



NEWS RELEASE

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President of CENTURY 21® was keynote speaker at CENTURY 21 Sweyer & Associates 2011 kickoff rally

Wilmington, NC / February 7, 2011 – CENTURY 21 Sweyer & Associates hosted their annual “Kickoff Rally” on January 20th to gear up for the New Year. CENTURY 21 Sweyer & Associates was proud to feature Rick Davidson, President of CENTURY 21 Corporate, as guest speaker at the kickoff. All CENTURY 21 Sweyer sales associates, managers, and staff attended the motivational seminar, which covered techniques for success in the changing real estate market .

Davidson who oversees 8,000 CENTURY 21® offices worldwide said he felt it was important to attend CENTURY 21 Sweyer’s kickoff because they are continually ranked as one of the top 40 CENTURY 21® companies in the nation. Davidson said that Sweyer’s company embodies everything he believes should represent their corporate philosophy. He spoke about how the power of the CENTURY 21® brand is still the most recognized in real estate and how he believes 2011 is going to be a strong and successful year for corporate as well as locally for Sweyer.

Jeff Sweyer spoke about CENTURY 21 Sweyer’s company goals and campaigns for 2011. Jeff announced that CENTURY 21 Sweyer has adopted the theme Right Here Right Now for 2011 because it is geared toward focusing the company and the agents on today and the things we can control in our lives. “We have all spent way too much time thinking and wishing things were the way they used to be”, said Sweyer. The market will continue to change, but CENTURY 21 Sweyer will focus all their attention and energy on how they can help clients in today’s market and in giving the best and most informative customer service possible.