



CENTURY 21

United Kingdom

Starting Your Estate
Agency Business with

Century 21 UK

Make Property Your Future

Are you an estate agent frustrated in your current role and thinking about doing your own thing?

Maybe you already have an estate agency and you're looking for global reach?

Or are you a property entrepreneur, looking for a complementary business to expand your portfolio?

Century 21 UK is one of the world's largest network of estate agents with the global scale and reputation to take your property business to the next level. Since 1971, Century 21 has set the standard in the property business, championing business owners around the world to start and grow their estate agencies.

Let the Century 21 brand help you build the business of your dreams.

Over 14,000+ independently owned and operated franchise brokers across 80+ countries and territories.

Why choose us?

Global brand presence – Maximise your target audience to international buyers and sellers, who trust in the brand, as well as local vendors.

The power of a network – From the start, you'll be able to tap into discounted rates with our third party suppliers.

Choice and flexibility – Choose from two different business models which can flex with you as you grow.

Support and growth – As well as dedicated support from our team and our franchise network, we offer additional revenue streams and Century 21 University.





Is Franchising For You?

Starting and running your own business is exciting but it takes a lot of time and resources.

Creating a brand, finding your first customers, setting up software and systems, getting your name out there and staying ahead of compliance – it can all feel overwhelming.

A franchise blends being your own boss with the support of an established brand.

Whether you opt for an office-based franchise or the self-employed route, our franchising approach is a proven model which mitigates the risk of starting a business.

Working in the framework of our established brand, systems and support network, your fees and royalties are invested back into the network to grow the brand, create additional income streams and supplier discounts.



Next Steps: How Much Does it Cost?

Century 21 Franchise

Office License Fee:

£20,000 + VAT

Training Fee & Mentoring (6 months):

£5,000 - £10,000 + VAT

Launch Marketing Fee:

£5,000 - £10,000 + VAT

**Package chosen by franchisee*

Royalties & Brand Marketing Fund:

10% VAT with a minimum of **£875** + VAT per month



OurJoining Process

1 Register your interest

Our team will be in touch to discuss your requirements, explain the next steps and arrange a meeting.

2 Meeting

This is a chance for you to meet us, tell us about your background and ambitions, and find out if we're a good fit. You'll find out more about the systems and support we offer and which model might be right for you.

3 Review contracts

We will agree whether the self-employed route or the franchise office route is right for you and start the contractual process.

4 Training

Our comprehensive training programme is designed to cover everything you need to know to ensure that your business prospers. This includes professional standards, legislation, sales strategies, launch planning and recruitment.

5 Launch

This is the exciting part, we'll help you find a premises, recruit staff and launch your business. We will provide all the support you need to make your business a success!



Training & Mentoring

Personalized Support from Day One

From the moment you launch your Century 21 franchise, you will receive comprehensive support, starting with in-person guidance during your first two days of operation. This hands-on training includes practical sessions in real-world scenarios, such as property viewings and valuations. By conducting these activities in an empty house, you will learn the best preparation techniques, and have the opportunity to observe or participate in mock valuations to gain confidence and expertise.

Continuous Learning Opportunities

Our commitment to your success extends beyond the initial training. You will benefit from regular video calls tailored to your business needs, focusing on crucial aspects such as business planning, setting achievable targets, and devising strategies to meet those goals. Moreover, you will receive step-by-step guidance through your first sale or lease, ensuring you understand every facet of the process.

Social Media Training

Your social media strategy is vital for brand visibility. We will cover how to create professional social media campaigns. Additionally, you will have a session with our social media expert, focusing on maximizing social awareness and engagement.



Training & Mentoring *(Continued)*



Specialized Training Modules

- **Compliance Training:** Stay up-to-date with industry regulations and standards to maintain the highest level of professionalism and integrity.
- **Buddy Offices:** Connect with established Century 21 offices for mentorship and support, fostering a collaborative learning environment.
- **Website Training:** Gain the skills necessary to manage and optimize your franchise's online presence.
- **Demo:** Learn how to utilize marketing tools to enhance your property listings.
- **Flick Set-Up:** Master the Flick platform for seamless communication and operations.

Weekly Workshops

Participate in regular workshops designed specifically for associates, covering a variety of topics to enhance your skills and keep you informed about the latest industry trends and best practices.

Marketing Training

Our marketing training equips Century 21 franchisees with the latest strategies and tools to effectively promote their business, attract clients, and drive sales.

Website Optimization & SEO

Our web team will conduct a dedicated session with you on organic SEO growth and effective website content strategies. This training will empower you to enhance your website's visibility and attract more leads.



Launch Packs

Comprehensive Marketing Materials

Franchisees and Self-Employed associates will choose their own bespoke launch pack.

- + Flyers
- + Spectre
- + Social Media Advertising
- + Website Optimization & SEO
- + Videography
- + Opening Launch Event (Office only)
- + Business Cards
- + Branded Merchandise (keyrings, magnets, pens)
- + More...



CENTURY 21[™]

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