



life@home

Century 21
ROMANIA

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Hot spot

Constanta:

Our first agency in Constanta county, **CENTURY 21 Imobexpert**, has officially launched on June 23rd

Focsani:

A new CENTURY 21® agency will be opened in Focsani doing business as **CENTURY 21 Casa de Vis**

Brasov:

CENTURY 21 Centrul Civic is our second affiliated agency in Brasov

Read more news on our website:
www.century21ro.com

Cover Story

Ploiești in the Spotlight

CENTURY 21 NETWORK LAUNCHED OFFICIALLY IN PLOIEȘTI

Ploiesti, May 14, 2008 - CENTURY 21® Network, the largest global real estate franchising network, announced the official launch of the first real estate agency operating under the CENTURY 21® System in Prahova county.

The agency will operate as **CENTURY 21 Ploiesti** and will focus both on new residential and commercial sectors, as well as on transactions performed by the general public, mainly on the secondary residential market.

Based on the excellent location in Ploiesti (20-30 Romana street), the team experience and local market conditions, the market targets for this year a Turnover in excess of EUR 300,000. According to the agency's Business Plan, the Turnover will triple next year and reach EUR 1 million.

Century 21
PLOIEȘTI

The company intends to open another four agencies in Prahova county in the next two years, including well-known touristic areas such as Prahova or Teleajenului valleys.

"We decided to join the CENTURY 21® brand because we know they are professionals in real estate, recognized by customers all over the world [...] and our corporate strategy matches perfectly the CENTURY 21® vision" stated Mr. Marius Mihai, Managing Partner, during the press conference.

The Buyer's Guide (II)

THE FIRST STEP

Family Budget

One of the single most important steps to take before you begin to purchase a home is to evaluate your assets and liabilities and monthly expenditures.

Begin by examining your current monthly average spending using the financial outline below. Include everything from housing expenses and transportation to debt repayments and entertainment. As you collect your spending data, think about how a house purchase – including mortgage payments, insurance, taxes, repairs and maintenance – will affect your budget and ability to save. Are there areas in which you need to cut back to make more room for a mortgage payment and other homeownership expenses?

What Can I Afford to Spend on a Home?

The answer to this question is based on two factors: (1) *How much you feel comfortable spending on a monthly basis after surveying your budget and spending habits* and (2) *How much your lender calculates you can afford based on your income and debt obligations.*

It is important to understand how a home is financed. There are three crucial elements:

- (1) a down payment,
- (2) closing costs and
- (3) the mortgage.

When you know the amount of down payment, closing costs and monthly mortgage payments you can afford, you can better determine how much home you can afford.

Down Payment

A down payment is the money you pay up front toward the house. The higher the down payment, the lower the monthly payment and interest fees.

Fortunately, home buyers today no longer have to climb a financial mountain – saving for the traditional 25% down payment – before purchasing a home. There are a several banking alternatives available. A CENTURY 21 Agent can assist you with selecting the optimal financing solution.

NET INCOME

(Include net salaries, bonuses, bank interests, dividends and any other income)

TAXES

Car, house
Other taxes

HOUSING EXPENSES

Rent
Utilities
Repairs

INSURANCE

Homeowners/renters
Auto
Health
Life / Disability
Disability

DEBT REPAYMENTS

Mortgage loans
Consumer loans
Auto loans
Credit cards

TRANSPORTATION

Gas
Maintenance
Registration fees
Tolls
Parking
Bus or subway fares

PERSONAL

Clothing and shoes
Dry cleaning
Haircuts and makeup

ENTERTAINMENT

Restaurants, movies, travel, etc.
Hobbies
Pets
Health club

HEALTH CARE

Dental
Vision
Prescription drugs

KIDS

Daycare
Child support
Other

GROCERIES

OTHER

TOTAL SPENDING

(subtract from income on previous page)

TOTAL SAVED

Glossary (II)



Assumption of Mortgage – Agreement by the buyer to assume responsibility for a mortgage owned by the seller; the seller remains liable to the lender unless the lender agrees to release him or her.

Balloon Loan – A mortgage that has a substantial amount of the principal due at the maturity of the note.

Broker – A person licensed by a state real estate commission to act independently in conducting a real estate brokerage business. Although the requirements for a broker's license vary from state to state, an individual usually must have one or more years of experience in the industry and pass an examination.

