



CENTURY 21
United Kingdom

Residential Property Brochure

Company Profile

Century 21 UK is part of one of the world's largest networks of estate agents, with 12,900+ offices and over 150,000 sales professionals spanning more than 85 countries worldwide.

Approaching two decades in the business operating across the UK, we have gained a reputation for providing exceptional customer service in sales, lettings, and property management.



We are a Global Brand

As a global brand, we have the scale and the reputation to lead the real estate industry into the future. **Century 21** agents believe in the value of delivering extraordinary experiences through a relentless mindset and always delivering 121%.

We believe in constant evolution, innovation, and improvement, because we know there is always a better way. We won't settle and you shouldn't either. Let the **Century 21** brand help you build the business of your dreams.

Century 21 in Numbers



We operate in 85 countries around the world...



... in more than 10,000 high-street branches



And over 150,000 property agents have joined us

Why choose Century 21 UK?



Local Property Knowledge

Many of our franchisees are long-serving and are respected for having genuine, in-depth knowledge of the property market in their local areas.

We work hard to ensure that all of our nationwide team uphold our core values in providing personal, professional and straightforward service to our clients.

One Point of Contact

We believe that our customers should only deal with one point of contact throughout their journey with **Century 21 UK**. This person remains accountable, and in constant communication, throughout the process.

We combine the personal approach of a local estate agents with the marketing power of a global brand.

Innovation & Technology

By adopting new technology, embracing a changing property market and offering a comprehensive range of ways for our clients to market their homes, we continually strive to create the best estate agency experience possible. Our website is constantly reviewed to ensure that it remains state-of-the-art and user-friendly, and we work hard to reach as many people as possible through the latest marketing techniques.



CENTURY 21

Glasgow

As the Head of Residential at **Century 21 Glasgow**, **Amber McArdle** has a rich blend of international and local experience in sales and lettings. She brings a unique perspective to the real estate market.

She prides herself on building strong, professional relationships with developers across Scotland and clients around the globe. This network not only enhances our capacity to handle diverse property deals both on and off-market, but also positions us to meet the evolving needs of buyers and sellers alike. Her aim is to provide a seamless and enriching experience for everyone she works with, powered by a commitment to excellence and a vision for the future of real estate.



Residential Sales

Moving house can be a stressful period of your life, so it's important to receive the right support throughout what can be a daunting and confusing process.

At **Century 21 Glasgow**, we streamline this experience by ensuring you have a single point of contact from start to finish. This dedicated professional will know every detail of your situation, providing a personalised service that caters specifically to your needs, ensuring consistency and clarity at every step.

To enhance your experience and the marketability of your property, Century 21 employs professional photography to capture your home in the best possible light. High-quality images are crucial for making a strong first impression in listings and attracting potential buyers. Our marketing strategy also includes comprehensive online and offline exposure, ensuring that your property reaches a wide audience of potential buyers.

By choosing **Century 21**, you benefit from expert guidance, professional marketing techniques, and a dedicated point of contact who will work tirelessly to make the process of selling your home as smooth and successful as possible.



New Homes

We enhance our offerings with a part exchange service, where we can either market the property on behalf of the developer or, through our in-house investment company, guarantee a purchase within 21 days. This flexibility allows developers to streamline sales and reduce market exposure.

To maximize property visibility and attract the right buyers, **Century 21** employs strategic listing tactics. We leverage high-traffic real estate platforms and our global website to ensure listings receive significantly more notice than they might independently. Furthermore, our marketing strategies are designed to highlight the unique features and benefits of each development, appealing directly to targeted buyer demographics.

In collaboration with developers, we also host open houses, providing an interactive platform for potential buyers to experience the property

firsthand. These events are supported by our experienced sales teams who are skilled in converting interest into sales, ensuring a high level of engagement and a better chance of closing deals swiftly.

By choosing **Century 21** as your real estate partner, developers gain access to comprehensive sales support, expert market strategies, and a dedicated team that is committed to achieving maximum exposure and swift sales for new developments.



At **Century 21**, we specialize in partnering with new home developers to market a diverse range of properties, including family homes, flat developments, and micro-living units. Our expansive network of offices enables us to collaborate effectively with both national developers and smaller boutique firms, ensuring tailored support regardless of scale.



To Let

We also understand the importance of finding and keeping good tenants. We aim to match the perfect tenant with your property and invest time and effort into understanding the present and future needs of each of our tenants as well as our landlords.

We pride ourselves on offering straightforward, honest advice, starting with a realistic rental valuation.

For landlords looking to let out their property, we offer accompanied viewings to ensure a personal touch and effective presentation of your property. We extensively market your property on major platforms like Rightmove, Zoopla, Onthemarket, and the **Century 21** global website, maximizing your property's visibility to potential tenants.

As a safe agent qualified team, we stay updated and compliant with the latest letting legislation in Scotland, ensuring that all processes adhere to legal requirements. Furthermore, we use Safe Deposits Scotland as our designated deposit scheme to securely and professionally handle tenancy deposits, offering peace of mind to both landlords and tenants.

At **Century 21 Glasgow**, we understand that every landlord is different. Whether you have a large portfolio, or you are looking to rent out a single inherited or investment property, we can adapt our service to match your needs.

What's more, we place great importance on building a lasting relationship with you, and work hard to understand your future needs. So, when the time comes to take the next step on your property journey - be this renting again or buying - we'll be ready to help.



Properties to Rent

With thousands of properties for rent across the UK, and a global reputation for providing excellent customer service, it is no surprise that we are the first port of call for many local, national and international tenants.

We guarantee to treat all of our tenants fairly by providing a transparent, efficient and professional service during the search process and throughout the tenancy



CENTURY 21SM

Glasgow

Amber McArdle

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