

The top three performers in each category discuss getting and staying in the spotlight

Star power



Top Three Companies by AGC



1. CENTURY 21 Beachside, Realtors
Huntington Beach, CA
\$59,348,956.93
Broker/Owner Tom Denny

21st Century News: What do you consider your company's core business philosophy?

Denny: Our prospects and clients know they can rely on solid values when they do business with us. They are making one of the most important business decisions of their lives and knowing that they're working with a company that had a 97 percent satisfaction rate with clients in 2004-2005 impacts their comfort level. We work to guide them through the transaction and overcome any obstacles that may arise between the initial appointment and the closing.



2. CENTURY 21 Award
San Diego, CA
\$58,172,599.84
Broker/Owner Philip Romero

21st Century News: How has the industry changed since you started your career?

Romero: Consumers are more empowered than ever before. That forces people in our profession to redefine the value they bring to the transaction. It's a constant challenge to provide our agents at CENTURY 21 Award and CENTURY 21 Superstars (the # 10 company in this category) with the tools and measurement rates to constantly gauge progress and improve.



3. CENTURY 21 Sunbelt Realty
Cape Coral, FL
\$56,988,950.79
Broker/Owner Barbara Watt

21st Century News: How did you get started in the industry?

Watt: I have always worked in the customer service industry. Once I took my first leadership position, there was no turning back. I wanted to start my own business. So, in 1984, I did. My first office was only 800 square feet and could only fit four agents. Now there are more than 700 agents and 21 offices.

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Top Three Companies by Units

1. CENTURY 21 Sunbelt Realty
Cape Coral, FL
11,806 Units
Broker/Owner Barbara Watt

21st Century News: Is there anything you would change about your career path if you could?

Watt: I wouldn't do anything differently in my career. I love my career, my agents, the CENTURY 21® System and what it offers. I really couldn't ask for anything more rewarding in life. My team and agents really are the keys to my success; their contributions make this company what it is.



2. CENTURY 21 Realty Group Companies
Indianapolis, IN
9,699.5 Units
Broker/Owner Kevin Kirkpatrick

21st Century News: What separates you from the competition?

Kirkpatrick: The key is consistent management and consistent work ethic. What I always say is that I "work on the business, not in the business." I work on it, so my team can work in it. We made that decision six or seven year ago. The offices have

managing partners whose job is to make sure we're all rowing the boat in the same direction, so the agents can focus on what they do best. They are our customers and I hope that if we treat them like customers, they will pass that along to their customers, the buyers and sellers.



3. CENTURY 21 Judge Fite Company
Dallas, TX
8,833 Units
Broker/Owner Jim Fite

21st Century News: What qualities do you look for in a good sales associate?

Fite: Our agents have to be determined, self-motivated and have a good work ethic and a positive attitude, just to name a few things. And, we're pretty selective about it. We only hire one out of every four candidates. We offer extensive training programs to improve their skills and we provide market updates through information at sales meetings, our internal newsletters and annual seminars.

Top Three Offices by AGC



1. CENTURY 21 Aadvantage Gold
Henderson, NV
\$22,727,037.52
Broker/Owner Jim Dague

21st Century News: Where do you credit your office's success?

Dague: It's the leadership of the company that really keeps things going. Mike Brelsford and Sandy Ford have made a commitment to help make us more successful. The constancy of the management and leadership style helps everyone perform at the highest level.

2. CENTURY 21 Sunbelt Realty
Cape Coral, FL
\$21,196,249.57
Broker/Owner Barbara Watt

21st Century News: Have you had a mentor in the industry?

Watt: It's tremendous that other CENTURY 21 brokers are willing to share so much and support other brokers and offices. Over the years, I've met so many successful brokers who are willing to brainstorm and teach me. I'm planning to just keep learning from the best and keep sharing what I learn with my agents to help them grow as well.



3. CENTURY 21 Beutler & Associates
Coeur d'Alene, ID
\$15,694,058.38
Broker/Owner Ann Beutler

21st Century News: How does your management style impact your success?

