

A NOTE FROM LARRY RASMUSSEN

CENTURY 21 Rasmussen Co., Inc. has been successfully helping our Clients buy and sell their homes since 1980. Although we are centralized in the Hamilton and Boone County areas, we have served and continue to serve all of the Central Indiana area!

Our office began in the 'little white house' at the corner of 116th & Meridian in Carmel. This was a great location that eventually gave way to time ... and the development of Meridian Street into a highway. Our 'new' location, which we moved to in 2012, is the brand-new Carmel City Center.

From the quaint house at 116th & Meridian to the new office in the Carmel development, there's one thing hasn't changed: our approach!

We are, and continue to be, a Boutique type of office. While many offices achieve their goals with sheer size, we reach our goals with the Concierge type of treatment that we provide to our Clients. We strive for that level of service with Clients, and we strive for that with our Agents as well.

When we combine our service-oriented approach with the #1 Brand in the World, CENTURY 21, we feel that we can provide the best of both worlds. We have consistently provided a high level of service, as indicated by our 17 consecutive Quality Service Awards! CENTURY 21 provides our office and agents the very best in tools, whether that is technology, marketing, or all of the support needed to do our best!



If this sounds refreshing to you, give a call to Rick Burns, our General Manager, or me - Larry Rasmussen - to set up an appointment. With the right fit, your career can get off to a great start! We know you're different, and that has provided the recipe for our success for over 37 years. I hope to hear from you soon!

LARRY



CENTURY 21[®] Rasmussen Co., Inc.

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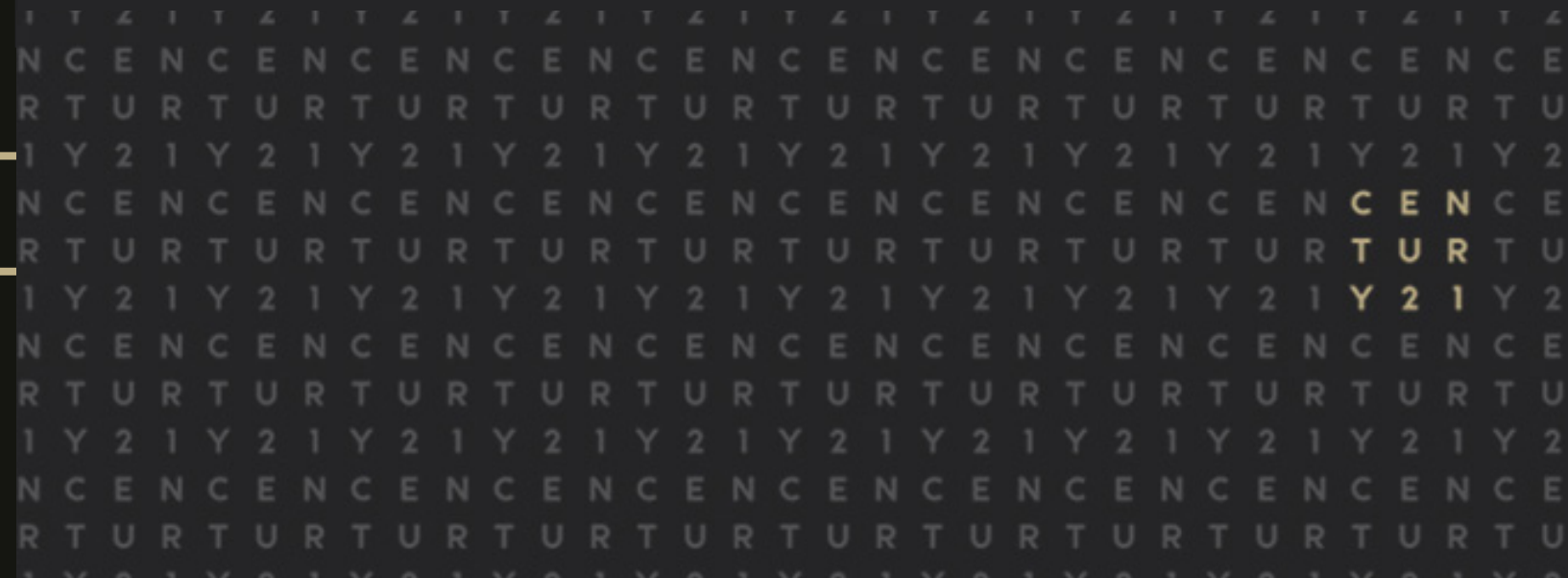


TOGETHER WE STRUCTURE YOUR SUCCESS.

