

Fine Homes and Estates (FH&E) Office Designation

Once an office is determined to be qualified for the CENTURY 21 Fine Home & Estates® (FH&E) designation, an alert will automatically appear on the home page and the brokerage module page of dash, to enable the office to apply for the designation via 21Online.com.

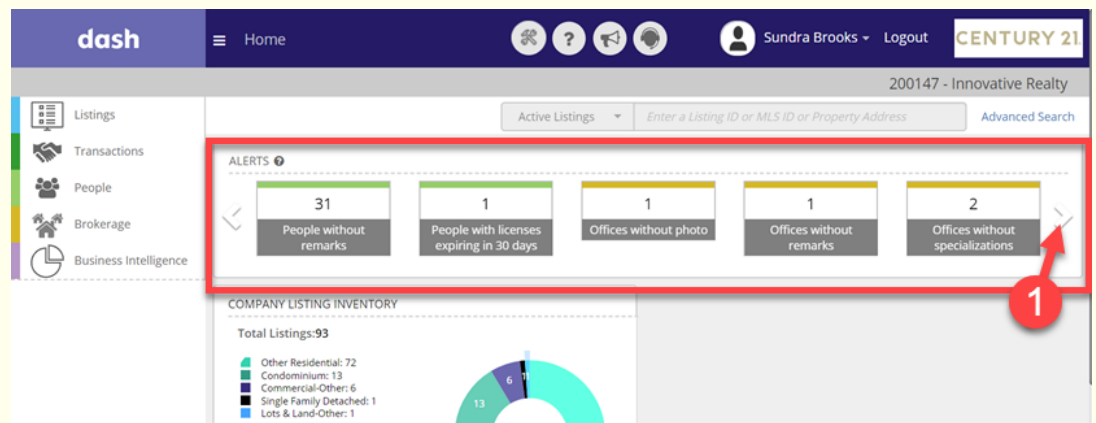
Note: Lots, Land, Farm & Agriculture are not considered for determining FH&E eligibility.

Follow the steps below to access the FH&E designation notification in dash and to complete the application process.

Accessing Offices Eligible for FHE from dash Home Page

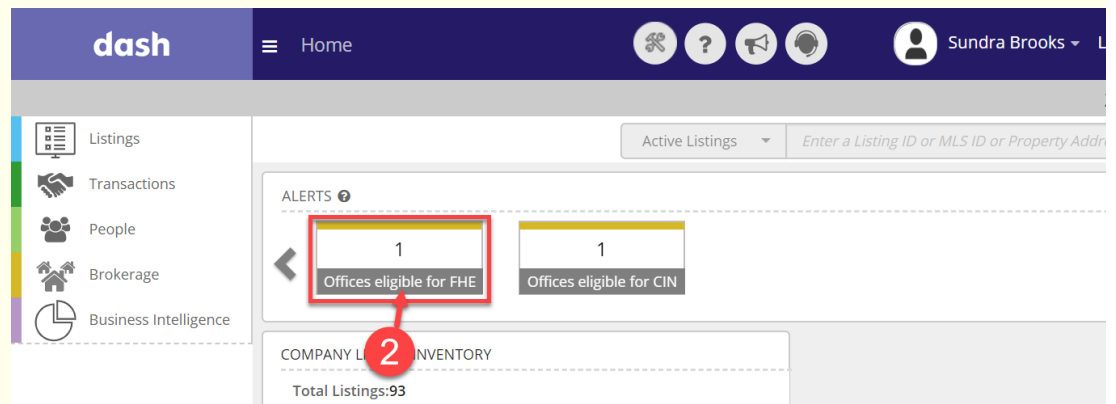
From the dash home page, go to the **Alerts** section:

