



Helping Seniors Make the Move

New Program with Brookdale Senior Living Provides Options to Seniors

(March 26, 2009 – Denver, CO) In conjunction with Brookdale Senior Living, one of the most trusted names in real estate proudly introduces The RE/MAX Family Advantage Program. At a critical time in their lives, seniors considering moving into a Brookdale community may be provided with specially designed services by RE/MAX Sales Associates.

Brookdale Senior Living, the nation's largest owner of senior communities, operates more than 550 communities, with over 52,000 residents. When prospective Brookdale residents are also homeowners, they often require special assistance preparing to make a move. RE/MAX Sales Associates, many of whom hold the professional designation, Senior Real Estate Specialist (SRES), will be available to assist these senior homeowners with each step in the process.

“More RE/MAX agents hold the SRES designation than agents at any other real estate network,” said Mike Reagan, Senior Vice President/Brand Marketing with RE/MAX International. “These dedicated agents are very sensitive to the needs of senior homeowners, and have completed a series of intensive courses preparing them for every aspect of these transactions.”

When a senior or their family members inquire about making a move to a Brookdale senior community, they will be provided with information on the new RE/MAX Family Advantage Program. If they decide that they need assistance with the complexities of selling their home and making a move, specific contact information for a professional real estate agent can be provided. There is never any obligation to participate in the program.

“Our Sales Associates understand the challenges that homeowners face when they decide to make the move to a senior community, and our goal is to make their transition as smooth as possible,” Reagan said.

In addition, Sales Associates who participate in The RE/MAX Family Advantage program are being encouraged to make a donation on behalf of their senior clients to The Susan G. Komen for the Cure Foundation, to assist in the fight against breast cancer. For nearly seven years, RE/MAX has been proud to sponsor the “Sold for the Cure” program, where Sales Associates make a cash donation from each sales transaction they complete.

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About Brookdale Senior Living

Brookdale Senior Living Communities have provided exceptional senior living since 1978. Today, Brookdale is the nation’s largest owner and operator of senior living communities throughout the United States, and a leading national provider of senior-related services.

With an outstanding reputation in our field, we currently operate more than 550 senior living and retirement communities across the nation. Each day, more than 32,000 Brookdale associates serve over 52,000 residents in a variety of settings.

For more information please visit www.brookdaleliving.com.

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.

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,” 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. Nobody in the world sells more real estate than RE/MAX.

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: www.remax.com or www.joinremax.com

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