RE/MAX International

Broker Conference Sets Agenda for New Market

Hundreds of RE/MAX Brokers Gather in Chicago to Focus on Future

(August 17, 2009 – Chicago, IL) Speaking to an enthusiastic audience of nearly 700 Broker/Owners and Managers, RE/MAX International, Inc., Chairman and Co-Founder Dave Liniger spelled out his vision of the post-recession real estate industry.

"Many are saying that the housing market has finally bottomed out, but there still might be some difficult days ahead," said Liniger. "Maybe the worst is behind us, but real estate will never be the same, and we're not going back to the booming days of 2005 and 2006. A completely different marketplace lies ahead and we must be ready to deal with a new set of challenges."

In the first seven months of 2009, RE/MAX has already added nearly 300 new franchises and expanded its network into seven new countries, but the real estate leader is not satisfied to rest on these successes. Distressed properties still make up a significant percentage of the inventory in most countries, and recovery is dependent upon moving these properties off the market.

"The key to a sustainable new marketplace is selling distressed properties and foreclosures as quickly as possible, and we're working with lenders and government agencies and training our Sales Associates to do just that," Liniger said.

Since Liniger first began promoting the Certified Distressed Property Expert (CDPE) designation last March, over 6,000 RE/MAX Sales Associates have completed the two-day course. Subsequent surveys demonstrate that CDPE agents are twice as likely to help a family keep their home, close short sales in half the time, and close over three times more transactions as other agents.

Liniger also told the Broker/Owner gathering that he believed the housing market will likely skip along the bottom for several months, with only slow, moderate growth, and will only experience a dramatic up-tick when another shift occurs; a new demographic of consumers starts buying homes.

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In about two to three years, when Gen Y or "millenials" start to buy homes, the marketplace may very well repeat the rapid growth it saw when baby boomers came of age, a similar sized generational group. As a result, real estate professionals will need to learn how to meet the expectations of this new generation of home buyers and sellers to be successful in the next housing boom.

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About RE/MAX International, Inc.

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 9 of the last 10 years in the oldest and most respected ranking, "The Franchise 500 Survey," published by *Entrepreneur Magazine*.

Today, all the home listings in thousands of cities and towns can be found at www.remax.com, consistently ranked among the most visited real estate web sites.

RE/MAX International is proud of its Premier Community Citizenship, which has raised nearly $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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