



## **RE/MAX CLAIMS STAKE IN COLOMBIA AND MOROCCO**

*New Region Owners Look to Make RE/MAX a Household Name*

(Denver, CO – July 27, 2009) RE/MAX International, Inc., recently welcomed the countries of Colombia and Morocco to its growing global real estate franchise network which now boasts offices in more than 70 countries.

Since the beginning of 2009, seven countries and territories have joined the RE/MAX Network and RE/MAX International has sold nearly 300 franchises worldwide.

“These are exciting times for RE/MAX International and for these new Region Owners,” said William Soteroff, Senior Vice President of International Development at RE/MAX International. “Both RE/MAX Colombia and RE/MAX Morocco have the potential to bring a new professionalism to the real estate industry and provide added value to homebuyers and sellers in Morocco and Colombia.”

New General Manager, Soufiane Elaamili with Franchise Sales Manager, Mehdi Belaabas from Morocco, and franchise owners Francisco Paillie and Nestor Arenas from Colombia, were at RE/MAX International headquarters in Denver last week for the formal signing.

“We want to be affiliated with the best in the world, which is why we chose RE/MAX,” said Soufiane Elaamili, General Manager of RE/MAX Morocco who, like Mehdi Belaabas, was born and raised in Morocco. “Our biggest challenge will be managing growth, as people in our country and around the world want to join RE/MAX for its brand name and reputation of having the most exceptional real estate agents.”

RE/MAX Morocco will be headquartered in Casablanca and Elaamili and Belaabas hope to rapidly open offices while building a network of trained, professional real estate agents.

RE/MAX Colombia franchise owners, Francisco Paillie and Nestor Arenas, also plan to open a host of new offices in and around their headquarters in Bogota and know the RE/MAX brand name will be an added asset in recruiting experienced agents.

“Homebuyers and sellers in Colombia will appreciate working with RE/MAX real estate agents because they are trained professionals who know the local market and have extensive experience,” said Francisco Paillie.

Morocco is located in North Africa and has a population of nearly 34 million. The country's real estate market is growing with an influx of foreign investors and an increase in homeownership among the Moroccan middle class. While the real estate industry is still unregulated, RE/MAX Morocco will make training and education available to real estate professionals in the region.

Colombia is the fourth largest country in South America but is the second largest in population with close to 45 million residents. The Colombian government is focused on improving the country's real estate market and recently created new incentives for homebuyers which Arenas and Paillie believe will improve sales throughout Colombia's major population centers.

RE/MAX continues to actively pursue franchise sales across the U.S. and around the world. In early 2009, RE/MAX appeared in *Entrepreneur Magazine's* "The Franchise 500 Survey" for the ninth time in ten years, ranking higher than any other real estate franchise. The Denver-based franchisor led all its competitors in three categories, including Global Franchises.

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**About RE/MAX International, Inc.**

RE/MAX was co-founded by Dave and Gail Liniger in 1973. From a single office in Denver, Colorado, RE/MAX has grown to be 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.

Remax.com offers consumers all home listings in thousands of U.S. cities and towns and is consistently ranked among the most visited real estate web sites.

RE/MAX has been honored as [the leading real estate franchise](#) for nine of the last ten years in the oldest and most respected ranking, "*The Franchise 500 Survey*," published by *Entrepreneur Magazine*.

RE/MAX 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://ww.remax.com> or <http://ww.joinremax.com>

Contact: Cory Jo Vasquez  
Public Relations Manager  
RE/MAX International, Inc.  
5075 South Syracuse Street  
Englewood, CO 80237  
(303) 796-3667  
[cjvasquez@remax.net](mailto:cjvasquez@remax.net)

