



Discover

WHAT RE/MAX® CAN DO FOR YOU

WHETHER YOUR BUSINESS IS THRIVING,
OR JUST SURVIVING, RE/MAX PROVIDES A
SYSTEM OF SUPPORT
TO HELP YOU REACH YOUR BUSINESS GOALS.

THE RE/MAX MISSION: TO ACHIEVE PREMIER MARKET PRESENCE IN EACH OF OUR
MARKETS BY PROVIDING PREMIER QUALITY SERVICE TO EACH OF OUR CUSTOMERS.

(888) 677-5400

REMAX.COM®

You've invested a vast amount of time, finances and resources into establishing your real estate operation.

When you team with RE/MAX, you immediately strengthen your existing business with an extensive system of support, while benefiting from the power and influence of one of the most recognized brands in real estate.

You also retain your independence to conduct your business as you see fit. You receive all the benefits of RE/MAX, without sacrificing your business and marketing practices.

Transferring your business to RE/MAX is easy, with proven systems in place to simplify the process and help you retain agents.

With RE/MAX, you become part of a major force in real estate, rather than competing against it.

WHY AGENTS JOIN (AND STAY WITH) RE/MAX:

- Four decades of stability
- Personal control over business decisions
- Winning environment
- High commission concept
- Incredible brand name awareness
- Advertising that generates business
- On-demand training, available 24/7
- Global agent-to-agent referral system
- Cutting-edge technology
- Extensive support services

A HISTORY OF STABILITY

In an industry where management turnover is all too common, RE/MAX remains owned and managed by its original founders.

Dave and Gail Liniger founded RE/MAX in Denver, Colorado in 1973, prompted by their dissatisfaction with the way real estate was conducted at the time.

The founders believed that to attract and retain the best agents in the business, brokers must offer maximum compensation, advanced support services and the freedom to succeed. Agents would invest in the brokerage operations, and in return receive a wide variety of services, and more control over their business.

The strategy worked.

Today RE/MAX has more than 90,000 agents in over 80 countries, and is recognized around the world for its red, white and blue hot air balloon logo. The network's streamlined management system means problems are anticipated, and decisions are implemented quickly, efficiently and effectively to help you and your agents sell real estate.

At RE/MAX, the question of stability is no question at all. The continuity and strength of leadership – combined with turn-on-a-dime flexibility – helps ensure RE/MAX will weather any economy, just as it has through the past four decades.

THE RE/MAX BUSINESS MODEL

RE/MAX was designed from the outset to help you grow your business.

Over the past four decades, RE/MAX has assembled a wealth of business-building systems and resources, including:

- Global brand name awareness
- On-demand training and education
- Global lead-generation systems
- Leading-edge technology

These valuable resources become available your first day at RE/MAX, enabling you to attract and retain high-quality, motivated agents from the very start.

RE/MAX agents in your office share in operating expenses and in return keep more of what they earn, while gaining access to powerful tools to grow their own client base. **Because the RE/MAX model attracts top producers, business owners and managers spend less time on remedial training and more time leading and recruiting.**

Performance inspires performance, and establishes an energetic work environment. This, in turn, attracts even more top agents and reinforces the winning image of the RE/MAX brand and your office.

solutions

“ WE CAN TAKE ALL THE GREAT THINGS WE’VE BUILT IN OUR 10-YEAR HISTORY AND ADD A POWERHOUSE OF A BRAND BEHIND US. BEING WITH RE/MAX ALLOWS US TO ATTRACT AND RECRUIT THE BEST AGENTS. IT’S A PERFECT FIT. ”

*Leeann Iacino, Broker/Owner, RE/MAX Professionals
Denver, Colorado
Converted two independent offices*



CREATING SOLUTIONS

When you merge your strengths with RE/MAX, you take a significant step toward realizing the full potential of your business.

RE/MAX provides you with tools, training, brand awareness and services that are impossible to achieve on an independent level.

