

The *Pearl* Awards

by CENTURY 21 South Africa

Welcome to the elegance and force
of the **Pearl Awards** programme



'Cultivating and nurturing lasting relationships by being honest, reliable and virtuous towards our clients and colleagues is... the heart of our business'

And at the
heart of every oyster
lies the potential to
create a **pearl**

Even the Most Motivated Need an Incentive

At Century 21 we understand how tough it is to excel as a property professional. To give of yourself daily. To go beyond professional excellence and create real human connections. To handle the complex feelings of real people, dealing with one of the most emotional and financially serious decisions of their lives. That's why you deserve a reward! That's why the **Pearl Awards** exists!

Why pearls?

Pearls are rare and valuable
like your talents

Pearls represent
elegance and sophistication
like the Century 21 brand

Pearls last forever
just like your achievements

Pearls are admired the world over
and so is Century 21

Pearls are a symbol of status and success
*just like the **Pearl Awards***

Pearls are not easy to come by
exactly like your accomplishments

An exquisite pearl lies at
the heart of an oyster
*just as you lie at the heart
of the Century 21 vision*

So What is the Pearl Awards?

The **Pearl Awards** is Century 21's most prestigious accolades programme for our top-performing agents. The nationwide incentive programme annually rewards those of you who live up to the ethos and performance levels embodied by Century 21's visionary heart, and allows you to achieve the highest status within our organization - if you've earned it.

It takes grit to create a pearl!

Yes indeed! Pearls are created when a foreign object such as a grain of sand finds its way into a shell and causes an irritation, and the oyster forms a smooth pearl around it to protect itself.

Isn't it amazing? One of the most beautiful natural creations on earth is created by an irritation and hard work in response. It's perfectly symbolic; not because your clients or work are irritations; but because we understand how hard it is to keep performing at the highest level - to go the extra mile - to put in the effort that offers your clients more than just great service, but a little piece of yourself, your insight, your experience, your humanity and your emotional support. **Through your hard work, you have the power to create pearls every day.**

But Not Every Oyster Has A Pearl Inside!

Every oyster has the power to produce a pearl, but only some create this object of ultimate beauty. And yes - it takes monumental effort and incredible dedication to be a top-performing agent that clients not only choose to work with, but actually believe in, respect, connect with and trust to sell their valued homes. But for those of you up to it, the reward and ultimate prestige of the Pearl Awards awaits.

So How Does the Pearl Awards Work?

You simply accumulate **Oyster Points** throughout the year. Every sole mandate and every confirmed sale brings in more points which are captured under your personal profile and help you create your pearl.

We will send you quarterly updates on your points standing - your pearl creation progress.

Accumulate enough Oyster Points over the entire one-year period and you'll go beyond quarterly accolades to become a recipient of a Pearl Award!

And What Does a Pearl Award Mean?

Receiving a Pearl Award changes everything: Your stationery, your status, your Curriculum Vitae, your marketability, and your standing in the eyes of our organization, of your colleagues and all your clients. It will be made clear to everyone exactly what an accomplished individual they're dealing with. It also opens up a new journey and a new getaway experience...

The Century 21 Annual National Conference

We're not just talking about your average vacation. Receiving a Pearl Award assures your attendance of the **Century 21 Annual National Conference** at a glamorous and breathtakingly beautiful destination with all the other Century 21 top performers. The experience includes the sophisticated classic elegance of the Pearl Awards Banquet.

The Century 21 Annual National Conference is a yearly experience of epic proportions! - A pearler of note! - With all the glitz, glam, luxury and pampering fit for tabloid royalty.

"And where is it taking place?" you may ask. Well, you don't seriously expect us to ruin the surprise do you? Find your grit, find the pearl within you, and all will be revealed.

Persist.
Be determined.
Be honest, reliable
and virtuous.

And a **Pearl Award** will be yours!

Nothing in the world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful people with talent.

Genius will not; unrewarded genius is almost a proverb.

Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent.

- Calvin Coolidge, ex U.S. President



