



Inspiration for 2009 Real Estate Market **Past Success Provides Competitive Position for World's Sales Leader**

(March 3, 2009 – Las Vegas, NV) Before an enthusiastic audience of thousands of RE/MAX Affiliates, Dave Liniger, Chairman and Co-Founder, revealed his vision of real estate for the upcoming year. He expressed pride for the organization's many successes of 2008, and provided practical strategies for remaining successful through 2009.

“We should be proud of the tremendous accomplishments we've made this past year; the awards, the worldwide growth, franchise sales and the fact that we continue to sell more real estate than any other organization in the world,” Liniger told the RE/MAX Affiliates. “But we have another challenging year ahead of us, and we must be innovative and resourceful to remain the leaders in our industry.”

Liniger stated that 2009 will continue to see high numbers of distressed properties and urged all Sales Associates to take advantage of RE/MAX University course offerings to educate themselves on dealing with this large segment of the market.

“In some markets, distressed properties may make up as much as 50% of the available properties, and RE/MAX Sales Associates need to be the very best at dealing with these situations, helping families avoid foreclosure and quickly selling those properties that hit the market.” Liniger said.

In his opening address for the week-long International Convention, Liniger also announced new training opportunities available through the Distressed Property Institute of Boca Raton, FL, and a Strategic Alliance with New Vista Asset Management of San Diego, CA.

Both initiatives are designed to provide preparation and business opportunities in the 2009 marketplace, which will likely experience a record number of foreclosures, although Liniger also provided insights about a real estate rebound that could occur in the middle of the year.

“If the government stimulus is effective and we can turn off the spigot of foreclosed properties, sales could start an upward trend in early summer that could result in a slow, but steady climb in home prices over the next few years,” Liniger predicted.

Also, speaking at the RE/MAX International convention, Chief Executive Officer Margaret Kelly told the audience that the key to success in 2009 was a combination of traditional customer service, innovation and attitude.

“You will reach your goals this year if you stay in touch with your clients, take time to become better educated, and enjoy your career with a positive attitude, Kelly advised.

Continuing on the theme of maintaining a positive outlook on life, the keynote address was presented by Chris Gardner, whose career struggles were the subject of the Hollywood film, “The Pursuit of Happiness.”

The gathering of thousands of RE/MAX Affiliates, from around the world, continues in Las Vegas through the week, with numerous professional workshops and networking opportunities.

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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.

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 U.S. home listings in thousands of cities and towns can be found at www.remax.com, frequently ranked as the most visited web site of any real estate brokerage brand. 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.

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