



**FOR IMMEDIATE RELEASE**

## **New TV Ads Ask "Where Do You Want to Be?" RE/MAX Ad Campaign Reminds Viewers, It's a Good Time to Buy**

(Denver, CO - April 1, 2008) - The single bachelor; the newlyweds separated by military service, but dreaming of their first home; the family literally stuck to the front yard of the house they've outgrown; A new line of television ads running on national network and cable television asks viewers across the country - *Are you where you want to be?*

At a time when the national housing market has taken a hit and competitors are cutting back on advertising budgets, RE/MAX International Inc. launched a new advertising campaign that features :15 and :30 second TV spots with a positive message for consumers: Now's a great time to buy a home.

"RE/MAX has the power of experience and the strength of the brand continues to carry us, no matter the state of the market," said Margaret Kelly, CEO of RE/MAX International. "It's a great time to buy a home because there are more houses on the market at great prices and interest rates are still low. Our advertising campaign reminds consumers that a RE/MAX professional can help buy or sell your home so you can be exactly where you want to be."

RE/MAX, most notably recognized for its trademarked red, white and blue hot air balloon, is the only real estate franchise to be ranked as one of Advertising Age's Top 200 US Megabrands for the last several years. In 2007, RE/MAX launched an integrated ad campaign that helped make its website, [www.remax.com](http://www.remax.com), the most visited of any real estate brokerage brand, bringing more consumers to the web site and more clients to RE/MAX Agents around the world.

The web site also earned a Hitwise Top Ten Award for web site traffic in the last quarter of 2007, in part, due to the site's enhanced search capabilities that now include over 90% of all U.S. home listings.

"These new TV commercials are part of an overall strategy that has made RE/MAX one of the most recognizable brands today," said Mike Reagan, Senior Vice President of Brand Marketing and Event Management at RE/MAX International. "The ads highlight one of the most important messages we have, even in today's market - nobody sells more real estate than RE/MAX."

The RE/MAX national television campaign earns a 44% percent share of voice, which provides about as much exposure as all of its competitors combined. In addition to the TV spots, RE/MAX advertises in multiple mediums and sponsors numerous sporting events across the country.

Brand recognition is increasingly important given today's housing conditions, as more consumers choose brands they recognize and trust. The RE/MAX brand is another reason the company has been so successful as a franchise for nearly three decades. RE/MAX has had the highest ranking of any real estate franchise in Entrepreneur magazine's Franchise 500 Survey for the last eight out of ten years.

The new RE/MAX TV ads will continue to roll out through May and will run during popular network and cable programs, during primetime and throughout the day. Generic versions have been provided to individual Broker/Owners and Sales Associates for customization and local broadcasts. Spanish language spots will also air nationally on the top Spanish-language networks.

The new ads were created by RE/MAX International's in-house advertising agency, and were directed by Tim Bieber of Mr. Big Film. Shot on location in Los Angeles, Seattle, Argentina and France, the entire ad campaign is available in high-definition video with 5.1 surround sound.

**View the new RE/MAX TV spots:**

*Military Service*

*Family Stuck*

*Single Bachelor*