



Century 21 Global Referral Network

Frequently Asked Questions

About the Program

Q. What is the Century 21 Global Referral Network (CGRN)?

A. The Century 21 Global Referral Network is an Internet based referral management tool that provides you with 24/7 access to referral business, an updated directory, centralized assistance, email alerts, diary updates and much more. The Referral Network contains more than 45,000 referrals from companies including Century 21, Coldwell Banker, ERA and Sotheby's International Realty.

Q. Can I use the same User ID and Password that I have been using for the Century 21 Global Referral Network?

A. As part of the new flat fee program members will now be able to use a single sign on utilizing their Crest User ID.

Q. What if I do not know my Crest User ID?

A. You can enter your original Century 21 Global Referral Network User ID and Password on the sign on page and the system will prompt you to obtain your Crest User ID.

Q. Can I utilize the Referral Network for International referrals?

A. Yes, the International portion of the system has been enhanced. You can access the sign on page, click on "If this is an International referral click here" and fill out the new International form. Once the form has been submitted to the Referral Network, it will be forwarded onto the county you have requested. The form is sent to the Referral Network via email. You will receive a copy via email of the referral sent to the International Master Franchisor.

Q. Could Century 21 Global Referral Network increase my referral business?

A. Yes, referrals are a great way to increase your business and the Referral Network allows you to manage this business efficiently and effectively. Our affinity partner, Upromise, is always a great way to add to your bottom line. You can manage both types of business through CGRN.

Q. How can I market my company through Century 21 Global Referral Network to increase my referral business?

A. Once your company is a member of the Referral Network you would click on the Office tab and do a search for an area by city and state or zip code. On the results page you can click on the name of any of the offices and each one will have a direct link to their email. You can email a marketing message to any of these offices.

Annual Fee:

Q. What is the annual fee to utilize Century 21 Global Referral Network?

A. The annual fee is \$250.00. This nominal fee is less than one 5% fee to CGRN on one closed referral through the Referral Network and enables you to utilize all aspects of the Referral Network.

Q. Why did Century 21 Global Referral Network move to a flat fee platform?

A. Many of the Referral Network member companies have expressed that they do not like paying a per transaction referral fee to the Referral Network but would rather pay one nominal annual fee and have unlimited use of the Referral Network. The Referral Network member companies have also felt that the “three and its free” was a disincentive for their agents.

Q. When will the annual fee go into effect

A. The annual fee will start in September 2008

Q. How will the annual fee be billed to my company?

A. The fee will be billed as a separate, downloadable invoice on CREST EDG in September 2008. If the fee is not paid in September, it will show as a line item in the following month’s account summary bill.

Q. How can a company pay the annual fee?

A. The annual fee can be paid by ePay or by mailing a check

Q. Will Century 21 Global Referral Network still have the “three and its free” program?

A. No, the “three and its free” program will be replaced by the new flat fee platform.

Q. As an active Century 21 Global Referral Network member office, during this invoicing period will my company remain active in the Referral Network.

A. Yes, all companies will remain active in the Referral Network during this time.

Q. What if my company has already paid a referral fee in 2008 to Century 21 Global Referral Network?

A. If your company has paid a referral fee to the Referral Network in 2008 prior to August 2008, the \$250.00 company annual fee will be waived for the first year.

Q. How will I know when to send my annual fee for the next year?

A. The renewal annual fee will appear as a separate downloadable invoice on the September 2009 franchisee monthly invoice

Q. My company is a current member of the Referral Network and has paid the annual referral fee for the year. What is my next step to start taking advantage of the system?

A. You can continue to take advantage of this great lead management system. When you first log in you will be prompted to use your Crest User ID and Password. If you need assistance please call 877-856-5840.

Q. Once I have paid my annual fee to the Referral Network what is the next step?

A. Once the annual fee is paid, and the company has selected a system administrator, you will be required to complete a free on line training class to receive a User ID and Password to begin using the system. User IDs and Passwords can then be generated to Sales Associates as well.

Q. Will Century 21 Global Referral Network still guarantee the referral fee?

A. Yes, CGRN will guarantee the referral fee to the referring office. Please see the Terms and Conditions document on the Referral Network site for complete rules and policies on referral guarantee.

Training:

Q. After I submit my annual fee, will I be notified of receipt so that I can register for training?

A. Yes, you will receive an email sent to the email address on your office profile in CGRN

Q. How can I register for training for Century 21 Global Referral Network?

A. You can register for free on line training classes by logging onto the brand website and locating Century 21 Global Referral Network training class using the search links. There are classes for Brokers, Office Managers, Relocation Directors and Sales Associates.

Upromise:

Q. How does the Upromise program work with CGRN?

A. Upromise is a college savings program whereas you are helping your client's save for their children's college expenses if they buy or sell a home using a Century 21 office. By participating in this program you have the potential to increase your incoming referrals and add to your

bottom line. You can register for free by logging onto CGRN and clicking at the top left hand corner of the homepage.

Q. Can I still receive Upromise referrals?

A. Yes, you will still receive Upromise referrals through the Referral Network. As always there is a 20% referral fee for Upromise referrals. The largest portion of this referral fee is what funds the contribution for your client's child's education account.

Q. How can I find out more about the Upromise program?

A. For additional information on the Upromise program, including how to get started, visit 21Online.com and enter Upromise in the search box top right hand corner.

Contact Information:

CGRN – 888-912-2476

HelpDesk - 877-856-5840

Email – referralcenter.info@realogy.com