1. Use the right-pointing arrow to scroll to access the alert you intend to select.



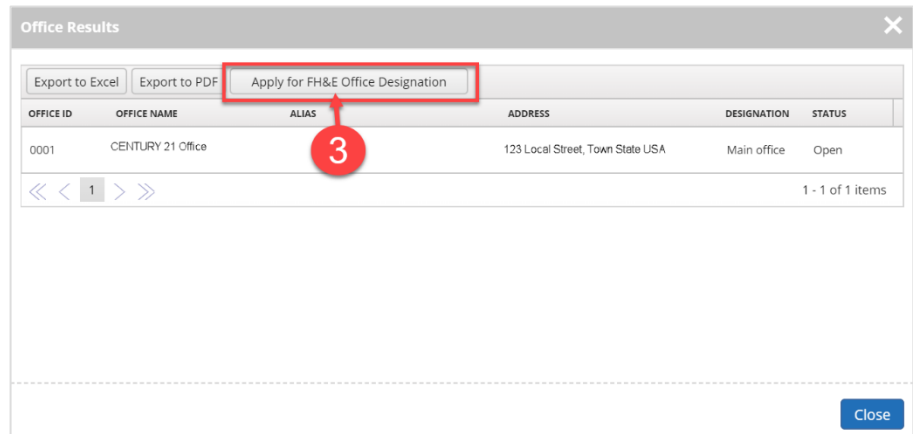
An alert will be displayed indicating the number of offices that are eligible for FHE designation.

2. Click on the Alert named “**Offices eligible for FHE**”.



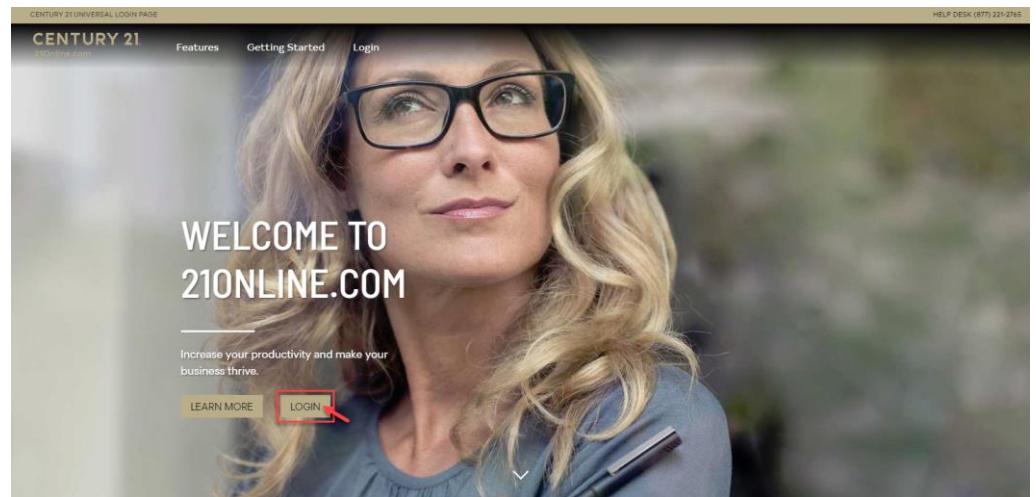
An Office Results window will appear showing all offices to which you have access and that are eligible for FH&E Office Designation.

3. Click on the **Apply for FH&E Office Designation** button.



You will immediately be directed outside of dash to the 21Online.com site.

