



## **RE/MAX Chairman: Housing Slump Presents Opportunities**

(Denver, Colo., August 15, 2007) - During the midst of a major market correction, accompanied by the fallout of sub-prime lending practices, the message to RE/MAX real estate pros attending the Annual RE/MAX International Summer Conference for Broker/Owners and Managers this week in Denver was full steam ahead!

The Conference, held at the Colorado Convention Center this week featured a keynote address from RE/MAX International's Chairman and Co-Founder Dave Liniger, in which he noted that the national slowdown in homes sales will likely reduce the number of marginal agents in the industry, and create a unique opportunity for RE/MAX.

"This is a cleansing period in the market," said Liniger, who spoke to a crowd of nearly a thousand RE/MAX professionals. "And it's up to us to be the leaders, to show our agents how to get back to the basics, how to work in a buyer's market, and our people will come out of this poised for the next sales surge."

Liniger noted several factors will allow RE/MAX to not only survive current market conditions, but to build upon its network of over 121,000 sales associates in more than 65 countries. RE/MAX has the most visited web site of all national brands, [www.remax.com](http://www.remax.com), featuring more than 90 percent of all U.S. home listings. The RE/MAX national television advertising campaign has a share-of -voice equal to all its competitors combined, and is the only real estate company listed among Advertising Age's Top 200 advertisers. Liniger also cited the premier education initiative, RE/MAX University, which offers online instruction, satellite delivered programming, DVD courses and classroom training.

"Nobody has the competitive advantages that the RE/MAX organization offers," said Liniger. "Nobody has number-one market share, number-one tools, number-one web site, number-one quality of sales associates, and number-one in the quality of the management of the organization."

Liniger also credits the experience of RE/MAX agents through past market challenges, citing that RE/MAX agents average 12 years in the industry, compared to nearly half of realtors nationwide who have been in business less than five years.

The annual conference was attended by RE/MAX brokers, owners and managers from 44 states and 15 countries. The four-day event focused on positioning the organization to lead the industry forward in 2008, and included a welcome reception and tour of the new RE/MAX International headquarters, social networking events in Denver and Winter Park, and a golf outing at The Sanctuary, Dave and Gail Liniger's renowned private course.