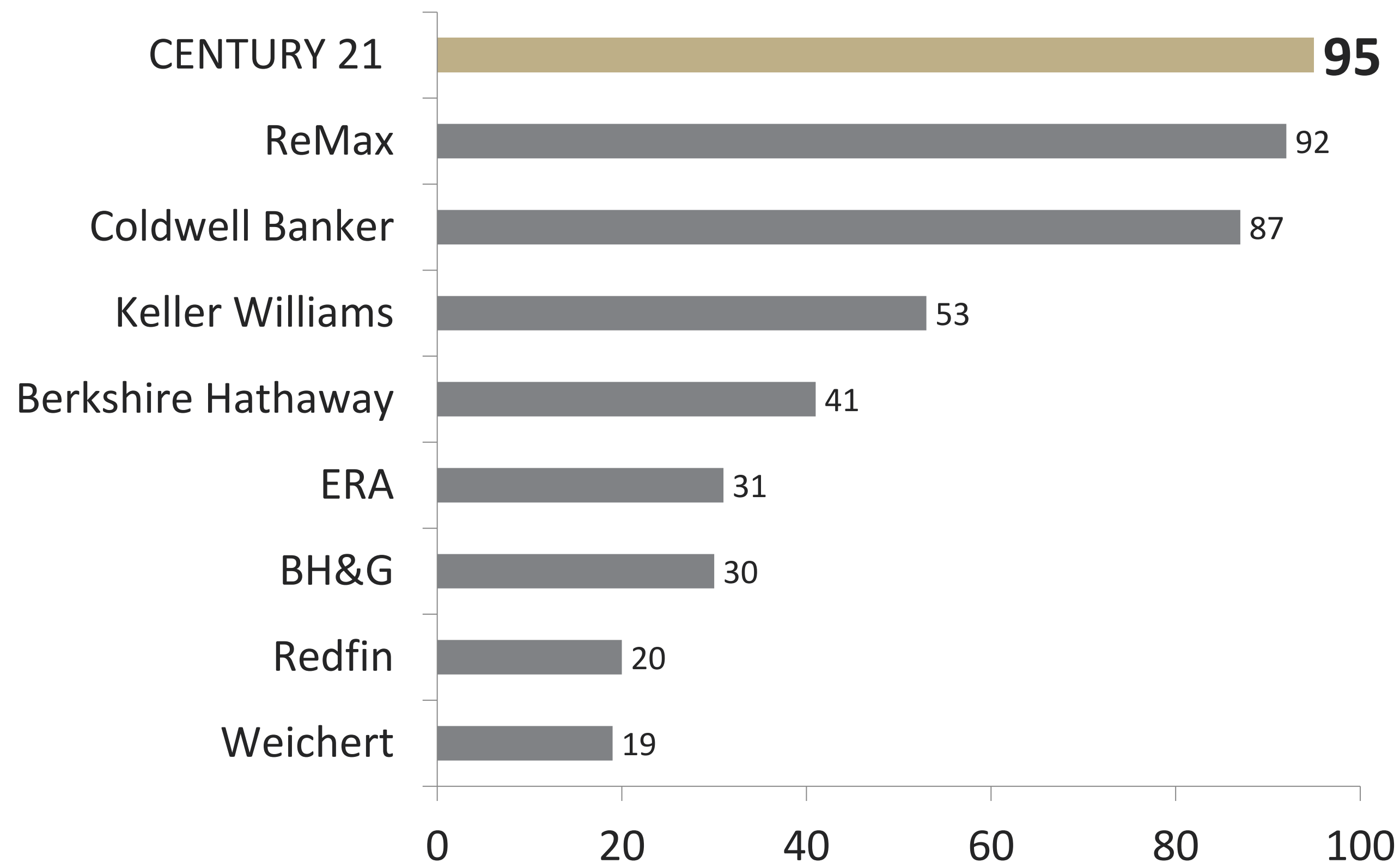


CENTURY 21[®]

**2018 AD TRACKING STUDY
BY MILLWARD BROWN**

In 2018, the **CENTURY 21**[®] System continued to maintain the **highest brand awareness** level among consumers presented with a list of real estate agencies; a trend we have upheld since 1999.

