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Attention All News Editors...Real Estate, General News Rounds
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Release Immediately

Century 21 Australia sees the importance of women property purchasers

Although not all real estate agents may see the importance of women in the real estate market, as a recent report by Newspoll highlights, CENTURY 21 has devoted their whole year to their target demographic, women 25-54.

With statistics showing that women are being snubbed in the market it is previous research by CENTURY 21 into their target demographic that has highlighted the importance of women in the property decision making process.

Roy Morgan research from July 2005 shows that the primary demographic for the real estate market is women 25-54, AB Socio Economic, involved in full or part-time work, in a two income household with a combined income of \$70k+, more likely to be married or in a de-facto relationship, she is a medium to heavy consumer of all forms of media including television, newspapers, magazines and outdoor.

It is with this research that CENTURY 21 has molded their advertising, marketing and PR strategy to capture their target demographic and build strong brand awareness.

The General Manager of CENTURY 21, Mr Paul Mylott has been in the real estate market for ?? years and has seen how important it is to tap into the female demographic early and hold onto their brand loyalty.

“This is our demographic because predominately women are the instigators or investigators of all major purchases. They will source out the information about products prior to showing their partners and making decisions. Women dominate the purchase of established houses and units and particularly younger women 25-

34 are getting into the real estate market earlier than their male counterparts,” explained Mr Mylott.

Research also by Roy morgan in July 2005 shows that women get into real estate a lot faster than men. This is very significant in the 25-34 age bracket where women are large consumers of units.