



IT'S
YOUR
BUSINESS... *just better!*

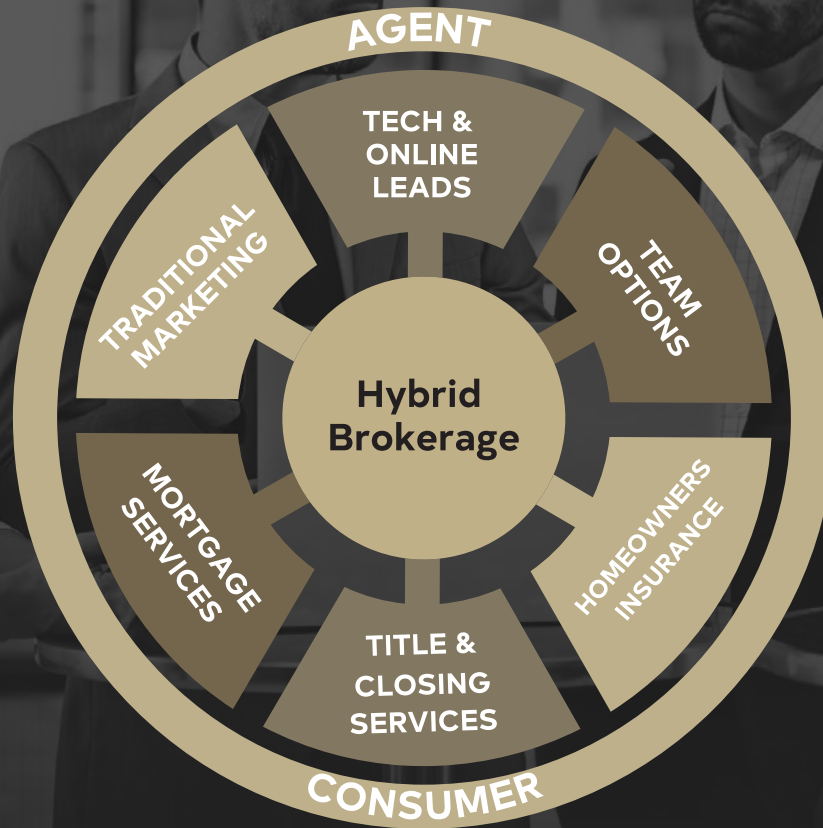




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360° RESULTS



MISSION STATEMENT

Achieving dreams through buying and selling real estate

It's simple, our #1 goal is to help you sell more homes. Our 360° broker model puts the broker at the center of the Agent/Client relationship. This approach allows the agent to have more efficiencies towards production while providing the consumer with the ultimate real estate experience that culminates with a memorable champagne closing.

CORE VALUES

- Integrity
- Obsession with agent / client experience
- Leadership
- GRIT
- Ownership
- Authenticity
- Results

We bring the best of the agent and consumer models together with our hybrid brokerage approach to provide our agents with the following:

- Unlimited Income Potential
- True Ownership Opportunities
- A Value Driven Cap
- Multiple Revenue Streams
- Well Designed Offices or a Virtual Experience



BUSINESS HIGHLIGHTS

In the last three years we have sold almost \$3 Billion in real estate, effectively helping over 6,400 families. We serve the entire state of Georgia (Metro Atlanta, North Georgia, Savannah, Augusta) and recently opened our first office in Florida (Cocoa Beach).

- Over \$16.5 billion in lifetime sales
- #1 Century 21 office in the state of Georgia
- #3 Century 21 office in the United States
- #8 Century 21 office globally
- Terry Swanson (Owner) has been named the Atlanta Business Chronicle's Top 100 Influencers multiple times
- Top 1% of Zillow most reviewed real estate teams in the United States
- Top 25 Residential Real Estate Office in Atlanta
- Top 25 Office in Atlanta for the Atlanta Business Chronicle 2012-2023
- Long-term investment back into our communities via charitable giving: Easter Seals, Habitat for Humanity, The Place of Forsyth, Realty4Rehab, St. Jude Children's Research Hospital, Shoes for Souls, No Longer Bound.

WHY CENTURY 21?

GLOBAL

As a member of the Century 21 brand, we have the largest international exposure of any real estate company out there!

Georgia and Florida have become very diverse markets with over 90% of consumers searching online for their real estate needs. Capturing that global audience is paramount. We maximize marketing, exposure, and connectivity—now that's doing things right!

Operating in 86 Countries and Territories with more than 14,250 Offices and 155,000 Sales Associates Globally.

