The Bortland Ohserver **Homeowners Prefer Century 21 System**

system "Number 1" in a recent ter at helping people sell their nationwide telephone survey of 1,800 homeowners answered "Century 21" when asked, gins over Prudential and ERA, "Thinking about real estate sales and by more than two-to-one over organizations, which one would Coldwell Banker and Re/Max. you say is the leader in real estate?"

tion and a particular competitor were asked a series of questions vice." asking them to compare the two organizations. When asked which

homes," the Century 21 system won by more than five-to-one mar-

Homeowners also overwhelmingly named Century 21 when Homeowners who were aware asked which of two named real of both the Century 21 organiza- estate sales organizations they think "gives customers better ser-

> Further, an astounding 99 percent of those surveyed recog-

recognized by 71 percent, 58 per- tremely cent of homeowners surveyed, respectively.

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,

homeowners rated the Century 21 organizations they believe is "Bet- centrecognized Coldwell Banker, every transaction. In both cases, confidence interval. with ERA, Prudential and Re/Max the Century 21 system rates exhomeowners."

> The 1994 National Survey of "The latest survey results are 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.

For the third time, American of the two named real estate sales nized Century 21. Only 84 per- which is conducted at the end of homeowners and has a 95 percent office, 800-342-0054 18000 In-

For more real estate information contact Steve Carter at the Each Century 21 office is inde-

ternational Boulevard, suite 1021 Sea-Tac, Washington 98188. Century 21 Northwest Regional pendently owned and operated.

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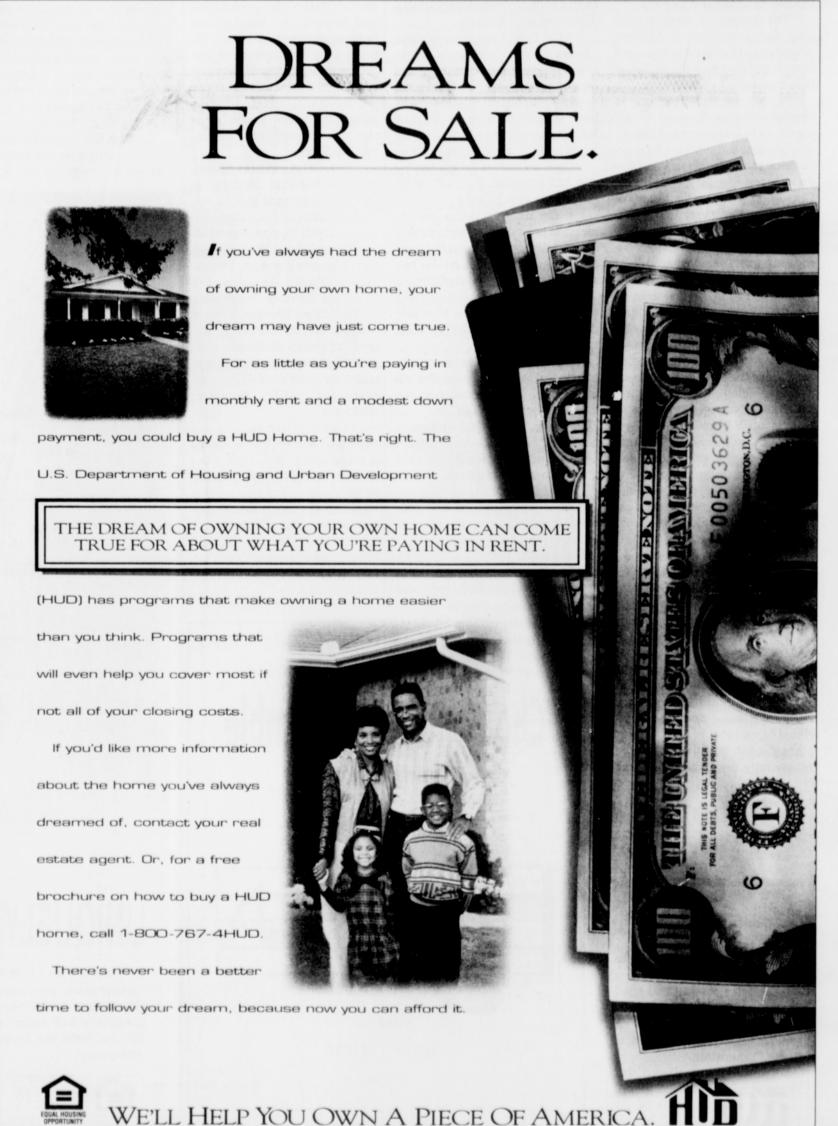
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