Buydown – A payment to the lender from the seller, buyer or third party, causing the lender to reduce the interest rate during the early years of the loan.

CAP – A maximum amount of interest that can be charged.

Closing – The final step in transferring ownership of a property from seller to buyer.

Closing Costs – Fees and expenses, not including the price of the home, payable by the seller and the buyer at the time of closing (e.g. brokerage commissions, title insurance premiums, inspection and appraisal fees).

Contingency – A condition that must be satisfied before a contract is binding.

Conventional Loan – A fixed-rate, fixed-term loan that is made without government insurance.

Convertible ARM – Loans that give you the opportunity to convert to a fixed-rate mortgage, usually between the 13th to 60th month of the loan.



Home Seller's Guide (II)

SELLING YOUR HOME

Selling with a Professional at Your Side

Once you've decided to sell, your next step is to hire a real estate agent to help sell your house. Given the complex personal and financial decisions involved, enlisting the help of an experienced and objective real estate professional can save you time, frustration and potentially thousands of euros.

Some consider selling their home on their own. If so, ask yourself the following questions:

- Are you prepared to buy advertising space? If not, can you afford the time it will take to sell your house with only an ad on the newspaper or a sign in the yard?
- Are you willing to stay close to home for days, weeks, maybe months to show your house?
- Do you know the up-to-date ways to market your home on the internet?
- Do you possess the necessary knowledge to answer buyers' questions, negotiate a contract or close a sale?

If you answered "No" to any of these questions, perhaps enlisting a CENTURY 21® Real Estate Agent to help would be the most efficient way to sell your house. A CENTURY 21 real estate agent may provide the following services:

- ☞ Access the Multiple Listing Service (MLS), which exposes your house to all cooperating member brokers
- ☞ Assist with pricing the house properly based on Comparative Market Analysis
- ☞ Provide a detailed marketing plan
- ☞ Screen potential buyers for financial qualifications
- ☞ Expose your home to potential buyers on Century21ro.com
- ☞ Provide suggestions for making your property more attractive to potential buyers
- ☞ Show your home, with your permission
- ☞ Answer buyers' questions
- ☞ Present all offers
- ☞ Negotiate on your behalf
- ☞ Facilitate the closing process

The **Home Buyer's Guide** and **Home Seller's Guide** sections will continue on the next monthly **Life@Home** newsletters prepared by CENTURY 21 Romania.

Should you need assistance to buy or to sell a house, please email us at office@century21ro.com or call us at 021/CENTURY or 021/236.88.79.



For Sale By Owner (II)

THINKING ABOUT SELLING YOUR HOME ON YOUR OWN?

Selling Your Home: Are You Prepared to Go It Alone?

For most people, selling a home is one of the biggest financial transactions they'll ever experience. And, unfortunately, the process of selling a home is now more complex and time-consuming than ever before. Therefore, in order to be successful, you often need extensive marketing, financial and legal experience. In many cases, unless you are an expert home seller, going the for-sale-by-owner (FSBO) route can be a frustrating and potentially costly experience.

If you do choose to sell your home yourself, be prepared to stay close to home for days, weeks, maybe months to show your home. You'll also need to be accessible during regular working hours when most showings occur.

Last month we presented the first two reasons for real estate representation. Read now the next two:

3 To Maximize Your Property's Exposure in the Marketplace

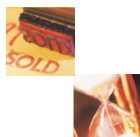
In most markets, finding qualified buyers will require more than the standard for sale sign, classified ad and open house. In fact, according to The National Association of Realtors®, 82% of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal contacts.

Since many sales involve out-of-town buyers, marketing a home requires exclusive connections and a strategic marketing plan. At the very least, you should have your home listed in the multiple listing service (MLS), which is only open to licensed real estate agents.

CENTURY 21® home sales specialists have access to state-of-the-art technology tools to share referrals across a global network. Plus, Your CENTURY 21 agent will spend time behind the scenes helping you target serious buyers and make the best of your prime selling period.

4 Buyers Are More Comfortable Contacting Agents

Buyers may be leery of contacting or intruding upon home owners with whom they are unfamiliar. Potential buyers might also be intimidated looking through a home if the owner is present and feel uncomfortable making an offer if they know they'll be negotiating directly with the owner. They often appreciate the accessibility and objectivity of a respected CENTURY 21 real estate professional.



For Sale By Owner section will continue in the next newsletters.



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