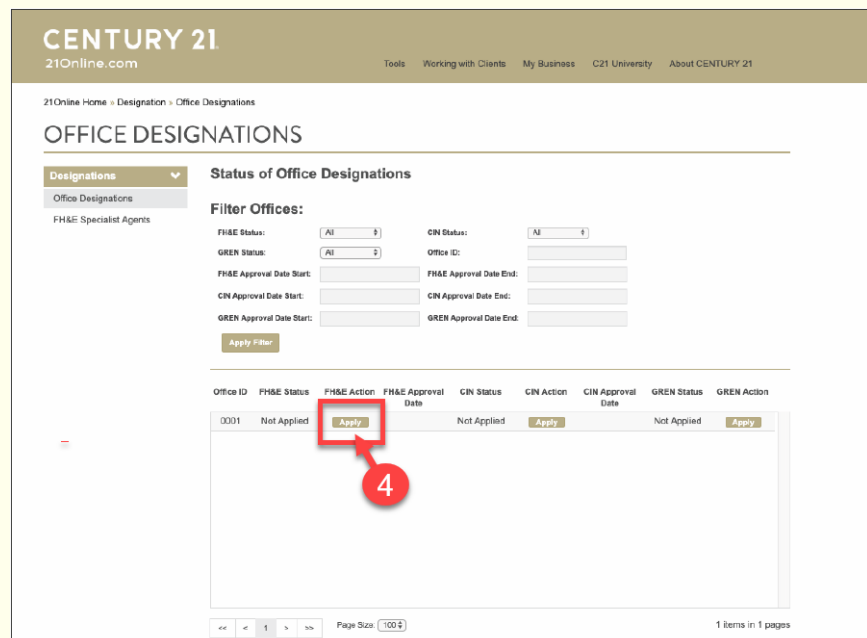
Note: If you are not already logged into 21 Online.com, you will be directed to the login screen to enter your username and password, before being directed to the Office Designations page.



The **Office Designations** page on 21Online.com will appear.

Note: Only the office or offices that the Broker is responsible for will be populated in the list

4. Select the office, then click the **Apply** button located under FH&E Action column.



The Office Designation Application page will appear showing your Office Name, Office Address, Office Email, and Terms & Conditions.

Note: Make sure the office email displayed is accurate, since all communications regarding the Office Designation will be sent to that email address.

5. Review the **Terms & Conditions**.
6. Check the box to confirm reading and agreeing to the Terms & Conditions.
7. Fill in information for “Local MLS in which your office operates” and “Give the median sales price of your local MLS”.
8. Click **Submit**.

Once submitted, your request will be reviewed and follow-up information regarding your submission will be sent to you via email.

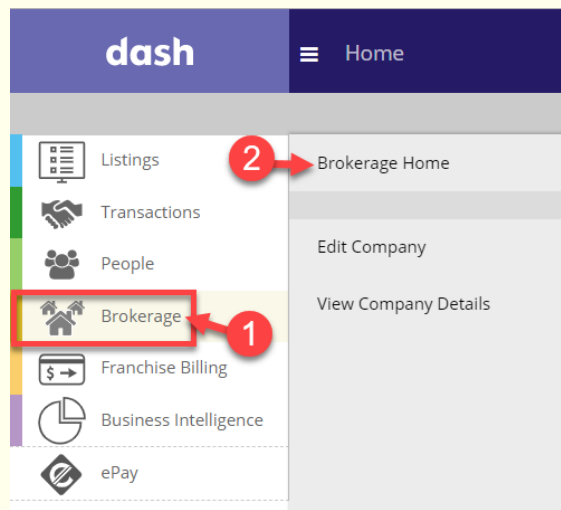
The screenshot shows the 'Office Designation Application' form for 'Fine Homes & Estates Designation Application for Office 0001'. The form contains the following fields and sections:

- Office Name:** CENTURY 21 Office
- Office Address:** 123 Local Street, Town, USA
- Office Email:** first.last@century21.com (highlighted with a red box and callout 6)
- Communications:** A yellow box states 'Communications regarding this Office Designation will be sent to the e-mail address displayed above.'
- Terms & Conditions:** A section with a scroll bar and a red callout 5. It includes the text: 'TERMS AND CONDITIONS OF TARGET MARKET DESIGNATION', 'Fine Homes & Estates DESIGNATION', and a paragraph of fine print. Below this is a checkbox with the text 'I have read and agree to the required Terms and Conditions of the Fine Homes & Estates designation.' (highlighted with a red callout 6).
- Local MLS:** A field labeled 'Local MLS in which your office operates: (e.g., Garden State MLS, Mid-Florida Regional MLS)' (highlighted with a red callout 6).
- Median Sales Price:** A field labeled 'Give the median sales price of your local MLS: (give the midpoint - not the average)' with an example 'ex: 206758' (highlighted with a red callout 7).
- Buttons:** 'CANCEL' and 'SUBMIT' buttons at the bottom (the 'SUBMIT' button is highlighted with a red callout 8).