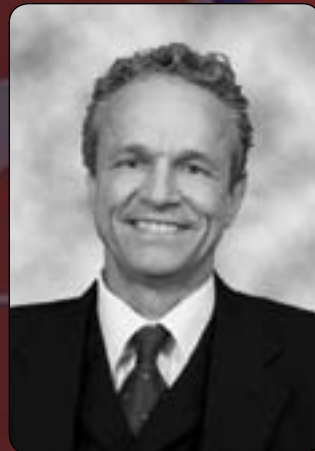
Historically, real estate companies have faced seven common problems:

- Recruiting top agents
- Retaining existing agents
- Training and motivating
- Controlling expenses
- Managing the bottom line
- Expanding market share
- Competing in a changing industry

With RE/MAX, you’re able to increase efficiency and control expenses while benefiting from tools that transform these problems into growth opportunities.

“ I WAS ABLE TO TAKE THE BEST OF WHAT MY INDEPENDENT COMPANY HAD TO OFFER AND THE BEST OF RE/MAX. WITH RE/MAX, IT'S MUCH EASIER TO TRAIN AND RECRUIT THE TOP-PRODUCING AGENTS. ”

*Joseph DeKroub, Broker/Owner, RE/MAX Platinum
Brighton, Michigan
Converted from independent office*



OFFICE AND AGENT INDEPENDENCE

At RE/MAX, you acquire access to unequalled support, technology, training and countless other benefits.

At the same time, it's a relationship in which you remain in control of your business.

With RE/MAX, you're in business for yourself, but not by yourself.

You receive extensive support, while making the decisions according to your business model, culture, strategy and the local market conditions.

independence

RE/MAX[®] versus the Industry

Nobody Sells More Real Estate Than RE/MAX[®]

	TOTAL U.S. TRANSACTION SIDES	TRANSACTION SIDES PER U.S. AGENT	NUMBER OF COUNTRIES	NUMBER OF OFFICES WORLDWIDE	NUMBER OF AGENTS WORLDWIDE
	812,056	13.5	79	6,414	92,071
	650,229	7.3	49	3,264	96,689
	438,422	5.6	67	7,711	116,985
	385,005	5.4	2	697	76,688
	318,600	5.9	7	1,885	55,700
	117,196	6.5	46	2,600	29,562
	33,949	3.5	38	500	10,641
	9,704	2.3	1	103	4,290

This chart of national franchise organizations is based upon 2009 data each organization provided to either REAL Trends, Inc., a leading industry analyst, or to the United States Securities and Exchange Commission on Form 10-K, Annual Report for 2009. Prudential data is based on REAL Trends estimates.

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productive
agents

HIGHLY PRODUCTIVE AGENTS

From its inception in 1973, RE/MAX was designed to attract the best agents in the industry. **And the best still come to RE/MAX, attracted by the education, support and independence of the RE/MAX business model.**

Consider:

- RE/MAX agents average 13 years of experience.
- RE/MAX agents are among the most productive in the industry.
- RE/MAX leads the industry in professional designations.*
- RE/MAX boasts over 90,000 agents in more than 6,500 offices located in over 80 countries.

*February 2010 statistics compiled from conferring organizations comparing RE/MAX to other franchises. RE/MAX is number one for CRS, CRP, CRB, SRES, CDPE, ABR and CIPS.



“RE/MAX HAS THE BEST BRAND RECOGNITION AND A STELLAR REPUTATION FOR HAVING THE MOST EXPERIENCED AGENTS. SINCE WE’VE CONVERTED, THE DOORS OF OPPORTUNITY HAVE OPENED WIDE FOR US AND OUR AGENTS. ”

*Sandra Carlson, Broker/Owner, RE/MAX Newport Realty
Racine, Wisconsin
Converted from ERA*

ONE OF THE MOST RECOGNIZED NAMES IN REAL ESTATE

In a market like today’s, brand awareness is more important than ever. Consumers gravitate toward brands they know and trust, and the RE/MAX brand drives consumers straight to RE/MAX agents.

Billions of dollars have been invested in building the RE/MAX brand. **When you attach a RE/MAX balloon to your business, you establish an immediate connection among consumers.** The RE/MAX brand is among the network’s most valued assets, providing instant credibility and market influence to any real estate business.