In 2018, the CENTURY 21 System Maintains Highest Consumer Brand Awareness

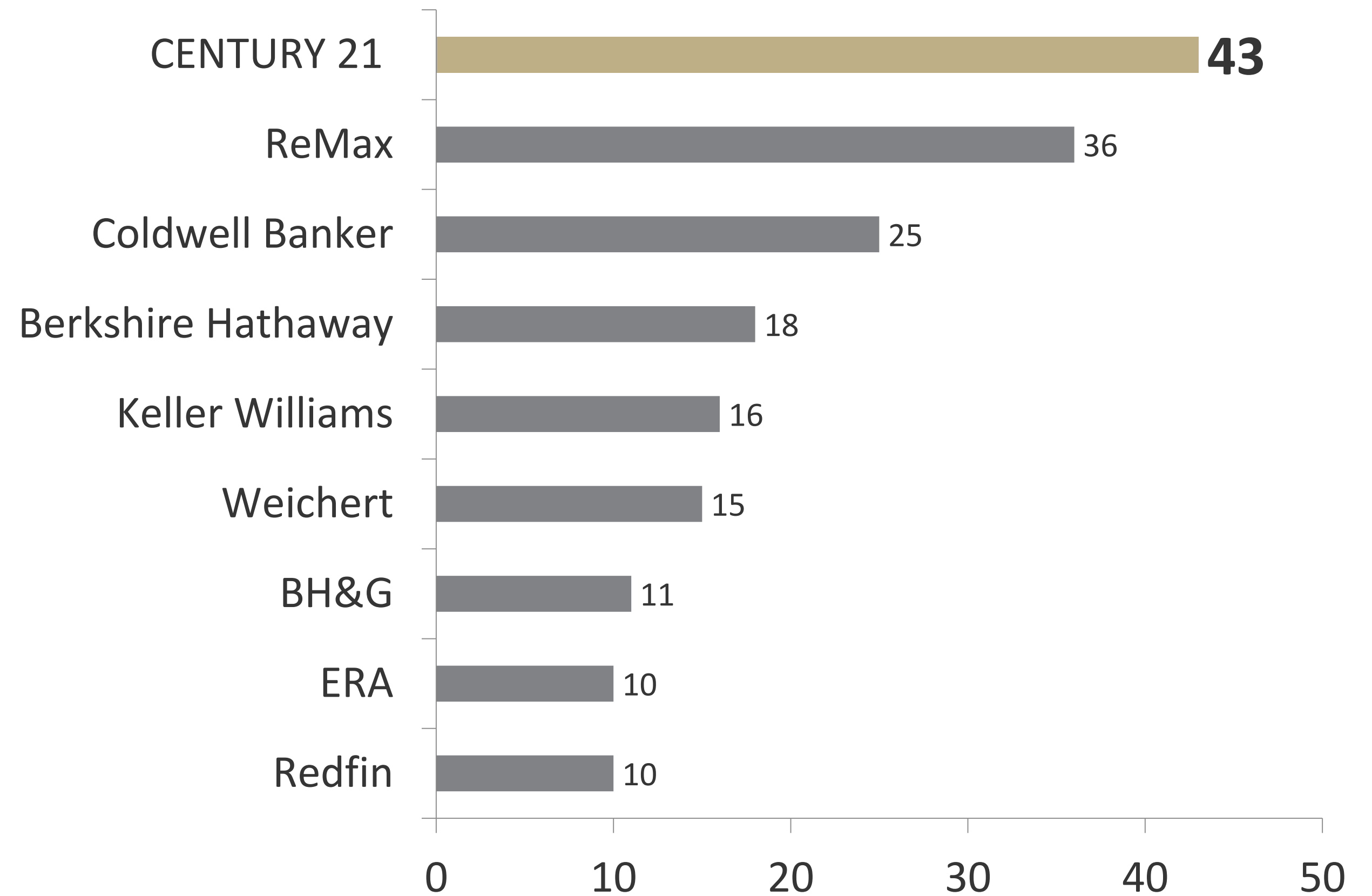


- Please type in the real estate agencies you have ever seen or heard of and,
- Please select all the real estate agencies you have ever heard of, even if you're not very familiar with them.
- Base: 1,200 respondents; sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years.
- Confidence Level : Results significantly higher at a 90% Confidence level
- Source: 2018 Ad Tracking Study

As in previous years, consumers selected the CENTURY 21® System as “the most recognized name in real estate” when presented with a list of real estate agencies.

Forty-three percent of individuals surveyed identified the CENTURY 21 brand as the most recognized. The nearest competitor lagged a substantial seven percentage points behind.

