

**FOR IMMEDIATE RELEASE**



## **SAVING RESOURCES BY SHARING EXPERTISE**

### ***New RE/MAX "Green" Program Benefits Agents and Consumers***

(Denver, CO, March 17, 2009) With a growing number of consumers looking for less in a home: less energy, water and natural resource usage, and less waste production; RE/MAX International Inc., is launching a new initiative, aimed at educating the company's Sales Associates and their customers in "earth friendly" living. As part of the company's policy of Premier Community Citizenship, RE/MAX Green is committed to the sustainability and environmental well being of the communities where our real estate professionals work and live.

The new program helps homebuyers and sellers find RE/MAX agents and offices with expertise in locating eco-friendly homes, or recommending changes to reduce a home's carbon footprint.

"Even just one person can have a positive effect," says Margaret Kelly, RE/MAX Chief Executive Officer. "Just imagine what can happen when thousands of our agents get involved."

The keystone of the new RE/MAX Green initiative is a comprehensive training program. Through RE/MAX University and the RE/MAX Satellite Network, agents will be able to participate in classes designed to help them earn the National Association of Realtors® new Green designation. Agents who earn the NAR designation, or any one of four other others, including EcoBroker®, can participate in RE/MAX Green, and use the distinctive house and plant logo.

"Many of our agents have been 'Green Specialists' for years," says Mike Reagan, Senior Vice President of Brand Marketing for RE/MAX International. "The RE/MAX Green

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program was created to help consumers utilize the agent's knowledge in a world that increasingly values—and needs—eco responsibility."

RE/MAX Green will also encourage RE/MAX offices across the country to take part, rewarding those who lower their energy consumption, or make the commitment to reduce or eliminate paper. Energy efficiency and "green" living are becoming more and more important to home buyers and sellers. NAR projects that "green" building could soon make up 25% of all new construction nationwide.

And the "green" philosophy starts at the top. The RE/MAX International Inc. headquarters building, located in Denver's Tech Center, has been recognized among the top 4% in the nation in energy efficiency. As a result, the Environmental Protection Agency recently awarded RE/MAX the "Energy Star" award.

"This is something we take very seriously," says Kelly. "RE/MAX has a commitment to improving not only our business practices, but the communities we serve."

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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](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.

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