



RE/MAX LAUNCHES BOLD NEW WEBSITE

(Denver, CO – June 11, 2009) Clean. Simple. Smart. Powerful. Four words that describe the new RE/MAX International, Inc. [web site](#) that recently launched in the midst of a challenging real estate market, proving that RE/MAX is still a leader in the real estate industry.

The newly redesigned remax.com has a virtual punch worthy of this global [franchise](#) network's size and strength – nearly 100,000 agents in more than 70 countries. It's a fresh new website designed for consumers, investors, the media and more, with a host of new features and enhanced functionality that make buying, selling and managing real estate more intuitive.

“RE/MAX has defined every aspect of the real estate industry for more than 36 years and as a company, we've always been on the forefront of new technologies that simplify the real estate business for consumers,” said Margaret Kelly, Chief Executive Officer of RE/MAX International. “With each new day at RE/MAX, we're finding new ways to help consumers find the very best agents, search property listings around the world and navigate any real estate market.”

Some of the newest features on remax.com were built for consumers in today's market. The homepage features extensive search tools for finding a home for sale, [a RE/MAX real estate agent](#) or a RE/MAX Office. It also includes a detailed list of mortgage rates, dynamic videos and consumer articles that include tips to prevent foreclosure and a tutorial on understanding your credit score.

Remax.com visitors can use the comparable home sales tool to assess the value of their home, and prospective buyers can use new mapping features like the Street View and RE/MAX Balloon View to get a detailed look at a home or neighborhood without leaving their computer. Much of the existing information on remax.com has been streamlined so that users get to more comprehensive information with fewer clicks of the mouse.

The new site was designed by [Robert Bynder Design, Inc.](#), based in Westlake Village, CA, and implemented by eNeighborhoods out of Boca Raton, FL.

“Remax.com is an attractive, yet functional website that is rich in content and delivers exactly what consumers need to manage today's real estate market,” said Kristi Graning, Senior Vice President of IT and eBusiness at RE/MAX International. “The site will continue to grow

and evolve as we continue to adapt to consumer demands and the demands of any given real estate market.”

Remax.com is only one part of the company’s aggressive, integrated advertising and communications campaign to inform consumers. RE/MAX International also recently launched three new television ads featuring CEO Margaret Kelly discussing the current market. With these ads and other TV spots, RE/MAX claimed 99.7% of all national real estate television advertising in the first quarter of 2009. RE/MAX also advertises on national radio and has launched corporate sites on social networking applications to complement its online advertising efforts.

In addition to the new consumer site, RE/MAX launched an upgraded version of its Extranet, Mainstreet, which gives RE/MAX agents tools, education and information to manage their business. Mainstreet includes a Design Center application that allows RE/MAX agents to customize pre-formatted marketing materials and the site has comprehensive training-on-demand videos offered through the award-winning RE/MAX University. Mainstreet also hosts RE/MAX LeadStreet which has generated more than 6.5 million leads, since it was launched, to RE/MAX agents with no referral fee charged from RE/MAX International.

For more information about RE/MAX visit <http://www.remax.com>.

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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 nine of the last 10 years in the oldest and most respected ranking, “The Franchise 500 Survey,” published by *Entrepreneur Magazine*.

Today, all U.S. home listings in thousands of cities and towns can be found at <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: <http://www.remax.com> or <http://www.joinremax.com>

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