



CENTURY 21 Alliance Wins CARTUS CUP

***Prestigious Honor Bestowed by Cartus Broker Network
Recognizes Outstanding Service and Performance***

CENTURY 21 Alliance of Pennsylvania was honored for its outstanding performance in 2007 when it was awarded the *Cartus Broker Network Cup*, the highest honor bestowed by Cartus on a Network broker. CENTURY 21 Alliance received the award at the 2008 Cartus Broker Network International Conference, held April 10-12, 2008 at the Gaylord Texan Resort & Conference Center in Grapevine, Texas. Accepting the Cup on behalf of the company were Principal Broker and CEO Bill Hess, Vice President of Relocation Evelyn Ferrara, Broker/Owner William Smith, Broker Marie Miller, and Outbound Coordinator Kathleen Crane.

The Cup is presented annually to a brokerage in the Cartus Broker Network that has exhibited exceptional quality standards, exceeded quality levels, and demonstrated outstanding service and metrics in the key areas of: marketing of inventory properties, mortgage loan generation, sales and service on Cartus' destination business, sales and service on Cartus' Affinity business, broker-to-broker referrals, and the cross marketing and selling of Cartus.

The brokerage has 19 offices throughout the Philadelphia suburban area and more than 600 sales associates. In winning the Network's highest honor, Hess earned the right to don the madras jacket that is slipped on the shoulders of the principal broker of the winning company. This is the fourth consecutive year that CENTURY 21 Alliance has been a finalist for the Cup. The brokerage also won PHH Mortgage Most Valuable Partnership Award, a Five-Star Circle of Excellence Award, and Platinum Club honors at the conference.

"CENTURY 21 Alliance has operated as a highly-successful brokerage over an extended period of time and had an especially good year in 2007," said Deborah Williams, senior vice president of Cartus Supply Chain Management. "It is my great pleasure to present Bill Hess and his team with the Cup. They have demonstrated the value of excellent service and perseverance."

"This award symbolizes CENTURY 21 Alliance's strong relationship with Cartus. It truly is an honor," said Hess.

"CENTURY 21 Alliance may have received this award, but everyone in the Network helped us do it."

At the three-day conference, Broker Network participants networked with other industry professionals and exchanged information and ideas regarding team-building, revenue generation, retention, new business strategies and increasing customer service — essential elements for continued success.