Accessing Offices Eligible for FHE from dash Brokerage Module

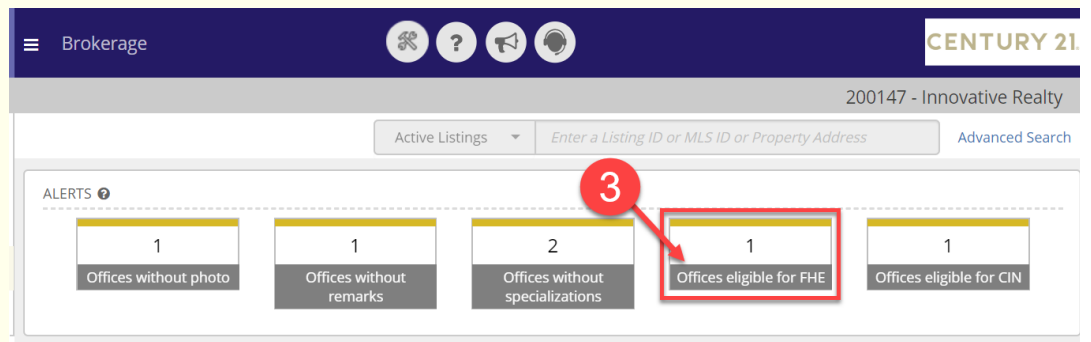
Log into dash.

1. From the dash home page left menu, click on **Brokerage**.
2. Next, select **Brokerage Home**.



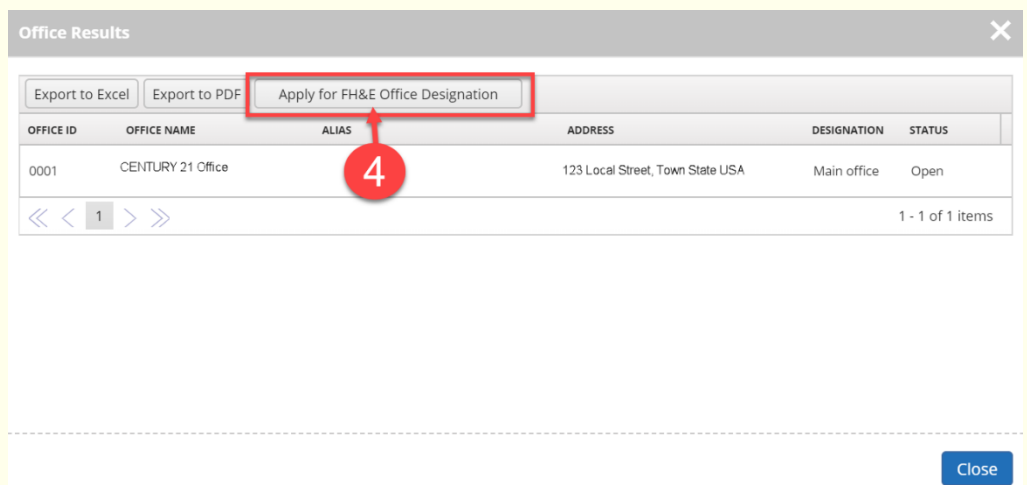
The Brokerage Module home page appears.

3. From the Alerts section, click on the alert named **Offices eligible for FHE**



An Office Results window will appear showing all offices to which you have access that are eligible for FHE designation.