Beutler: One of the reasons our company is so successful is because the management team really cares about our agents and our staff. We do what we can to help them, so they can focus on what they do best. One example is marketing. We encourage them to invest a lot of effort in marketing themselves. We have a marketing team who work closely with the agents to get ads on Web sites, in local papers and in other real estate publications. They've built strong relationships with vendors so the individual agents reap the benefits. Then, the agents can spend more time focusing on their expertise, helping customers.

Top Three Offices by Units



1. CENTURY 21 Mike Bowman, Inc.
Euless, TX
3,694 Units
Broker/Owner Mike Bowman

21st Century News: What recruiting tactics do you use?

Bowman: Good recruiting is key. It's like a football team, you've constantly got to recruit new talent to shore up your team. You have to tell potential agents exactly what is expected of them and what the standards are going to be. Our new agents don't get desks when they join us; once they're paired with an experienced agent and have some initial success, they can start to work toward the goals we set for them. When they reach that goal, they can have a desk of their own. Some make it in 30 days, some in 90 and some move on to other careers.

2. CENTURY 21 Sunbelt Realty
Cape Coral, FL
3,496 Units
Broker/Owner Barbara Watt

21st Century News: How do you determine the ways to keep enhancing your business?

Watt: We try something and if we end up banging our heads against the wall, we step back and try something else. You have to learn from your team. I surround myself with agents from

all walks of life. Our agents always want to try new things. They have different ideas. It's a true team effort to see what works and what doesn't.

3. CENTURY 21 Aadvantage Gold
Henderson, NV
2,685 Units
Broker/Owner Jim Dague

21st Century News: What professional development skills do you think are important?

Dague: It takes competency and skills to get the job done. We train the staff in character building—giving them required reading such as *The 7 Habits of Highly Effective People* by Stephen Covey. It's important to recognize that when a client completes a transaction, they will remember how they're treated. Also, consider spending some time taking care of your personal life. This ensures that you'll be more successful in your professional life too.

Top Three Teams by AGC



1. The Pugh Team
CENTURY 21 Award
El Cajon, CA
\$9,122,405.77
Team Representative: Ruth Pugh

21st Century News: What is the driving factor behind your team's success?

Pugh: Competition. Everyone is a total team player, but they are competitive as well. When you're in front of a buyer, it's as I like to say, "showtime, baby!" You have to look good, be sharp and present yourself better than anyone else. No one thinks about the money, it will mess you up. The client has to come before everyone. But, we like to have fun and laugh too. You can't take the business personally or get involved in any drama. When clients are buying real estate, they usually rate the stress level as if they are getting married or divorced. The agent needs to be the calming force. If you don't have that kind of mindset, you might as well just stay home.



2. Marty Rodriguez Team
CENTURY 21 Marty Rodriguez
Glendora, CA
\$5,781,331.02
Team Representative: Marty Rodriguez

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21st Century News: How do you keep your team at the top of their game?

Rodriguez: Every day we work on team building. We really are constantly a team in training. Just recently the whole team participated in a CENTURY 21® training class. Cohesiveness of the team and the strength of their selling skills is what makes or breaks our success. Every member must really specialize in one aspect of the transaction, then contribute with their customer service skills. This industry isn't a numbers game, it's a skills game. We use our skills to meet the goals and earn the repeat business.



3. Martin Levy Team
CENTURY 21 Northbay Alliance
Santa Rosa, CA
\$5,435,684.28

Team Representative: Martin Levy

21st Century News: How does your team prospect for clients?

Levy: We've spent several years putting together a high profile marketing campaign for myself and in turn, my team. I'm the only agent in Northern California doing billboards on a major highway. It may be expensive, but we've received a good response. We also do a full page ad of listings in the local Sunday paper—usually only companies are doing that. We've tried to become a household name, and it's worked.

Top Three Teams by Units

1. The Pugh Team
CENTURY 21 Award
El Cajon, CA
1,738.8 Units

Team Representative: Ruth Pugh

21st Century News: How do you manage your team?

Pugh: My team knows that the ego stays at home. No team member is too good to do anything that needs to be done before the client walks in the door. If the office needs to be neatened up, you better get cleaning. I also teach them to take responsibility for whatever happens, good or bad. You have to take responsibility, then fix it if that's what needs to be done. That same attitude translates into service to homebuyers and sellers.



