

For immediate release

CENTURY 21 Judge Fite Company features their agents and staff this month in their May Real Estate 411 campaign

Contact: Sandy Wright, Director of Marketing, 214-446-2646

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Every month CENTURY 21 Judge Fite Company releases information on a various real estate topic and takes it out to the consumer through various print, electronic and social media platforms as part of its Real estate is "GREAT" campaign. The theme for May is "Why Choose CENTURY 21 Judge Fite Company".

"This month we offered our agents the opportunity to "speak their mind" about why they choose to work for CENTURY 21 Judge Fite Company", said Sandy Wright, Director of Marketing CENTURY 21 Judge Fite Company. "Our Real Estate is GREAT! campaign is designed to reach out to our agents as well as our clients and consumers across the US. We use the latest marketing methods online and offline to deliver information that is current and relates to our local market. Info the agent can use in their marketing and information the consumer can use to make a more informed real estate decision. From the comments we received from our agents and staff, we are definitely doing something right!"



Jamie Bodiford, Realtor®, CRS, GRI, ABR
Centurion Producer 2005-2009
#1 Agent in Sales Volume, Parker County 2008 & 2009
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I had been with a few other companies in the past and there is a difference. Judge Fite has a heart and Jim and Jan are committed to bring us the latest technology and tools. My business tripled after I came to Judge Fite six years ago.



Victor Malone, REALTOR
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I am more than happy to share why I came to work here, and if I may sum it up in two words, it would be, "The People". I work out of the Cedar Hill office, and the work environment is like none I've ever known, where everyone interacts as a family more than acquaintances. Sure, not everyone always gets along, or sees eye to eye on every issue, but I get the sense that most everyone is comfortable and confident enough with each other to at least voice opinions and not worry that they'll be outcast or looked down upon for doing so. As a rookie in the business (but not to business), the support and training this company provides is great. The leadership and passion that Jim, Jan and the rest of the management and support teams have for what we do is inspiring and sets the standard for excellence and integrity high above any other real estate company here in the Metroplex, and possibly Texas.

Here is what other agents and staff are saying.....

Becky Hopkins, REALTOR, GRI
Carrollton
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Relocation Specialist
Quality Service Award
Pinnacle Quality Service Award

Before beginning licensing classes, I knew the style brokerage that didn't interest me. I also wanted to be with a broker who had a proven track record and a good reputation in the industry. Combine the character of the founders whom I have known most of my life, an unofficial endorsement by a seasoned broker whom I respected, the enthusiasm of the Manager at my first appointment, and office atmosphere in general (I have an internal barometer), I knew when I walked in the door that there was no need to look further; and after meeting the present owners, whom I didn't know previously, my decision was confirmed.

Dena McFerren
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Before I decided to get my real estate license, I knew I wanted to work for Century21 Judge Fite, if they would have me. As a life long citizen of Dallas, I grew up hearing the Judge Fite name associated with words like integrity, value, service, and longevity. When they added Century21 to their title, they became a formidable force with a national presence.

Now that I have been a part of the Judge Fite team for almost ten years, I can honestly tell you that their impeccable reputation pales in comparison to the true integrity of this organization. They believe in supporting their agents and staff to a level I have never experienced before in my professional life. Recently it became necessary for some agents to have additional training for a particular facet of this business. Instead of making it a negative, or punitive situation, Judge Fite created a training session that was not only extremely informative and easily accessible, but also provided all of the agents with FREE MCE hours as a result of completing the training. When you make a mistake, as we all do, the management and executives at Judge Fite not only stand by you, they help you correct the problem and then find a way to improve your ability to deal with whatever may come your way.

Real estate is a fast changing business with a myriad of moving parts. Judge Fite stays ahead of the curve and provides training throughout your career at every level of success you achieve. They support you when you are in need, appreciate you in your successes, reward your achievements, and they provide all the training and education that make everything possible. They really have no equal in my opinion.

Karen Hinton, Real Estate Agent
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The first thing that attracted me to Century 21 Judge Fite was their obvious market presence. I knew our Manager Ashley and her Dad Jim Duncan as well as several of the successful agents in the office.

Once I interviewed with Ashley and learned of all the training and support that Century 21 Judge Fite offers, there was really no other choice. Since joining the company, the training I have received is quite honestly "over the top"! All of the managers in Judge Fite Company are outstanding people and ALL seem to be there to help should we need anything. In our office, the other agents are always there to come along side you and help you with anything you need. It truly has a family feel like the company claims. I look forward to be with Century 21 Judge Fite for many years to come. I have no doubt I can be successful given the tools and support that Century 21 Judge Fite offers!