VISIT WWW.CENTURY21GLOBAL.COM

CENTURY 21 RESULTS: LOCALLY OWNED, NATIONALLY AND GLOBALLY RECOGNIZED

#6

Global 21 for Century 21
Offices Worldwide, Ranked in
Global 21; 2015 to present

#3

in units for all of Century 21
Nationwide, Ranked in C21
Top 10 2015 to present

#1

C21 office in commissions
and units for Southeastern
US, 2013 to present





MEET THE WISDOM BEHIND RESULTS



TERRY SWANSON - OWNER

Terry Swanson has been instrumental in the success of Century 21 Results. He brings with him a wealth of knowledge, stemming from his experience of working as an onsite sales agent for Centex Homes for six years, where he became the top agent for the Atlanta division for his final three years. In 1998 he founded Results Realty Services, now known as Century 21 Results, and it quickly became a top producer for Atlanta's residential sales. His leadership and accomplishments in management and residential sales have earned him recognition, such as being named one of the Top 100 agents in Atlanta in 2000, Realtor of the Year for the 400 North Board of Realtors in 2014, and being recognized in the Top 100 Influencers in Real Estate in Atlanta by the Atlanta Business Chronicle for three years in a row. He has also held the President position for the 400 North Board of Realtors in 2013 and Regional GAR Director for 2014 and 2015. Terry Swanson is a key figurehead in the real estate industry and is committed to providing the highest quality service to every customer.



DEBBIE COOKE – QUALIFYING BROKER AND SUCCESS COACH

Coaching, training, and mentoring have been the cornerstone of Debbie Cooke's 30+ years in real estate. She formerly served as the National Director of Professional Development for Coldwell Banker in her native Canada. In her role, Deb successfully transitioned and implemented business strategies for over 300 offices and coaching for over 3500 sales professionals. She also served as the head of Career Development for Coldwell Banker in Georgia. Deb is passionate about educating other real estate professionals and is a certified NAR instructor. She also holds instructional certification by DDI as well. Deb has acquired several accreditations including ABR, SRES, and Fine Homes and Estates. She is a certified Brian Buffini mentor, a Mike Ferry business advocate, and a graduate of Growth Management Systems (Canada). Deb firmly believes in continuous learning to maintain relevancy in the dynamic world of real estate.



DUSTY LABOSSIERE – CHIEF GROWTH OFFICER

Dusty LaBossiere is a native Georgian, originally from Marietta and, more recently, a Forsyth County resident for the past 12 years. He is a proud husband to Ashleigh and father of two beautiful children, Van and Raleigh. From 2012-2016, Dusty held a position as lead graphic designer at NLB Studios. Afterward, he made a transition into real estate full-time and has climbed the ranks over the years. In 2017, he sold 40 homes in 10 months in his first year in the business. In 2018, he was the top producing individual agent in all categories (14.8 Million in sales volume, 365K in GCI) out of nearly 300 agents. In 2019, Dusty started his own team and has since closed over 200 million in real estate, serving nearly 650 families over the years. Most recently, Dusty was promoted to Integrator at C21 Results, the 2nd highest producing C21 office in the nation. Dusty is hard-charging, fast-paced, notably gritty and committed to forging a big life for himself and the people he loves, knows and cares for.



AGENT BENEFITS

Benefits included in the monthly fee of \$69.99* / month

- ☐ Signs and lockboxes included
- ☐ List to close services
- ☐ Contract to close services
- ☐ Lead generation and coaching
- ☐ Graphic design & custom branding services
- ☐ Social media marketing services
- ☐ Global exposure, advertising and networking
- ☐ Online streamed weekly sales meetings
- ☐ Online on demand training
- ☐ On demand compliance team
- ☐ Multiple options for CRM's
- ☐ Personal Website
- ☐ One on One Coaching
- ☐ IT coordination and assistance
- ☐ 21online.com back-end agent support
- ☐ Discounted Zillow photography & Showcase Listings
- ☐ Support staff of 22+, and growing
- ☐ Post-license and CE classes held regularly
- ☐ Pay at close options for payday
- ☐ Refertl 21 program opportunity for residual income
- ☐ Earnnest app for streamlined and convenient earnest money handling
- ☐ Team friendly and team office offerings/blueprints
- ☐ Team opportunities for maximum growth
- ☐ On demand marketing, admin and prospecting services via virtual assistants**
- ☐ Virtual assistant placement & coaching**
- ☐ Standard Listing Presentation magazines and branded listing folders included. Personalized
- ☐ Personalized listing magazines are available at an additional charge**

* Plus E & O Insurance - \$20 per month

* Plus Georgia Multiple Listing Service (only in state of GA) \$20 per month

** Signifies benefits that cost extra

MARKETING



ELEVATE YOUR BRAND

At Results, we know that your brand is the most important extension of YOU! If you lack an established brand, our Marketing Department would love to create one for you. If you already have one, let's polish it up and implement a cohesive voice across all of your platforms.



CHARSON REALTY GROUP



YANICE COWART



BEYOND REAL ESTATE



PATTY MEDINA



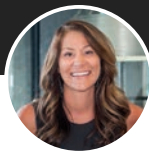
A H REALTY



JAMAL JONES



HEATHER BUCHS



SUNNY PARKER



ATLANTA LISTING CO.

MARKETING DESIGN SERVICES

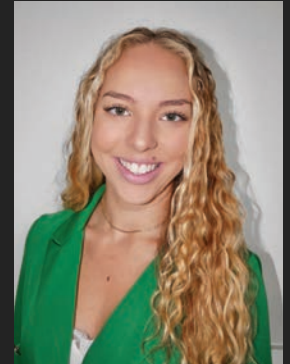
WE MAKE OUR AGENTS SHINE!

Our extensive marketing department can assist all agents with brand management and implementation; social media graphics and page performance; and an array of print materials. Many of these design services are available to agents at no cost; agents just pay for fixed printing costs.

