

***FOR IMMEDIATE RELEASE***



**RE/MAX Rolls Out 2009 National TV Campaign**  
*TV Spots Acknowledge Today's Market and Offer Expert Advice*

(Denver, CO -- January 16, 2009) RE/MAX Agents have the experience to get the job done. This is the message of newly created TV spots from RE/MAX, which tell viewers that today, more than ever before, professional real estate agents make a big difference when you're trying to buy or sell a home. Sellers are reminded that they may not need to "wait for the market to heat up," while buyers are advised that they might just "kick themselves" later for not buying in today's market.

"Our RE/MAX Agents have the advantage of years of experience, and they know how to get the job done," said Margaret Kelly, CEO of RE/MAX International. "We think the public needs to understand that there are some great opportunities out there and RE/MAX Agents are the best trained to help them through the process."

In a market where its competitors are cutting back on advertising buys, and even canceling entire television campaigns, RE/MAX is still vigorously promoting its brand with a strategic mix of television, cable, radio, print and Internet. RE/MAX continues to make media buys on a regional level, as well as, nationally, where its TV ad campaigns attract nearly as many viewers as all of its competitors combined.

The new RE/MAX television campaign will roll out over the next few months and can be seen during popular prime-time network programming, newscasts, and on cable TV. All the spots have also been produced in Spanish, and will be carried on prominent Spanish Language networks. For the last three years RE/MAX has produced its TV commercials in a High-Definition video format with 5.1 surround sound.

"We feel that our brand recognition is so high because of our extensive advertising campaign, which translates directly to the public choosing a RE/MAX Agent. And that's why nobody in the world sells more real estate than RE/MAX," said Kelly.

All the RE/MAX TV spots direct viewers to the company web site, [remax.com](http://remax.com), which is frequently ranked as the most visited web site of all the real estate brokerage brands. Consumers can find all home listings in thousands of U.S. cities and towns on the [remax.com](http://remax.com) site. Today, the name RE/MAX has become the second most searched real estate term on the web.

This month *Entrepreneur Magazine* released its 30<sup>th</sup> annual “Franchise 500 Survey,” and ranked RE/MAX as the leading real estate franchise for the ninth time in ten years. RE/MAX was also honored to be the highest ranked real estate franchise in three separate categories of the survey, the oldest and most respected ranking in the industry.

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For information on RE/MAX International visit: [www.remax.com](http://www.remax.com) or [www.joinremax.com](http://www.joinremax.com)

***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. No one in the world sells more real estate than RE/MAX. Today, all U.S. home listings in thousands of cities and towns can be found at [www.remax.com](http://www.remax.com).

RE/MAX is proud of its Premier Community Citizenship, which has raised tens of millions of dollars for deserving organizations like Susan G. Komen for the Cure, Children’s Miracle Network and The Sentinels of Freedom Foundation.

Contact: Shaun White  
Director, Media Relations  
RE/MAX International, Inc.  
Direct 303-796-3405  
[shaunwhite@remax.net](mailto:shaunwhite@remax.net)

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