



Helena's Award Winning Office

Questions To Ask Before Listing Your Property

Q. What local advertising do you utilize?

A. CENTURY 21 Heritage Realty regularly runs a full page color ad in the Sunday edition of the *Independent Record*. That ad is consistently located on the back page of the classified section for maximum exposure. Agents are responsible for inputting their listings based on availability. We do regular advertising in the *Helena Home Gallery* that comes out every other Saturday in the *Independent Record* as well as the *Homefinders Guide* (a bi-monthly publication) featuring Helena area listings. We also periodically run radio and TV ads to drive traffic to our web site.

Q. What national advertising do you utilize?

A. CENTURY 21 Heritage Realty features all listings on our home page, Century21hr.com, with high-quality virtual tours. All listings are linked nationally to Century21.com, Realtor.com and Trulia.com (a national real estate search web site)... three of the most trusted and sought after real estate web sites in the world.

Q. What specialized marketing do you offer if my home is valued over \$500,000?

A. CENTURY 21 Heritage Realty is a designated Fine Homes and Estates office, which means we have Luxury Home Specialists ready to market your high-end property with the attention to details and expertise it requires.

Q. What kind of agent exposure can you guarantee my listing?

A. CENTURY 21 Heritage Realty is the largest office in town and holds office-only tours for all our new listings. That means you can expect to have over 20 of our agents tour your property shortly after it is listed. This is the best exposure possible!

Q. Does your real estate company have enough listing volume to attract buyers to your listing office?

A. CENTURY 21 Heritage Realty is consistently one of the top two offices in the Helena area for number of listings taken and number of listings sold.

Q. What percentage of your company listings do your agents sell?

A. CENTURY 21 Heritage Realty sells many listings in-house. During 2007 we sold 149 of our own listings within our office.

Q. What is your rate of customer satisfaction?

A. CENTURY 21 Heritage Realty has had over 95% customer satisfaction for six years running. In recognition of our incredible success we have been awarded the CENTURY 21 Pinnacle Quality Service Award every year since 2001.

Q. What awards has your company received?

A. CENTURY 21 Heritage Realty has earned the CENTURY 21 Centurion Award for outstanding production for five straight years. That award, combined with our Pinnacle Quality Service Award, has earned us the highly prestigious CENTURY 21 President's Award for five straight years. We were one of only 75 offices in the world to receive that honor in 2007!

Century 21 Heritage Realty... It's Good It's Gold!