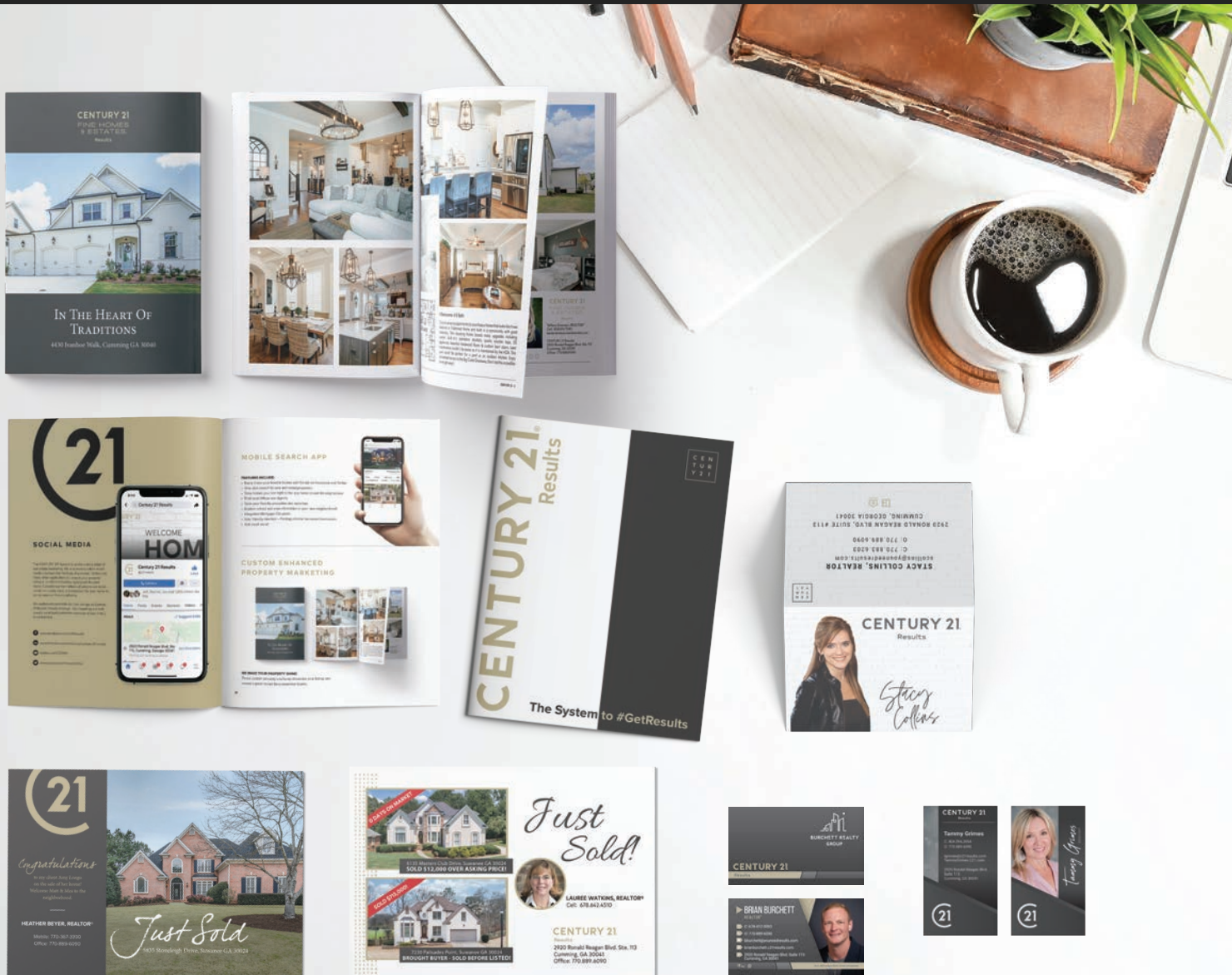
- Business Cards
- Customized Stationery and Thank You Cards
- Personalized Letterhead
- Branded Envelopes
- Property Brochures
- Postcards/Mailers
- Listing Book/Presentation

