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## **RE/MAX Franchises, Nation's Most Productive Two National Surveys Find RE/MAX Agents Average More Transactions**

(Denver, CO May 5, 2008) – Two industry surveys of the nation's top brokerages reveal that RE/MAX Sales Associates outperform their competitors at brokerages affiliated with the major national franchises. Based on transactions closed in 2007, *The RIS Media Power Broker Survey* found that RE/MAX Sales Associates averaged 15.5 transaction sides, 39% higher than their nearest national competitor. In *The REAL Trends 500*, RE/MAX Sales Associates were also ranked the highest of all national real estate franchises, averaging 19% more transactions per agent than their closest competitor. *REAL Trends* also noted that the average real estate agent in 2007 earned 7.6 transaction sides.

According to the National Association of Realtors there are nearly 80,000 real estate brokerages in the United States. Both *The REAL Trends 500* and *The RIS Power Broker Survey* seek to identify the elite in the industry, the most successful brokerages of the year. Of all the top brokerages ranked in *The REAL Trends 500*, RE/MAX brokerages won 30% of the rankings, represented by 149 brokerages. This was more than any other national franchise and nearly as much as its next two competitors combined.

“There are many ways to measure success in real estate, but the bottom line is how productive your Sales Associates are,” said Margaret Kelly, Chief Executive Officer of RE/MAX International. “These two very prestigious surveys, prove once again that RE/MAX Sales Associates lead all their competitors, and that's what's critical in today's marketplace, when consumer is looking for a professional who can get the job done.”

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Kelly said a significant factor in the success of RE/MAX Sales Associates is the educational support provided by RE/MAX International. “Our Associates lead the industry in professional designations and sales experience because of the extensive training offered by RE/MAX University, our multi-media educational institution. It’s a state-of-the-art operation that includes “on-demand” training, available 24-7 on the Internet, and broadcast courses on the RE/MAX Satellite Network, the only such network in the industry.”

RE/MAX also recognizes the power of the Internet. Kelly said, “Today, most people start their home search on-line, and we’ve devoted a lot of resources to our web site. We’re proud to offer more than 90% of all home listings and that the site attracts more visitors than any of our competitors’ web sites.”

Even though the real estate market was experiencing a down turn in 2007, RE/MAX increased its net number of offices by 4.05 % and sold franchises at a rate 12.3% higher than its seven year average (since 2000).