



## ***RE/MAX Green Offers Agents Second Environmental Designation Through EcoBroker®***

(Denver, CO, Oct. 14, 2009) – RE/MAX International, Inc. recently announced that, to further its RE/MAX Green program, the Denver-based franchise company is partnering with EcoBroker® to offer RE/MAX agents additional green educational courses. The partnership provides a chance for agents to earn another energy and environmental designation.

The EcoBroker® Certified designation program offers RE/MAX agents courses that will allow them to become certified in and specialize in green real estate. RE/MAX International launched RE/MAX Green earlier this year and has green certified real estate designees across the country.

“RE/MAX agents are the most knowledgeable and experienced in the business, and have the professional specialties that consumers look for when they’re buying or selling a home,” said Tom Kramig, Vice President of Multi-Media and Education. “Our agents seek out this type of education, especially green training, because they’re both environmentally conscious and they know it makes a difference to the consumer.”

RE/MAX Green was designed to help RE/MAX agents earn green designations while pairing eco-conscious consumers with an experienced and knowledgeable agent. The RE/MAX Green program also helps homebuyers and sellers identify RE/MAX agents and offices with expertise in locating eco-friendly homes or recommending changes to reduce a home’s carbon footprint.

The EcoBroker certification program will supplement education already offered through RE/MAX International’s award-winning RE/MAX University.

Three modules make up the EcoBroker 18-hour curriculum including EcoBroker Environmental Advantage, EcoBroker Energy Advantage and EcoBroker Green Market Advantage. Agents also receive first-year membership benefits like membership in the Association of Energy and Environment Real Estate Professionals (AAERP.org), as well as access to marketing tools and templates and national networking opportunities.

Combined with RE/MAX University’s industry-leading education platform, RE/MAX Affiliates who earn their EcoBroker certification and other designations are positioned to be the most informed and educated real estate agents today.

“RE/MAX agents have always been early adopters and appeared among our very first EcoBroker Certified® members,” said John Stovall, Vice President for Business Development, EcoBroker International. “We are proud to have certified hundreds of RE/MAX agents through our training programs over the years. The RE/MAX Green program offered through RE/MAX University reaffirms the strong commitment RE/MAX agents have for their clients and their environment.”

RE/MAX University delivers educational programs to its Associates through classroom training, online streaming video, downloads, conferences and via RE/MAX Satellite Network, the company’s exclusive satellite TV network.

RE/MAX Associates have more advanced professional designations than agents from any other real estate network. For example, RE/MAX agents are uniquely qualified to manage foreclosures and distressed property as more than 7,000 RE/MAX Associates have earned the Certified Distressed Property Expert (CDPE) designation – more than any other national real estate network. And because nearly a third of the market is foreclosures and short sales, RE/MAX agents are uniquely positioned to help buyers and sellers navigate today’s challenging market.

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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,” published 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), which is the most visited real estate franchise web site.

(ComScore, Jan.-June 2009; Compete.com, Feb. 2008-June 2009; Hitwise, Jan.-June 2009)

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: <http://www.remax.com> or <http://www.joinremax.com>

#### **About EcoBroker**

EcoBroker is the premier provider of green designation training for real estate professionals. Through its unique and award-winning energy and environmental curriculum, real estate professionals acquire the knowledge to become EcoBroker Certified® and assist clients in their pursuit of greener homes. Certified members are known to consumers simply as EcoBrokers® and Ecosociates™. Since 2002, EcoBroker has grown to more than 5,000 members worldwide. For more information on EcoBroker International, visit [www.EcoBroker.com](http://www.EcoBroker.com) or call Mark Gashler or Kim Young at 1-800-706-4321.

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