317-844-6306

century21ras.com

CENTURY 21[®] Rasmussen Co., Inc.



who we are

CENTURY 21 Rasmussen is always looking to push the boundaries of the workplace. We believe that success depends on both innovation and collaboration, and as such, we strive to create a networking environment for our agents that allows them to thrive in the real estate market. Our goal is to create an office for our agents and staff that is centered around growth, both on an individual level and on a company-wide level. We encourage the support of each other because together, we're all a part of the CENTURY 21 Rasmussen family.

technology

Along with the numerous technological avenues and opportunities provided by CENTURY 21, on a local level, our office provides the availability of a Technology Staff to assist with the setup of your computer equipment (laptop, iPad, iPhone, etc). Jessica Wilch and Tandem Strategies will assist in making sure you are ready - and responsive - to your customers and clients. From a branded enterprise level email service to understanding and deploying the digital tools available, Tandem will help you set up, manage, and deploy some of the various services such as Google G-Suite services provided by CENTURY 21 Rasmussen. Dedicated and personalized one-on-one technical training is important to us and designed with you in mind.

training

One-on-one training at **YOUR** pace, on **YOUR** schedule. As soon as you join our brokerage, we will schedule and begin your training! We won't wait up to weeks for additional trainees, we won't wait to stick you in a classroom or conference room with others. We will begin your training immediately! Virtually all of your training will be one-on-one with Rick Burns, our general manager. The training NEVER stops, even at the end of your training schedule.

support

During and after your training, Rick Burns will provide one-on-one mentorship. What does that mean? Basically, if you have a question at any hour with regards to a transaction or listing, he will be available. Support **NEVER** stops...EVER!

buffini and company:

brian buffini

The basic approach of the Buffini Company is to "Work By Referral" and to "Live The Good Life."

These are proven strategies for success and happiness in the real estate business. It's our approach and overall view of training. It's our approach and overall view of being part of our group... here at CENTURY 21 Rasmussen. We want you to be successful and enjoy the real estate life at the same time!

buffini and company:

buffini's peak producer

The Buffini Peak Producer Program is a 16 week program available, after your basic training with the Company, and will take you to the next level with your Clients! Upon completing this course successfully, CENTURY 21 Rasmussen will reimburse the course cost.

website support

CENTURY 21 Rasmussen offers you a personalized agent website to help increase your business, along with support. We'll help you get it up and running, we'll handle the tech side so you don't have to worry, and we'll give you the training you need to succeed on the internet.

social media

One of the more important tools in the real estate marketing arena is social media - Facebook, Twitter, Instagram, etc. CENTURY 21 Rasmussen provides one-on-one personalized social media setup to assist you with the direction of your social media. Jessica Wilch and Tandem Strategies will work with each agent to utilize the C21 Online Portal and help build your branded website, Facebook Business Page and more. You have a dedicated team to help navigate the digital world and develop a strong presence.

fast commission

CENTURY 21 Rasmussen offers "same day" commission processing. If your transaction is complete by noon on a business day, you'll receive your check that afternoon.

top producers

We recognize our top agents every month with a display in the front office, a monthly video update, an announcement on our company website, and on our company social media. We'll work with you to help celebrate and promote your accomplishments as a top producer.

