



## **2010 RE/MAX INTERNATIONAL CONVENTION TO DRAW THOUSANDS TO ORLANDO**

(Denver, CO - Dec. 14, 2009) – The RE/MAX event management team has set the stage for what could be the most exciting and informative real estate convention of 2010. RE/MAX Affiliates and guest speakers from around the world will descend on Orlando, FL, in early spring for the 2010 RE/MAX International Convention, which will be held at the Orlando World Center Marriott, Feb. 28 – March 3.

The Convention will begin with a bang as political “odd couple” Mary Matalin and James Carville are set to speak at the event’s opening session. Matalin and Carville will undoubtedly address the current state of legislative initiatives, like the newly extended-expanded Homebuyer Tax Credit, that are meant to facilitate the housing recovery in the U.S. Other popular speakers like Kevin Carroll, who’s well known for his advocacy of productive play and sports, will speak to thousands of RE/MAX attendees.

“Now, more than ever, it’s important that RE/MAX Affiliates come together with industry experts to focus on critical issues, as local and national officials look to us to help shape the future real estate market,” said Margaret Kelly, Chief Executive Officer of RE/MAX International, who recently appeared on CNBC to discuss the enhanced Homebuyer Tax Credit. “The RE/MAX International Convention is one of the industry’s most exciting events of the year and is an opportunity for our agents to learn, share and recharge.”

The RE/MAX Convention features four full days of educational sessions, training, speaker panels, a marketplace, fundraisers for RE/MAX charities - Susan G. Komen for the Cure® and Children’s Miracle Network - and a variety of other activities and entertainment.

But, the most anticipated session is the convention’s Opening General Session with remarks and insights by legendary RE/MAX Chairman and Co-Founder Dave Liniger. Liniger’s on a 28-city ‘*Demand Success Today and Tomorrow*’ speaking tour now, in which he discusses generational home buying trends and the power of social networking. Social media will be another popular topic, and convention-goers will be able to share photos and network with others at the Convention through the [RE/MAX International Convention Facebook page](#).

The RE/MAX Convention will conclude with a networking party and reception, featuring the good vibrations of The Beach Boys.

RE/MAX is seeking to build on its successes in 2009 when the Denver-based franchise added nine new countries and 400 new franchises worldwide. Also in 2009, RE/MAX was the top ranked real estate franchise in two leading surveys, “The Franchise Times Top 100” and *Entrepreneur Magazine’s* “Franchise 500 Survey.”

The RE/MAX International Convention is in its 34th year. To find out more about the 2010 RE/MAX International Convention, visit the Convention Facebook page at: <http://www.facebook.com/pages/Orlando-FL/REMAX-International-Convention/157754499204>

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#### **About REMAX**

RE/MAX was founded in 1973 by Dave and Gail Liniger. From a single office in Denver, Colorado, it has grown into a global network of nearly 100,000 Sales Associates in more than 70 countries, an international presence greater than any of its competitors. Nobody in the world sells more real estate than RE/MAX.

RE/MAX has been honored as the leading real estate franchise for nine of the last 10 years in the oldest and most respected ranking, “The Franchise 500,” survey, published by *Entrepreneur* magazine.

Today, all U.S. home listings in thousands of cities and towns can be found at [www.remax.com](http://www.remax.com), the most visited real estate franchise web site. “ComScore, Jan.-June 2009; Compete.com, Feb. 2008-June 2009; Hitwise, Jan.-June 2009”

RE/MAX International is proud of its Premier Community Citizenship, which has raised over \$100 million for deserving organizations like Susan G. Komen for the Cure®, Children’s Miracle Network and The Sentinels of Freedom Foundation.

For information on RE/MAX International visit: <http://www.remax.com> or <http://www.joinremax.com>

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