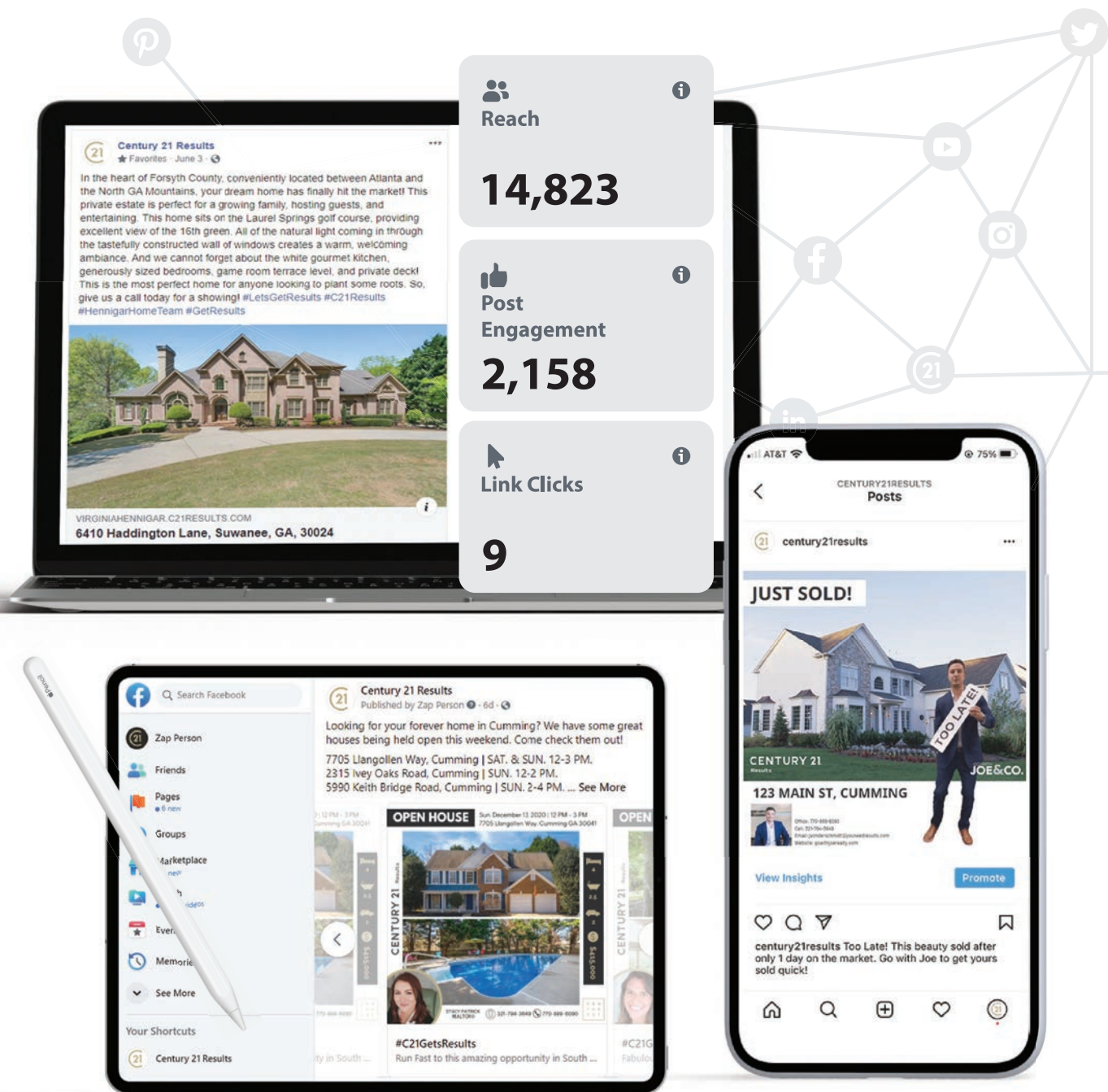


Noele DiSano
Director of Marketing



Tess Reboucas
Marketing Growth Manager





DIGITAL PRESENCE

At Results, we understand the power of a strong digital presence. That's why we specialize in elevating your personal brand to make you stand out across all platforms. From Instagram and Facebook to LinkedIn, our marketing team will work with you to create eye-catching graphics that captivate and engage your audience.

ENGAGED AUDIENCE

When it comes to social media, we recognize that producing content is half the battle.

As experts in social media trends, we have developed dynamic strategies not only to attract followers but also to retain them. Our goal is to grow your page audience, thus growing your business.

GEOTARGETED FACEBOOK ADS

Using the latest technologies, we implement creative campaigns to reach your geographic sphere. Prospective homebuyers in your area will be targeted and see your advertisements based on their online behavior.



