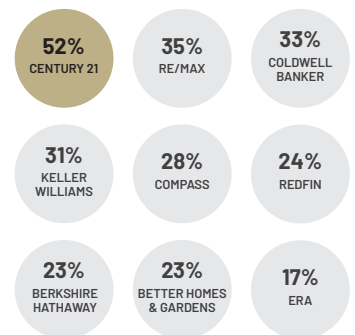
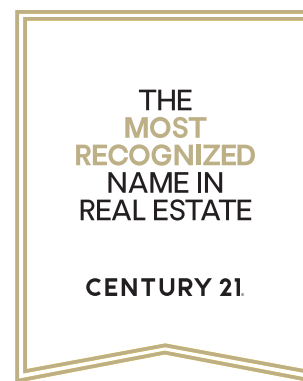
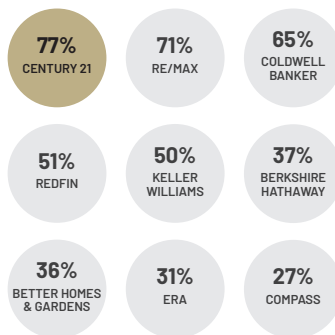


ABOVE & BEYOND

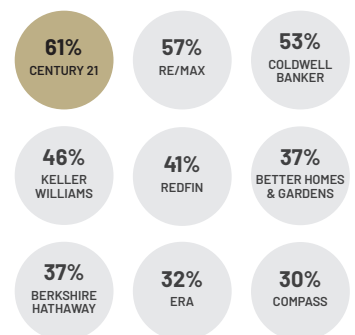
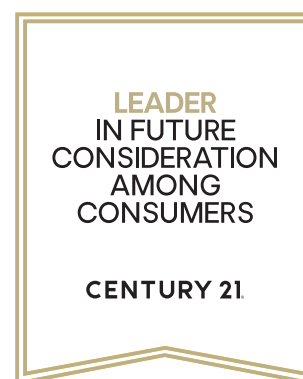
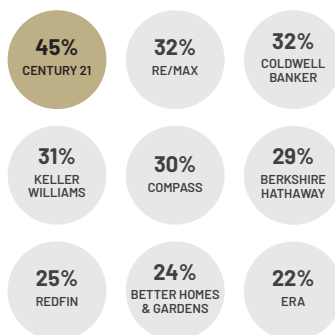
27 CONSECUTIVE YEARS
4 SEALS OF RECOGNITION
1 ICONIC BRAND

When presented with a list of real estate agencies,
consumers gave the CENTURY 21® brand top marks.



In 2025, the CENTURY 21® brand continued to maintain the “**highest consumer brand awareness**” level—a trend we have upheld since 1999.

52% of consumers identified the CENTURY 21® brand as “**the most recognized name in real estate.**”



Consumers selected the CENTURY 21® brand
as the “**most respected in the industry.**”

Consumers selected the CENTURY 21® brand
as “**most likely to consider**” for future transactions.

CENTURY 21.

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Study Source: 2025 Kantar Study. The survey results are based on 1,200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years). Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Kantar Group Limited, a leading global market research organization, from November 17 - December 3, 2025.