Amy Farmer, REALTOR
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I chose to work with Century 21 Judge Fite because of the integrity of the company and the family-like atmosphere. I did talk to a few other real estate companies before joining Century 21 Judge Fite but none of them offered everything that Century 21 Judge Fite did. It was a no brainer to me!

Sarah J. Ramirez, Administrative Assistant
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All I can say as a staff person for almost 10 years now in the Denton Office only the reason I stay and grow with this WONDERFUL Company is the integrity, appreciation and respect that Jim and Jan Fite have for their team members.

In all my (30) years of working in the "Service Business" never have I been appreciated for work abilities as I have received from the Judge Fite Family in Jim and Jan I love and respect them dearly.

Without their hard work and support they give us all daily there would be no CENTURY 21 Judge Fite Company!

Michaëlle Rodriguez, REALTOR
Southlake
817-228-5299

I chose to work for CENTURY 21 Judge Fite Company because of their SOLID GOLD Reputation!

Lynn Monaco, Real Estate Agent
Weatherford lynnmonaco@judgefite.com

I chose to work for CENTURY 21 Judge Fite Company because we have the best education and support from our company. I interviewed with five other real estate companies and C21JF was the only one that felt like a family environment and a place that I could grow.

Julie Beck, REALTOR
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I choose to work for Century 21 Judge Fite because they care about me and everyone cooperates to help each other. Century 21 also offers the very best updated technology in the business. Then, of course, is the name recognition.

L.D. Vinson, Real Estate Agent
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Denton - Lewisville - Sanger Residential Homes & Investment Property

C21 Judge Fite Co. invests in education for its agents! I believe education is key to assuring a bright future for our children. A seller or buyer of a home should expect no less than a well-educated, trained professional to assure a bright future for their real estate. After all, a family's home is many times that family's largest investment.

George French, CFO/REALTOR
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Jim & Jan purchased my Coldwell Banker FBM Real Estate company in 2003. I intended to be a Branch Manager for them for a few years, then retire. When Jim accepted my offer to look at his accounting system and give him some recommendations, I spent three months getting his records back in order and then recommended he hire an accountant to run his financial department. He offered me the job and I accepted. I absolutely love the work and have grown to love and respect both Jim and Jan and the Judge Fite Family of agents and employees. I look forward to driving 44 miles one way to our office, because I love what I do and who I work with. I hope to continue to work for Judge Fite Company until I drop dead or otherwise can't work any longer.

Sandy Wright, Director of Marketing
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When I joined the CENTURY 21 Judge Fite Company management team I was thrilled at the “tool box” that we could offer to our agents to help them better serve their clients. It’s all about the marketing when it comes to getting market exposure on your listings, Judge Fite Company understands that and delivers!

From state of the art websites, eMarketing solutions, a dynamic international agent network, to grassroots public relations – at CENTURY 21 Judge Fite Company we have the marketing resources to get the exposure your property deserves. And if you are a buyer, we have state-of-the-art tools that will make looking for property easy and fun. From our local “Real Estate 411” newsletter written to inform you about important real estate issues, to our custom online “library” of real estate articles, we are dedicated to providing you with the best real estate experience, AND to make a difference in what you KNOW about real estate.

The driving force behind all of this innovation? Jan Fite Miller and brother Jim Fite – a family of leaders forging a path of excellence started over 70 years ago. Why did I choose CENTURY 21 Judge Fite Company? Because I wanted the best in marketing tools and leadership, and I got them both!

The Real estate is GREAT campaign was launched in July 2007. Each month the company takes a look at a current topic effecting the real estate market. The information is then pushed out the community though various print and electronic vehicles with help from the companies 600 agents. For more information more information on the Real Estate is GREAT campaign go to www.dallasrealestate411.com or ask your CENTURY 21 Judge Fite agent.

Located at 1140 Empire Central, Suite 520 in Dallas and in 20 other convenient locations across the Metroplex, CENTURY 21 Judge Fite Company is a full service brokerage specializing in residential, commercial, recreational, investment and luxury properties. CENTURY 21 Judge Fite Company celebrates over 70 years of real estate service and has been named one of the “Best” Companies to work for in the state by Texas Monthly Magazine. To learn more about CENTURY 21 Judge Fite Company, log on to www.CENTURY21JudgeFite.com.