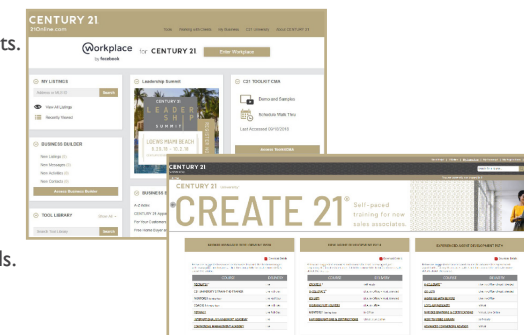
coaching

Your training **NEVER** stops, because after the training schedule ends and you are taking the Buffini Peak Producers Class, we will begin one-on-one coaching. A set hour each week to sit down and discuss your prospecting activities, prospecting plans, and growth of your business. Although we can also discuss particular transactional issues and how to handle them, the majority of coaching will be about business building, and the prospecting to grow your business!

21 ONLINE: a system centered around you

21 ONLINE is your gateway to the many tools and systems that can set you apart from the competition. Through this secure portal you can view your listings, manage leads, access a CRM system, read the latest industry news, launch powerful marketing tools, and so much more. This site and many of its applications are mobile responsive, so you can take them with you on your tablet or smart phone. We can't wait for you to explore the applications offered in 21 ONLINE to see how it can help you manage and grow your business.

- MY C21 SITE: Capture prospects and promote your business on the web.
- CENTURY 21 BUSINESS BUILDER: Keep your name top-of-mind with prospects and clients.
- LISTING DASHBOARD: Save time and get your listings noticed.
- THE GOLDEN RULER: Maximize and measure online visibility.
- CENTURY 21 PREFERRED CLIENT CLUB: Stay in touch with prospects and past clients.
- XPRESSDOCS DIRECT MARKETING: Present your office and properties with style.
- C21 TOOLKITCMA: CENTURY 21 system members have access to ToolkitCMA.
- CENTURY 21 BRAND CENTER: Learn our brand guidelines and download brand logos.
- CENTURY 21 ADMAKER: Create compelling advertising at this one stop shop.
- CENTURY 21 CAMPAIGN CENTER: Insight on the national advertising campaign.
- CENTURY 21 UNIQUE PROPERTY SITES: Increase online listing exposure with more leads.
- C21 SOCIAL FOR BUSINESS: Social media marketing made simple.
- CENTURY 21 UNIVERSITY: Build long-term success and profitability.
- REALSATISFIED QUALITY SERVICE: Showcase your positive reviews and testimonials.



marketing administration

Our full service front office is your one-stop shop for the majority of your marketing needs, print and other avenues of distribution. We try to make our Agents our clients, in providing full service marketing ideas, printing and administrative needs regarding marketing products. Along with innovative technological approaches, you and our General Manager will come up with a comprehensive Marketing Plan that will help you revolutionize the way you work.

world class education: c21 university's career growth courses

- Peer to peer: we've found that one of the best ways to help your career grow is by talking with your peers, so we've set up a regular "peer to peer" session where all of our agents can grow together.
- Motivational Mondays: jump start your week with engaging videos and empowering collaborations.
- Career coaching: get help navigating through the difficult aspects of real estate, from avoiding arbitration to prospecting for new clients.
- Dynamic Office Meetings: you'll have the chance to learn from leaders in other branches of business, including affiliate round tables and industry successes.
- Systems Training: become an expert in the systems and programs we use here at CENTURY 21 Rasmussen, including Zipforms.
- PEP Group Coaching: CENTURY 21's continuing education program offers partnerships that help you earn more industry designations.
- CREATE 21: This program offers sales skill development through educational webinars, an impressive video library, and self-paced online courses.

These resources are custom selected by CENTURY 21 to give you more insight to the industry!



you control your mls listings



Here at CENTURY 21 Rasmussen, we understand the importance of you being able to take control of your business. While we do offer you the service of entering and updating your listings in the MLS, we give you the freedom to enter and update your listings yourself as well. If a home goes pending outside of normal business hours, you can update it the instant it's under contract. If a home is listed on a Saturday, you don't have to wait until the following Monday to enter it in the MLS. We're putting the control back in your hands.