In 2018, the CENTURY 21 System Maintains The Most Recognized Name In Real Estate



Based on anything you have seen or heard or any other impressions you may have, which of these agencies, if any, is the most recognized name in real estate? (multiple choice question)

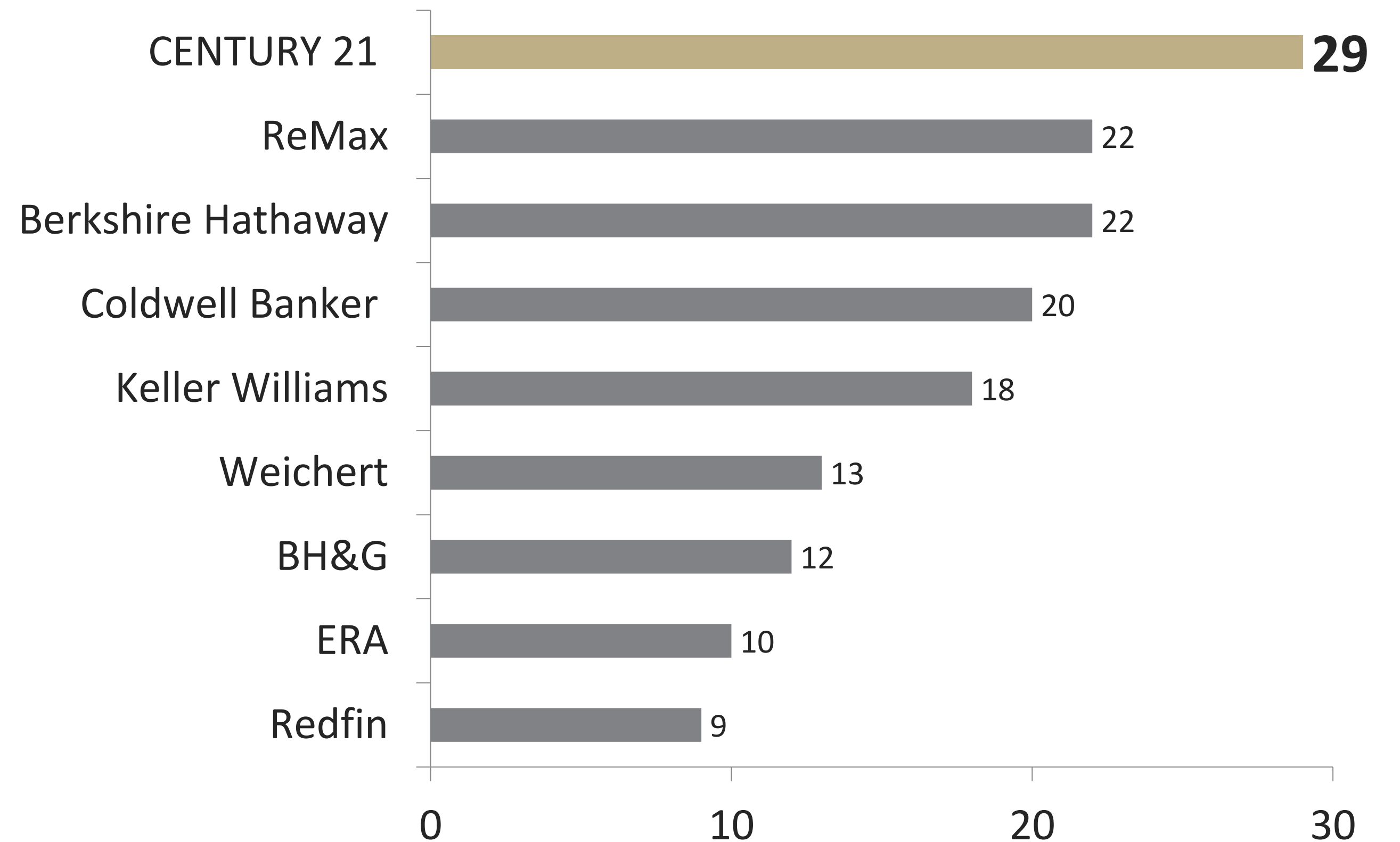
Base: Consumers aware of Brand

Confidence level: Results significantly higher at a 90% Confidence level

Source: 2018 Ad Tracking Study

In 2018, consumers selected the **CENTURY 21[®]** System as the “**most respected in the industry**” when presented with a list of real estate agencies.

In 2018, the CENTURY 21 System was Selected as The Most Respected in the Industry



Based on anything you have seen or heard or any other impressions you may have, which of these agencies, if any, is the most respected name in the industry? (multiple choice question)

Please select all the real estate agencies you have ever heard of, even if you're not very familiar with them.

Base: 1,200 respondents; sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years.

Confidence Level : Results significantly higher at a 90% Confidence level

Source: 2018 Ad Tracking Study

Disclaimers & Footnotes

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Study Source: 2018 Ad Tracking 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).

Brand awareness question based on a sample of 1,200 respondents. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%.

Recognition question based on consumers aware 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 Millward Brown, a leading global market research organization, from **September 5-16, 2018**.