WE'VE GOT MOXI

MOXIWORKS IS BUILT FOR REAL ESTATE, BY REAL ESTATE
GREAT AGENTS DESERVE GREAT TECHNOLOGY

MOXIWORKS TOOLS OFFERED TO AGENTS BY BROKERAGES



MoxiPresent

Feature-stuffed, versatile real estate CMA/Listing presentation builder



MoxiWebsites

Easy to customize & no coding know-how required



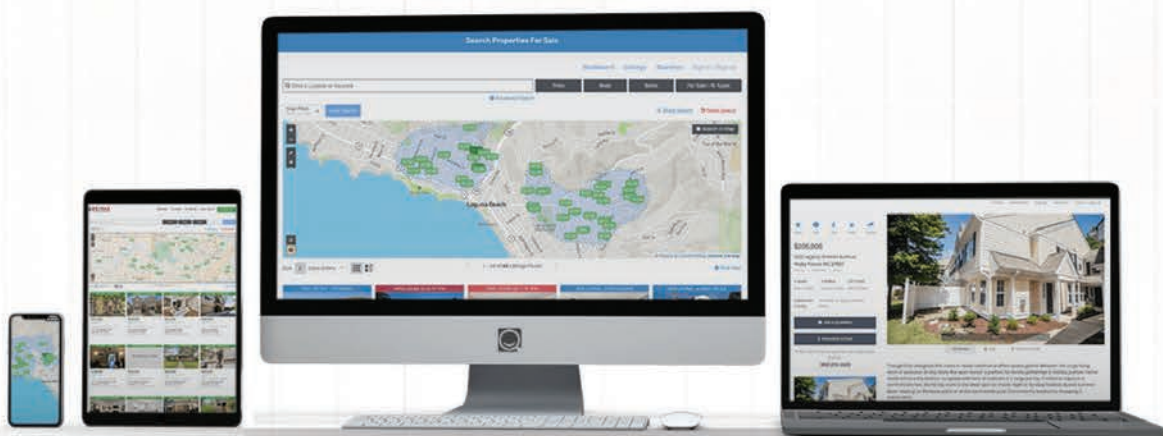
MoxiEngage

Sphere-focused productivity boosting CRM



MoxiImpress

The magic of marketing automation for all your listings





follow up boss

NEVER LOSE ANOTHER LEAD

Pick your favorite lead sources and FUB will keep them all organized, give your team a central place to follow up, and track everything that happens.

CENTURY 21 Results

INTEGRATIONS

CONNECT ALL YOUR APPS BACK TO AN OPEN SYSTEM

Choose the right apps that work best for your business, and give them a central home inside FUB.

LEAD SOURCES

CONNECT YOUR LEADS FROM EVERY SOURCE

Pull in leads automatically from 250+ lead sources, so you can manage your own personalized client database within a single OS.

LEAD DISTRIBUTION

GET EVERY LEAD TO THE RIGHT PERSON

Manage and automate lead assignment rules to keep your team organized and productive even if you're away.

PIXEL

SYNC YOUR WEBSITE LEADS & SEE THEIR ACTIVITY

Pixel gives you detailed info on each lead: What campaign they came from, which listings they viewed and when they're looking at your site.



facebook



realtor.com

CAPTURE LEADS



CONNECT IDX



CALENDAR



TEXTS



CALLS



NOTES

BUILD SYSTEMS



INTEGRATE TOOLS

STAND OUT

ZILLOW SHOWCASE LISTINGS INTERACTIVE 3D TOURS & FLOOR PLANS & SO MUCH MORE

Through our partnership with Zillow & ShowingTime+ we are offering a premiere listing experience that highlights features of your listing in a new and impactful way for online buyers to see!

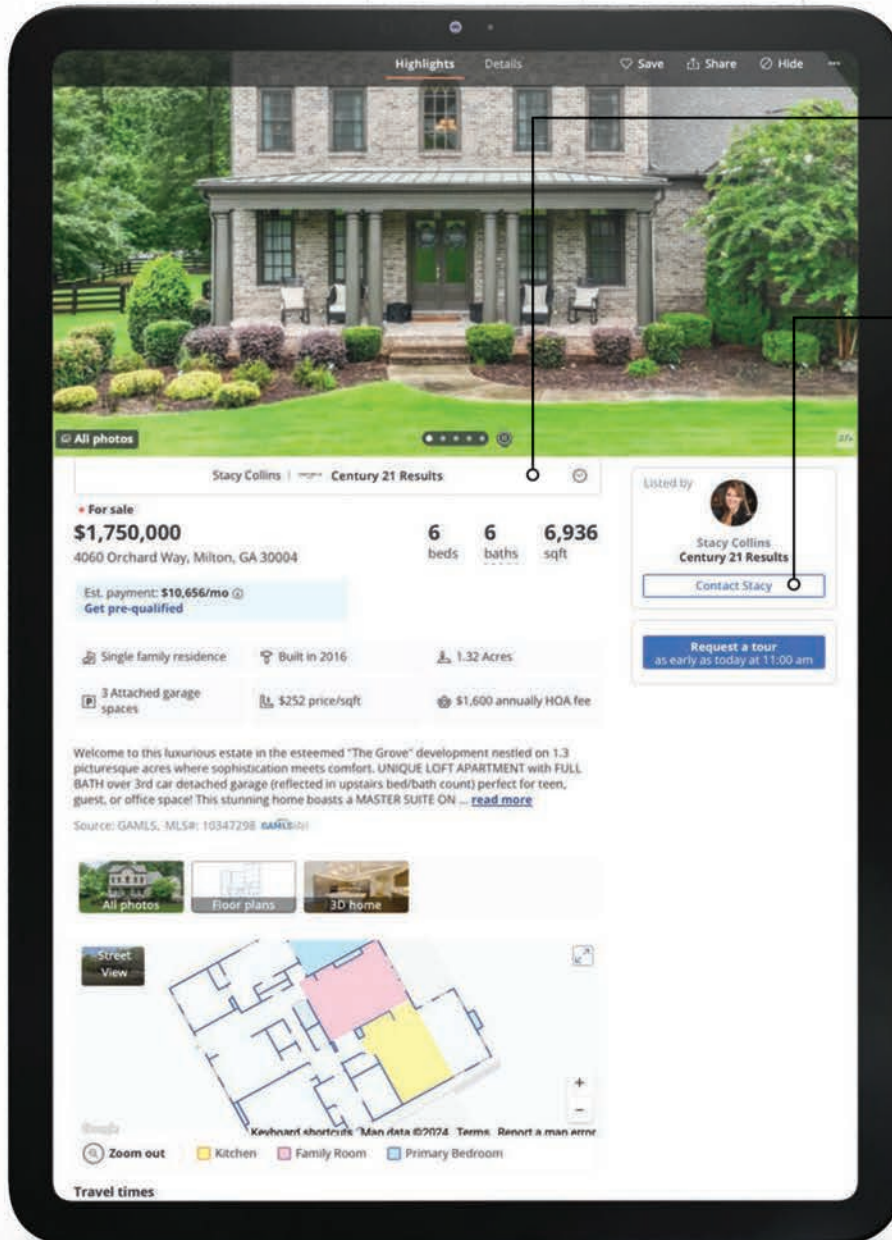
- Moving carousel primary home photos
- Directly connect buyers to your agent
- Featured room gallery to show your best rooms first
- Interactive 3D Tour & Floor Plan to view photos as you walk down a hall or move from room to room
- Highlighted map icon
- Specialized placement in Zillow search results
- Optimized custom search filters
- Featured exposure in dedicated emails to buyers