This incredible reputation is nearly 40 years in the making, and reserved exclusively for RE/MAX Affiliates.

brand
awareness

“THE RE/MAX TV ADS REALLY CONNECT WITH CONSUMERS. THIS PROVIDES OUR OFFICE AND AGENTS WITH THE OPPORTUNITY TO TALK ABOUT THE EXPERTISE WE CAN OFFER THEM.”

*Walter Borgen, Broker/Owner, RE/MAX Signature
Daytona Beach, Florida*



DOMINANT ADVERTISING

RE/MAX boasts one of the most recognized names in real estate thanks to industry-leading advertising and promotions. **RE/MAX advertising helps RE/MAX Broker/Owners recruit Sales Associates, while helping Associates gain listings and sell homes.**

The RE/MAX ad campaign is specifically designed to benefit you and your business by:

- Promoting the RE/MAX brand, and your business, across all media platforms – TV, radio, print, outdoor and online.
- Establishing RE/MAX as the preeminent brand in real estate, which directly impacts your business.
- Placing the RE/MAX brand, and your business, in the forefront of consumers' minds.
- Directly addressing consumers on the challenges of today's market, while positioning you and your RE/MAX office as the solution.
- Directing consumers to remax.com, which delivers leads to RE/MAX Affiliates. On average, more than 4,000 leads are delivered to the RE/MAX membership daily.

The scale of RE/MAX advertising creates top-of-mind awareness of the brand among millions of consumers each year.

recruiting
and retention

“RE/MAX IS SECOND-TO-NONE IN RECRUITING,
WITH PHENOMINAL TOOLS THAT HAVE BEEN
VERY EFFECTIVE IN GROWING MY BUSINESS.”

*Stuart Thomas, Broker/Owner, RE/MAX Select One
Huntington Beach, California*



RECRUITING AND RETENTION SYSTEMS

From day one, RE/MAX Broker/Owners enjoy a comprehensive set of resources for recruiting and retaining top agents.

These resources address both the motivations and concerns of experienced agents, and help answer the question, “Why should I be with RE/MAX?”

Additionally, RE/MAX Broker/Owners benefit from an aggressive RE/MAX recruiting campaign in major real estate industry magazines.

Recruiting and retention are also prominent components of RE/MAX University training, RE/MAX conventions, RE/MAX Mainstreet and other RE/MAX products and services.

extensive training



EXTENSIVE TRAINING, ON DEMAND

Through RE/MAX University, you receive a wide assortment of proven training for your office and agents, and a powerful recruiting tool.

Today's RE/MAX University offers an extensive Internet-based training program. More than 1,200 educational videos are available 24/7 on-demand, when and where you want them – on your TV, mobile device or computer.

Through RE/MAX University, offices and agents gain access to education on virtually every facet of real estate productivity. Designation courses are also available, in addition to foreclosure, short sale and other distressed property training.

“ YOU CAN BE IN THE COMFORT OF YOUR OWN HOME AND RECEIVE TRAINING FROM THE TOP TRAINERS IN THE INDUSTRY. WHERE ELSE IS THAT POSSIBLE BUT RE/MAX? ”

*Kathy Kuyoth, Broker/Owner, RE/MAX Preferred
Toledo, Ohio*



“THE ONLINE AGENT TRAINING AND TOOLS AVAILABLE THROUGH RE/MAX ARE A GREAT ASSET. THESE WERE NOT AVAILABLE TO US AS AN INDEPENDENT BROKERAGE. WE STRONGLY BELIEVE THAT THIS MERGER WILL HELP THE AGENTS GROW AND ACHIEVE HIGHER GOALS.”

*Denny Laurin, Broker/Manager, RE/MAX Preferred Realty
Amherstburg, Ontario
Merged independent office*

technology

LEADING-EDGE TECHNOLOGY

RE/MAX remains on the forefront of technology, giving you access to the latest tools and resources.