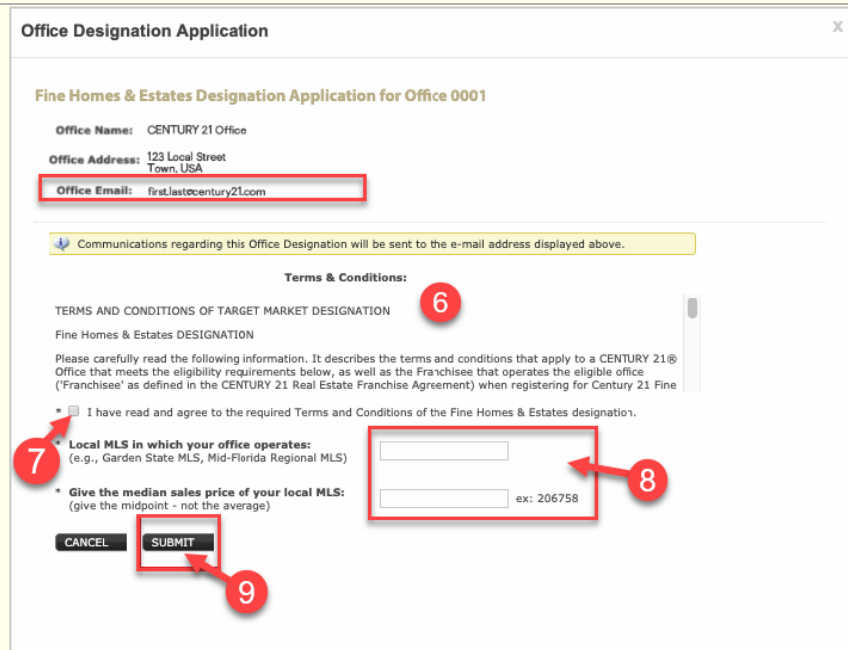
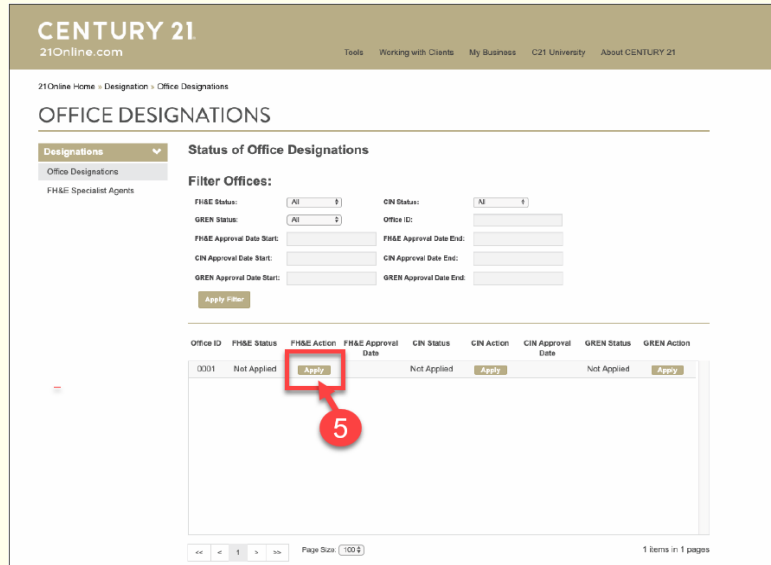
4. Click on the **Apply for FH&E Designation** button.



You will immediately be directed to the **Office Designations** page on 21Online.com.

Note: Only offices that the Broker is responsible for will be populated in the list

5. Click on the **Apply for FH&E Designation** button.



Know These Important Fine Homes & Estates (FHE) Requirements:

For a CENTURY 21® office to be eligible for the FH&E Designation, the following requirements must be met.

Eligibility Requirements for FHE Designation:

- Brokerage has the Top 5 Closed Residential Sale Listings
- List Price equals 3 times higher than local MLS Listing Price Average
- OR List Price higher or equal to \$1,500,000 in the last 12-month period.

Excluded from consideration for FHE Designation:

Residential listings with property types Farm & Agriculture and Lots & Land are excluded from FH&E eligibility consideration.