Superior Training Programs	✓		
Reputation of Service Before, During, and After the Sale	✓		
Proactive and Growing Company with Long-Term Business Plan	✓		
Local, Regional and National Awards & Celebrations**	✓		
Global Brand Conference and Top Agent Retreats**	✓		
Licensed in ND, SD & MN and Members of Badlands & Bis-Man MLS*	✓		
Annual Family/Affiliate Picnic with Charity Auction and Christmas Party*	✓		
Celebrates Agents (birthdays, weddings, anniversaries, baby showers, etc.)*	✓		
Industry Involvement (Members of the ND/Local Chambers, BMDA, HBA & More)*	✓		
Special Events (Soup Days, Chili Cookoff, Riverboat Cruise, Bowling Night, etc.)*	✓		
History of Local, State, and National Association & Political Involvement	✓		
Recognized as a Philanthropic Organization Donating Time, Talent & Treasure	✓		

Technology	Innovators		
Digital File Management with e-Signatures*	✓		
Company & Brand Intranet*	✓		
Customer Relationship Management (CRM)*	✓		
Tool-kit CMA and Traditional CMA Program*	✓		
Unique Property Sites*	✓		
3-D Tours with Floor Plans** and Virtual Tour Videos*	✓		
Agent Lead Generating Website and Branded Email*	✓		
Access to Hud.com, AcreValue.com, NDRIN, and More Information Portals*	✓		
Automated Seller Reports Generated*	✓		
Automated Follow-Up Systems*	✓		
Cutting Edge National and Local Websites including Commercial Website*	✓		
Social Media Tools, Content, and Training*	✓		
Business/Marketing	#boldmoves		
New Agent Kit*	✓		
Seller and Purchaser Packets*	✓		
Access to Leads (Floor Time, Zillow, Realtor.com, Landwatch & More)*	✓		
Cartus, USAA, ERC Relocation and Local Business Referral Partner**	✓		
Signs and Sign Installation*	✓		
24/7 Access to Facility, Tools, and Systems*	✓		
Safety Training and Procedures*	✓		
MLS Contracts Reviewed by Broker and Staff*	✓		
Commercial RE Department*	✓		
Exposure of Listings on 200+ sites Including Zillow, Trulia, Realtor.com & More*	✓		
Store Front and Exposure on Bisanonline.com**	✓		
Local and National Marketing of Brand*	✓		
Local Hero Program**	✓		
Succession/Retirement Planning for Agents	✓		
Business Benefits and Discounts Through Century 21*	✓		
Branded Home Protection Plan Available*	✓		
Quality Service Awards Based on Real Satisfied Surveys from Clients*	✓		
Branded, Modern Presentations and Flyers*	✓		
Branded Stationary, Marketing Materials, and Value-Added Materials Provided*	✓		
Multiple Logos (Residential, Fine Homes & Estates, Commercial, Farm & Ranch)*	✓		



*Costs associated with product or service are Broker provided.

**Costs associated with product or service are Broker subsidized.