



## **RE/MAX Now Number One in All Delaware Counties National Survey Ranks RE/MAX Among Top Ten in Four Categories**

(Denver, CO., February 14, 2008) - Real estate franchise network RE/MAX International, which has held number one market share of home listings sold in Delaware since 2001, has now become the number one real estate brand in all three Delaware counties. RE/MAX had been number one in Newcastle and Sussex Counties for some time and just recently took that position in Kent County.

ERA had previously been number one in market share in Kent County.

In terms of listings sold, RE/MAX is the number one brand in Delaware statewide, with 33% market share, followed by Patterson Schwartz (17.1%), Prudential (10.9%), and Keller Williams (8.7%).

RE/MAX has nearly 700 affiliated Sales Associates in Delaware, working out of 24 full-service offices that handle residential and commercial real estate. RE/MAX is also number one in major metropolitan areas throughout the United States, including Philadelphia, Cleveland, Chicago, Dallas, Atlanta, Phoenix and Denver, but Delaware is the first state in which RE/MAX can document its number one position statewide through multiple listing service data.

"This is huge for our brand in Delaware," said Sara Levine, regional vice president of RE/MAX Pennsylvania/Delaware. "Becoming number one in market share in all three counties is a major step for us and can be traced to the recruiting and retention efforts of our Broker/Owners."

Levine said a major factor in the growth of RE/MAX is a strong presence on the Internet. According to Hitwise©, remax.com is the most visited branded real estate web site.

Levine also cited RE/MAX University, a multi-media education program, as a major factor in increasing market share. "RE/MAX University is a broad-based program that provides our agents with advanced courses via satellite television, at live classroom sessions held in local markets, and with materials available 24/7 on the Internet. Real estate is an increasingly competitive business, and consumers are more sophisticated than ever. We have committed to making certain that our affiliates are on top of technology trends and new market niches. As the housing market begins to recover, our affiliates will be in the best position to take advantage."

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