



REAL ESTATE VETERAN BUYS MASTER FRANCHISE IN SINGAPORE

New Regional Director to Expand RE/MAX Presence in Southeast Asia

(Denver, CO – April 6, 2009) The RE/MAX system continues to grow at a record pace, as Ken Lim, Broker/Owner of RE/MAX Real Centre in Singapore, becomes the new Master Franchise regional owner and director. In 2008, RE/MAX sold over 700 franchises worldwide, and now has nearly 7,000 offices in more than 70 countries and territories, an international presence greater than any of its competitors.

"The opportunity to expand in Singapore is very exciting," says William Soteroff, Senior Vice President of International Development at RE/MAX International. "And as one of our Broker/Owners, Ken Lim has been a privilege to work with. We're looking forward to strengthening and increasing the RE/MAX presence in the region."

Ken Lim has been a RE/MAX Broker/Owner for seven years, and has been selling real estate in Singapore for more than 15 years. He currently has two offices with 80 agents. Lim began his career as a door to door salesman some 35 years ago. After a stint as a company's Regional Sales Director in Southeast Asia, Lim's entrepreneurial spirit led him to the import business, and then into real estate.

"When I first heard about the RE/MAX model, I told myself, that's what real estate should be," says Lim. "Agents should be able to keep the commissions they earn. So, rather than reinvent the wheel, I decided to join a successful company."

Lim is father to two daughters, and the grandfather to six grandchildren. One daughter and her husband have joined him in what's become a family real estate business. The real estate market in Singapore is very competitive, but Lim says he expects to sell up to 25 new office franchises over the next five years.

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"I now have a second generation to think about," he says. "And buying the Master Franchise is how I will grow my business for the future."

With a population of more than 4.8 million, Singapore is one of the four remaining true city-states. It is the smallest nation in Southeast Asia, but boasts the fifth wealthiest economy in the world.

The Singapore expansion is just one recent example of RE/MAX International growth. In the past three months, six countries have joined the company; India, Albania, Ecuador, Macedonia, Uruguay and the Bahamas. RE/MAX continues to actively pursue franchise sales across the United States and around the world.

Entrepreneur Magazine, recently honored RE/MAX with an appearance in the oldest and most respected ranking in the franchise industry, "The Franchise 500 Survey." For the ninth time in the last ten years, RE/MAX ranked 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. 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, which is consistently ranked among the most visited real estate websites.

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.

For information on RE/MAX International visit: www.remax.com or www.joinremax.com

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