



## **INVESTORS PLAY KEY ROLE IN MARKET RECOVERY** *RE/MAX Partners with InvestorLoft.com to Give Consumers Valuable Investment Information*

(Denver, CO, May 21, 2009) – RE/MAX International, Inc., announced today a new, strategic partnership with online technology provider InvestorLoft.com. InvestorLoft.com allows investors to value residential real estate and make investment decisions that could help stabilize local real estate markets. RE/MAX is the first real estate network in the U.S. to partner with InvestorLoft.com.

Real estate experts say investors will play a key role in the housing recovery. According to a National Association of REALTORS® (NAR) study, real estate investors account for 22% of real estate transactions today and 75% of their purchases are single family homes, condominiums and townhomes.

“We chose InvestorLoft as a RE/MAX Technology Partner because they have sophisticated technology that gives consumers a chance to make viable investment decisions,” said Kristi Graning, Senior Vice President, Information Technology and eBusiness for RE/MAX International. “With InvestorLoft.com, RE/MAX agents can now offer their clients a valuable resource that will not merely affect just one investor’s purchasing decision, but could impact local real estate markets across the country. That’s important to our Associates who understand this market and have more real estate experience than other real estate agents.”

Today’s real estate market is a historic combination of the lowest mortgage rates since the 1970’s, the best affordability in over 40 years and a tremendous selection of homes. Recently, the Federal Housing Administration (FHA), which administers a variety of single family mortgage insurance programs, upped the number of investment properties a consumer can own and finance with government-backed loans from four to 10 individual properties. The more investment properties that are purchased, the less inventory remains on the market.

InvestorLoft.com’s PropScout™ is a proprietary vertical search engine that allows real estate investors to locate, filter and analyze potential investment property, giving them access to critical information such as cash flow and capitalization rates. The Colorado-based company was recently named “Best New Real Estate Investor Tool of 2008” by *Personal Real Estate Investor Magazine*.

For more information about InvestorLoft.com, visit [www.investorloft.com](http://www.investorloft.com). For more information about RE/MAX International or to search for property listings, visit [www.remax.com](http://www.remax.com).

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**About REMAX 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](http://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](http://www.remax.com) or [www.joinremax.com](http://www.joinremax.com)

**About InvestorLoft.com**

InvestorLoft.com is the first technology-driven real estate investment marketplace to effectively solve the challenges of identifying, analyzing and funding investment opportunities. InvestorLoft provides investors and professionals alike a comprehensive and unrivaled solution for uncovering and matching viable opportunities to meet the specific needs of investors. Customizable search criteria allow both parties to find exactly what they’re looking for, resulting in significantly more closed transactions. InvestorLoft not only serves as a trustworthy resource aimed at empowering professionals in their investment decisions but also provides education and awareness on how to leverage IRAs to fund real estate transactions. InvestorLoft was founded in 2006 and is headquartered in Denver, Colorado.

For more information on InvestorLoft, please visit [www.investorloft.com](http://www.investorloft.com).

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