On average, Showcase Listings got
81% more page views
80% more saves
90% more shares than a regular Zillow listing

ShowingTime+SM

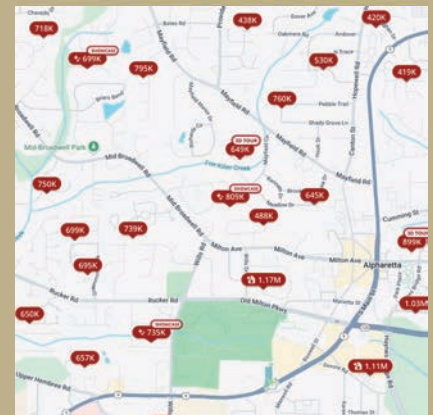


SELL FASTER



Expand to view agents bio

Direct to list agent connection. Who better to sell your home but your listing agent - Not a random buyers agent.



Only 5% of current Zillow listings have Showcase. This premium feature is capped at 10% of the market share to ensure it remains a premium listing experience for consumers.

TRANSACTION COORDINATING

IT'S A GAME CHANGER!

C21 Results has put together a program to help all agents take their company's production to the next level.

Our Transaction Department offers a complete package of productivity options at no additional cost to you! We take away all the minutia so that you can focus on income producing activities.

1. **Listing Services** - Comprises an assistant who will handle your administrative listing duties with accuracy and efficiency.
2. **Contract to Close** - an assistant who will handle all aspects of the closing process- please see the contract to close task list.
3. **Uber Club** - this program encompasses qualified agents who are willing, ready, and able to meet all your needs for showings, open house, signs and lock box pickups.

"Most Transaction Coordinators charge \$400 per file and we offer it for FREE. Avg. agent saves \$3,000 per year if they close 10 deals."

We also offer Virtual Assistant placement for Agents and teams whose production is over 5 million with GCI that is at least \$150,000 in last 12 months or at least 15 transactions.

Virtual Assistants - We can help you hire your own Virtual Assistants that range from \$4-6/hour. These VAs can help you with a variety of administrative tasks.

- **ISA Services**
- **Marketing Needs** - flyers, video editing, social media graphics/posting.
- **Administrative Help** - answering phones, updating leads, calendar/scheduling appointments and sending reminders etc.

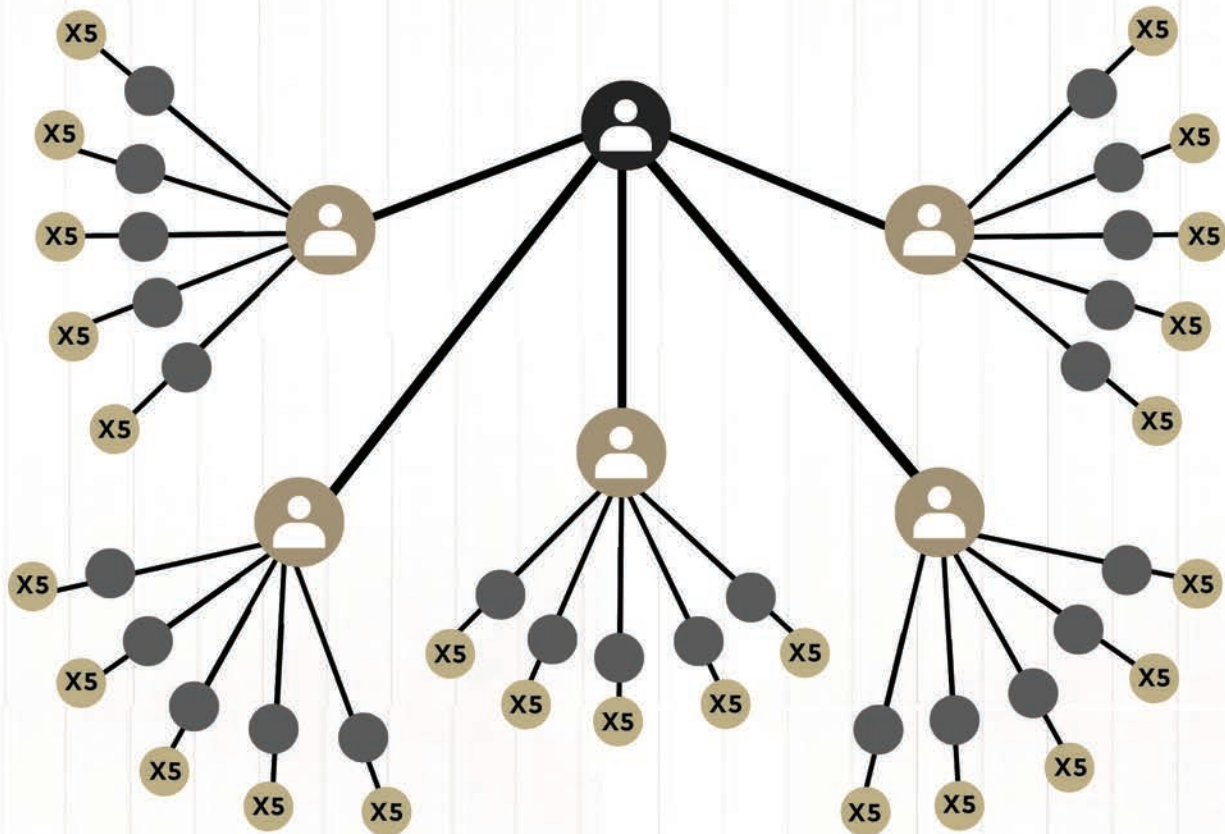
Don't know how to use a VA efficiently? No worries, we took the guesswork out of it for you. We have developed an in-house Coaching Program that will assist you on how to leverage your VA's for your specific needs. This \$4,000 placement value is included at no charge for all qualifying agents and teams.