2. The Jeff Smith Team
CENTURY 21 Smith and Associates
San Antonio, TX
1,389.5 Units

Team Representative: Jeff Smith

21st Century News: How do you keep your team focused?

Smith: One thing I think we do differently is work with the agents to help them set their own business goals. Sometimes it's easy to forget why you are doing what you're doing. Setting the goals makes that clear and serves as reminder throughout the year. I also feel strongly about mentoring. The team is a family and we share our knowledge and our success. Learning from the experiences of others helps agents be more confident and prepared for what they face every day.



3. Koffman Peska & Partners
CENTURY 21 Sunbelt Realty
Cape Coral, FL
639 Units

Team Representative: Steve Koffman

21st Century News: What makes your team so successful?

Koffman: We model the team's business plan after our broker Barbara Watt's plan and the rest is in our attitude. We have the attitude that reputation and integrity are more important than any sale. Don't take your eye off the customer. That attention is what leads to return business and referrals. Ninety percent of what we do is people skills, the rest is knowledge. Our area is a target-rich market, so the more customers trust us, the more they'll allow us to help them. You don't have to be 100 percent

better than the next agent, it only takes 5 or 10 percent more effort to get the business.

Top Producers by AGC



1. John Beutler
CENTURY 21 Beutler & Associates
Coeur d'Alene, ID
\$3,202,259.05

21st Century News: How has technology impacted your job?

Beutler: The most important thing you can do for a customer is care about them and show them that you do. There is no substitution for a personal phone call. This is a people business, so my handwritten notes still go a long way in an industry where most agents have moved away from the "people" aspect of the job. Following up with clients before, during and after the transaction is made easier, but will never be replaced, by technology. You might have to work for the business, but it will be worth it.



2. Pedro Castro
CENTURY 21 Atlantic Realty
Roselle Park, NJ
\$3,184,601.40

21st Century News: What aspect of the transaction do you focus on the most?

Castro: By nature, a salesperson has to sell, but still maintain a focus on satisfying the client. We all do the same thing as real estate agents; what separates the great from the average is the ability to keep customers happy by being attentive to their unique needs. I also like to try to make them laugh. I always believe that good things will happen, and usually I'm right.



3. George Barr
CENTURY 21 Beachside, Realtors
Mission Viejo, CA
\$1,509,348.64

21st Century News: How have you changed your processes to keep your business growing?

Barr: The biggest thing that's helped my business increase each and every year for the last five years is past clients. I try to take care of them and follow up with them continuously and in return they come back to me and bring their friends and family.

Top Three Producers by Units



1. Michael Weaster
CENTURY 21 Excel Realty
Houston, TX
471 Units

21st Century News: What are the guiding principles behind your success?

Weaster: Honesty, consistency and relationship building. I've spent 24 years developing client relationships with every major lending institution in the county. I'm also consistent. I've worked hard to build a reputation based on delivering what I promise, each and every time, ethically. I fulfill expectations to keep my clients from working with someone else. But, even when they try it, they always come back to me.



2. Steve Kahn
CENTURY 21 Mike Bowman, Inc.
Eules, TX
433 Units

21st Century News: What's the biggest change you've seen in the industry?

Kahn: The biggest change I've seen is the number of customers who think they can do everything on their own. My policy is that anyone who represents themselves has a fool for a client, but I tell them that in a nicer way. I assure them that the problem isn't in the information they know, it's in what they don't know. I use a well-prepared presentation and give them the benefits in working with a qualified real estate professional.



3. Skip Kirsch
CENTURY 21
Blackwell & Co. Realty, Inc.
Spartanburg, SC
365.2 Units

21st Century News: What advice would you give a new real estate professional?

Kirsch: Stay organized! I do all foreclosures, so it's important that I stay organized, especially when high quantities are involved. I have a process I go through with each property. When I get the address from the bank, I secure it, repair it and whatever else needs to be done, then I work with the bank to get the value of the property or structure. Everyone has a system, and mine works for me. ♦