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**RE/MAX Ranked in Top 25 by *Hispanic Enterprise Magazine*
Real Estate Franchisor Recognized for Offering Franchise Opportunities**

(Denver, Colo., September 20, 2007) - RE/MAX International is included among the Top 25 franchise opportunities recently announced by *Hispanic Enterprise* magazine. RE/MAX, which has more than 6,500 affiliated offices worldwide, was the only real estate franchise network listed in the survey.

Hispanic Enterprise, formerly *Hispanic Trends*, is published by Editorial Televisa, in conjunction with the United States Hispanic Chamber of Commerce.

"Each and every one of the companies listed here as a Top 25 franchise has made a corporate commitment to recruit prospective franchisees from the Hispanic community over the past several years," *Hispanic Enterprise* magazine said in introducing this year's honorees. "This commitment is not based on altruism; it is based on sound economics. The companies noted here represent exceptional opportunities for prospective franchisees and have demonstrated a commitment to properly training and supporting you once you become a franchisee."

"About half of Hispanic household heads are homeowners, compared to about 75% in the Anglo community, and Hispanics will make up 40 percent of first-time buyers over the next 20 years," said Ricardo Cardenas, a vice president at RE/MAX International. "It's crucial to reach out to that market. There are a variety of ways we provide support to our franchise owners and sales associates, who specialize in the Hispanic market. RE/MAX University, for example, a multi-media education and training system, offers a number of programs in Spanish, and will soon provide specific courses on reaching the Hispanic market. Our web site has a [remax.com en español](#) link, which opens up a large portion of the content in Spanish."

Cardenas added that nearly 11,000 RE/MAX sales associates speak Spanish.

Earlier this year, RE/MAX was recognized as the number one real estate franchise in *Entrepreneur* magazine's 28th Annual Franchise 500. As a result of an innovative employment program, *Operation RE/MAX*, specifically directed at military personnel and their spouses, RE/MAX was also honored as the country's third most military-spouse-friendly employer in an annual survey conducted by *Military Spouse* magazine.

For further information on the *Hispanic Enterprise* Top 25 Franchise survey, visit hispaniconline.com.