



## **RE/MAX PARTNERS WITH IQUAL**

### *Consumer Credit Articles to Appear on Remax.com*

(Denver, CO, September 10, 2009) – RE/MAX International, Inc. recently announced a partnership with California-based iQual Corporation whose flagship product, the ApprovalGUARD™ Service, is designed to help consumers understand and manage their credit profile. The terms of the partnership will allow RE/MAX to provide consumer credit information and articles written by professional credit experts on the most visited real estate franchise web site\*, remax.com.

“Consumers have always found it difficult to understand their own credit, but in today’s market many are also finding it harder to qualify for credit, and are looking for resources to help them proactively manage their personal credit profile,” said Marnie Blanco, Vice President of eBusiness at RE/MAX International. “Remax.com is a one-stop hub of consumer resources and information on everything from preventing foreclosure and choosing a contractor, to finding an experienced agent in your neighborhood. Now, our partnership with iQual will allow us to provide consumers with a host of easy-to-read articles to help consumers become experts on their own credit health.”

Each article featured on remax.com will link to iQual’s website where consumers can find more resources and even credit coaching options. Remax.com visitors will also be able to use a promotional code, offered on each article, to get a 30-day no obligation trial of iQual’s service which includes credit reports, credit scores, a dedicated personal credit coach and a private credit review session by phone.

While iQual does not provide credit repair services, the company focuses instead on educating and coaching consumers as well as providing them tools and resources on how they can more effectively self-manage, build and optimize their overall credit and debt profile.

For more information on iQual’s ApprovalGUARD Service visit <http://www.approvalguard.com>. For more information on RE/MAX International or to search for property listings, visit <http://www.remax.com>.

\*ComScore, Jan-June 2009; Compete.com, Feb. 2008-June 2009; Hitwise, Jan-June 2009.

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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," 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 iQual Corporation**

iQual is led by Jeff Mandel, it's President & CEO along with a team of industry experts. The company was formed in 2007 and its flagship product, the **ApprovalGUARD™ Service**, has quickly become the standard in the next generation of credit services. iQual's mission is to assist every person in the United States to manage their credit, debt and home equity more strategically in order to optimize both their current credit and future financial situation. The ApprovalGUARD service is focused on providing every one of its customers with the credit education and support they need to more effectively understand and manage their credit on a proactive basis, resulting in lowering their credit and debt-related stress.

For information on iQual Corporation or ApprovalGUARD visit: <http://www.igual.com> or <http://www.aprovalguard.com>.

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