CENTURY 21. Results

REFER IT 21

THE POWER OF 5!



FREE MAILBOX MONEY WHEN YOU REFER AGENTS TO US AND THEY COME ON BOARD. IF YOU REFER 5 AGENTS IN 1 YEAR, AND THEY DO THE SAME THE RESIDUAL INCOME IS AMAZING ALL WHILE FOCUSING ON YOUR BUSINESS SELLING REAL ESTATE.

YEAR 1

5 AGENTS X \$2,100 = \$10,500

YEAR 2

25 AGENTS X \$2,100 = \$52,500

YEAR 3

125 AGENTS X \$2,100 = \$262,500

TOTAL OF :

\$325,500

AGENT ROADMAP

\$0-\$3 MILLION BUILD A BUSINESS

- Support & Training
- FOCUS Class
- C21 University
- Team Placement
- Liaison Program
- Contact Management Programs
- FOCUS Classes



\$3 - \$10 MILLION BUILD A TEAM

- Access to Virtual Assistants
- Elevated Marketing & Branding
- Lead & Appt. Management
- Team Masterminds
- Time Management
- Invitations to Exclusive Events





AGENT TRAINING

- Script Practice
- Mastermind Classes
- On Demand Training
- Coaching Support
- CRM Training



\$10+ MILLION BUILD A LEGACY

- Team Office Options
- Residual Income Streams
- VA Placement
- Joint Venture Opportunities
- Invites to Exclusive Events



MARKETING

- Branding
- Social Media
- Online Lead Generation
- Listing Promotion
- Sales Materials



YOUR PRODUCTION SUPPORT TEAM

Aligning yourself with the #3 Century 21 office in the Nation is a priceless step in advancing your career.

Century 21 Results brings advanced technology, robust resources, international achievement, progressive incentive plans, and 22 full time staff members. These components drive our agents' success.

There is no comparison to the esteem and reputation that you will find with Century 21; the most recognized brand in real estate. Century 21 Results is one of the top 10 real estate offices in North Atlanta. We are driven to stay in the forefront of the real estate industry. We are poised to provide our associates, as well as our clients, with the name that reflects our relentless strength and passion for real estate.

We invite you to participate in future success with us.

Our Production Support Team includes:

- 2 Non-Competing Brokers
- Transaction Coordinators
- Listing Coordinators
- Pending Coordinators
- Closing Coordinators
- Director of Marketing
- Social Media Coordinators
- Graphic Designers
- Online Lead Manager
- Inside Sales Associates
- IT Support
- Marketing Growth Manager



DON'T TAKE OUR WORD FOR IT... HEAR FROM OUR AGENTS



01

DOUG JACOBS

Great office atmosphere and leadership are what keeps our distance ahead of the others. Top agents are always willing to share how they work. We compete with each other and then celebrate the results. Our owner commits to laying the foundation for how to generate momentum for success. Office staff are amazing to help in all aspects of their responsibilities. It's awesome to have motivation and mentors to help over-achieve goals. We are fortunate to have ideas for leads, marketing, communication, advertising, and contract processes to sharpen our skills. I worked independently and then moved forward to establish a team. It's great to see team agents learning and producing and for them to also benefit from in-house training and staff partnerships. It was definitely the best decision to join Results!!! We all take pride in helping our clients realize their dreams with real estate.



04

WILL HUTSON

From being an independent agent to building my own team and eventually becoming a branch office owner, every step of this remarkable journey has been filled with growth, success, and immense satisfaction. When I first started my career, I faced numerous challenges because I needed the right support, resources, and guidance. From the moment I joined Century 21 Results, I knew I had found a brokerage that created an environment to foster growth, collaboration, and personal development. I learned invaluable skills, honed my expertise, and navigated the intricacies of the real estate market with confidence. The brokerage provided access to cutting-edge technology, comprehensive training programs, and a vast network of industry professionals. These resources not only enhanced my capabilities but also empowered me to provide exceptional service to my clients and later allowed me to effectively lead a team. As a branch office owner, I am now able to create an environment that mirrors the one that nurtured my growth.