Here's just a sampling of the technology benefits of RE/MAX affiliation:

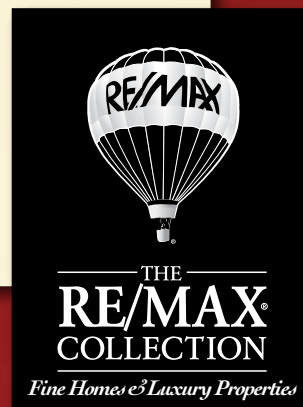
- **RE/MAX LeadStreet®** - This system routes thousands of leads from remax.com straight to offices and agents, with no referral fee paid to RE/MAX headquarters.
- **RE/MAX Mainstreet®** - The RE/MAX intranet site at remax.net offers countless templates, services, tools and resources for agents and offices.
- **RE/MAX Web Roster** - Allows direct referrals between more than 90,000 agents around the world.
- **RE/MAX Design Center** - It's like your own personal ad agency. The Design Center offers more than 1,500 templates for listing presentations, online videos and more, saving time and money, while making a significant impression.
- **RE/MAX Online Advertising Kit** - Customize RE/MAX TV, radio, print and online ads with your personal message. A simple, cost-effective way to market your business.
- **Support Programs** - Online agent and office forums allow you to ask questions and connect and exchange ideas with your RE/MAX colleagues from around the world. The RE/MAX tech support team is also readily available to answer questions you have with RE/MAX services.
- **Social Networking** - RE/MAX mobile applications and presence on Facebook and Twitter provide you with up-to-the-minute updates, news and information.

THE RE/MAX COLLECTION®

The RE/MAX Collection taps into the recognition of the RE/MAX brand while offering specialized resources designed specifically to reach buyers and sellers of fine homes and luxury properties.

The distinctive signage and promotional materials of The RE/MAX Collection set luxury properties apart, while ad programs with global publications help promote them to millions of qualified customers.

Through RE/MAX University, RE/MAX agents can receive training specific for the luxury market, including education credits toward the Certified Luxury Home Marketing Specialist (CLHMS) designation.



RE/MAX COMMERCIAL®

RE/MAX has a significant presence in commercial real estate, with RE/MAX agents closing more than \$65 billion in commercial volume since 2003.

Diversifying your business with a commercial division expands your recruiting base, broadens your referral capabilities and creates buzz and excitement in your office to retain agents.

RE/MAX Commercial agents and offices enjoy access to industry-leading tools, training and resources. And it's all backed by one of the most recognized brands in real estate.

partnerships

“RE/MAX IS A CLEAR LEADER IN REAL ESTATE, RECOGNIZED AROUND THE WORLD. THE CREDIBILITY OF THE BRAND, ITS INTERNATIONAL INFLUENCE AND EXTENSIVE RESOURCES ARE ALL TREMENDOUS ASSETS FOR OUR STAFF.”

*Geoff Baldwin, Region Owner, RE/MAX Western Australia
Nollamara, Western Australia
Merged five independent offices*



RE/MAX PARTNERSHIPS

The assortment of RE/MAX partnerships provide RE/MAX offices and agents with an even broader set of resources.

From charity involvement to sponsorships and beyond, these relationships help you further connect with prospective and existing agents according to their individual interests or areas of expertise.



Susan G. Komen for the Cure
National Sponsor



International Competition
Title Sponsor



Children's Miracle Network
Official Real Estate Sponsor



Environmental Stewardship
Agent Training/Consumer Information

RE/MAX Associates have donated over \$100 million to benefit their local communities.

“ FROM THE BEGINNING, MY DREAM WAS TO FORM THE BEST REAL ESTATE ORGANIZATION IN THE WORLD, AN ORGANIZATION IN WHICH EVERYBODY WINS – BROKERS, AGENTS, EMPLOYEES, CUSTOMERS, EVERYBODY. THIS DREAM HAS SINCE BECOME REALITY. I INVITE YOU TO BRING YOUR OWN DREAMS OF SUCCESS TO RE/MAX. ”

*Dave Liniger
Chairman and Co-founder
RE/MAX, LLC*

RE/MAX[®]

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