

HOUSING The Portland Observer

Homeowners Prefer Century 21 System

For the third time, American homeowners rated the Century 21 system "Number 1" in a recent nationwide telephone survey of 1,800 homeowners answered "Century 21" when asked, "Thinking about real estate sales organizations, which one would you say is the leader in real estate?"

Homeowners who were aware of both the Century 21 organization and a particular competitor were asked a series of questions asking them to compare the two organizations. When asked which

of the two named real estate sales organizations they believe is "Better at helping people sell their homes," the Century 21 system won by more than five-to-one margins over Prudential and ERA, and by more than two-to-one over Coldwell Banker and Re/Max.

Homeowners also overwhelmingly named Century 21 when asked which of two named real estate sales organizations they think "gives customers better service."

Further, an astounding 99 percent of those surveyed recog-

nized Century 21. Only 84 percent recognized Coldwell Banker, with ERA, Prudential and Re/Max recognized by 71 percent, 58 percent of homeowners surveyed, respectively.

"The latest survey results are stronger in virtually every consumer preference and image category and clearly show the strength of the Century 21 image," said Art Fossum, Chief Operating Officer for Century 21 Northwest Region. "The findings also confirm those we've received from our Quality Service Survey,

which is conducted at the end of every transaction. In both cases, the Century 21 system rates extremely high among homeowners."

The 1994 National Survey of Homeowners was conducted during January 5-17, 1994 by The Wirthlin Group, a leading worldwide survey research organization that has conducted research for a number of Fortune 500 companies and four U.S. presidents. The random sample interviewed in the survey was representative of the entire population of U.S.

homeowners and has a 95 percent confidence interval.

For more real estate information contact Steve Carter at the Century 21 Northwest Regional

office, 800-342-0054 18000 International Boulevard, suite 1021 Sea-Tac, Washington 98188. Each Century 21 office is independently owned and operated.

Host Families Needed

Global Partner's Institute, a non-profit cultural and educational exchange organization, is seeking families to host 15 Japanese high school students from August 1 through August 22. While here in Portland, the students will spend their mornings studying English language and American culture, and will be busy with field trips and other scheduled activities in the afternoons.

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