



GOAL: GENERATE LEADS

HOW: CAPITALIZE ON NEW LEGISLATION

Thanks to the efforts of many, including our philanthropic partner, Easter Seals, Realogy CEO, Richard Smith, and many others, the Unemployment Compensation Extension Act of 2009 has passed. This act extends and expands the homebuyer tax credit.

That means that you have a great reason to talk to even more buyers and sellers. This bill includes a tax credit not only for first time homebuyers, but also for current homeowners. The agents that act now and think creatively about "move up" buyers have a tremendous opportunity. The tax credit can help a family that wants to downsize or upgrade their home or the neighborhood.

Because you are a part of the powerful CENTURY 21® System, you needn't do any tedious research to learn the specifics of this new legislation. You will find updated information on century21.com for consumers, and on 21online.com for your team, now. And in the coming days we will add new tools, like the countdown widget – but don't wait! On 21online.com, you'll find new sign riders and yard stake signs in our Business Benefits partners to help spread the word through your current listings, immediately. The agents that learn all that there is to know and move quickly to educate their sphere of influence will reap the rewards in true Professional Champion fashion!

It's a great time to buy and sell real estate. It's a great time to be with CENTURY 21: The Gold Standard.

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**EXTENDED
&
EXPANDED**

First-time home buyers may be eligible for*
\$8,000 Tax Credit
*Consult tax professional for details

Existing homeowners may be eligible for*
\$6500 Tax Credit
*Consult tax professional for details



THIS MESSAGE IS INTENDED FOR ALL CENTURY 21 SYSTEM BROKERS.