02

SARA ARCHAMBEAU

I am grateful to be part of the Century 21 Results team, where the brand strength and marketing support truly empower my business and help me serve my clients at the highest level. The culture strikes the perfect balance of healthy competition and genuine collaboration. Our leadership team does an incredible job keeping us informed, supporting us through every market shift, and ensuring we have what we need to deliver an exceptional client experience. Most importantly, they create an environment where agents can build a thriving business while genuinely enjoying what they do each day.



05

STACY COLLINS

"Century 21 equips you to be at the top of your game whether you are coming in from ground zero or are a seasoned veteran. Their communication and coaching is impeccable. You have four brokers at your fingertips for tough situations, so someone is always available. They truly want you to succeed and share all pertinent information regarding the market, innovative marketing ideas, or strategies to compete for listings in any given situation. The office staff is another component most offices don't provide. You can't match this friendly, encouraging, and helpful office no matter what your need is! This entire office is the very backbone of my success 100%. I could not be where I am without the support they have given me."



03

LOUIS GIRRAFFA

"Why Century 21 Results? In a nutshell, Training, Support, Autonomy! Whether it be a new or seasoned agent, the ongoing training offered is first class in every aspect. Also, in today's market, there is never enough time to get everything done. It's an absolute blessing knowing I have 14+ full time staff members to assist in everything from marketing, listing input, CRM support, etc. Most importantly, the leadership and energy is phenomenal. Our leadership not only gives us the autonomy to run and build our business but stands behind us every step of the way."



06

JOE VONDERSCHMIDT

"Are there brokerages that are lower cost than Century 21 Results? Sure. However, you will not find a brokerage that provides more value. Aligning my business with Century 21 Results has allowed me to elevate to the next level. The agent support is unmatched."

EXCLUSIVE CENTURY 21 RESULTS PARTNERS



OFFERING

- » FHA Loans
- » VA Loans
- » Conventional
- » ARMs
- » Jumbo Loans
- » Buy Down Programs

404-999-4287

www.mypinnacleloan.com

CHAMPAGNE CLOSING SERVICES



Century 21 Results understands the importance of associating a positive memory to the end of a real estate transaction. What could be more memorable than a champagne closing? (Of course, an alcohol free closing is always an option!) Through our exclusive partnership with McMichael & Gray and Pinnacle Title, we strive to provide our clients with a lasting favorable impression.



This is to give you notice that Century 21 Results has a business relationship with Pinnacle Company Group LLC doing business as Pinnacle Mortgage Services ("Pinnacle Mortgage") and Pinnacle Title. The nature of these relationships is that the owner of 100% of Century 21 Results indirectly owns 70% of Pinnacle Mortgage and owns 24.5% of Pinnacle Title. Pinnacle Title also has a business relationship with McMichael & Gray, P.C. which owns 51% of Pinnacle Title. Because of these relationships, this referral may provide Century 21 Results, Pinnacle Title, and their owners a financial or other benefit.



RECOGNITION. RESPECT. RESULTS

What can be more rewarding than the recognition and respect from your peers? Not only is Century 21 Results committed to providing the support you need to become a top producing agent, we also celebrate you on every accomplishment!

Each year, we start with a formal awards ceremony where we honor the previous year's achievements. We shine the spotlight on our yearly Top 10 agents and those with two million, five million, and ten plus million dollars in sales volume. But we don't stop there! Most improved agent and rookie-of-the-year are just some of the categories we recognize.

And we keep the momentum going throughout the year! Top 10 and quarterly producers are given the distinct honor of having their photos prominently displayed along our wall of fame. Our Money Board, held monthly, gives top producers a shot at winning some great prizes courtesy of our preferred vendors.

CENTURY 21 AGENTS ARE CELEBRATED FOR THEIR HARD WORK

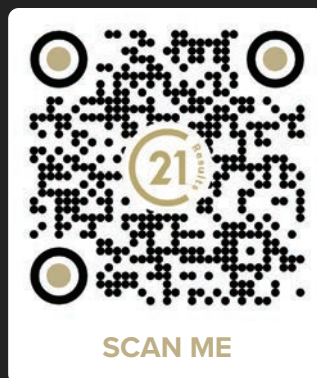
Century 21 also celebrates Top Agents to help you recharge and refresh. Top Agent Retreats have been held in the Bahamas, Hawaii, San Diego, and Las Vegas.

RESULTS GIVES BACK

Results prides itself in investing in the community that invests in us. Each year, thousands of families across Forsyth County are helped through our charitable donations to 4 special nonprofits: Vision Warriors, Meals by Grace, The Place of Forsyth, and Realty4Recovery.



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www.c21results.com



Follow us @c21results



Also find us in these cities: Blue Ridge, Big Canoe, Cumming, Ellijay,
North Forsyth, Savannah, Woodstock, Cocoa Beach, FL