



National Brokerage Surveys Place RE/MAX on Top Experience and Training of RE/MAX Agents Critical in Today's Market

(Denver, CO., April 15, 2010) - Two surveys of elite real estate brokerages indicate that in 2009 RE/MAX significantly outperformed its national competitors. The [2010 Power Broker Report](#) ranked 69 RE/MAX brokerages among their Top 300, representing 23% of all ranked brokerages. This showing placed RE/MAX 47% higher than its closest competitor. In the [REAL Trends 500 survey](#), 122 RE/MAX brokerages earned a ranking, giving RE/MAX 24% of the top 500 brokerages in the U.S.

“We are so proud of our Sales Associates for earning such an impressive distinction, especially considering how difficult today’s market is,” [says Margaret Kelly, CEO of RE/MAX International](#). “The fact is, only the best trained and most experienced agents will find ways to succeed and be able to provide valuable assistance to so many American families facing financial difficulties.”

[RE/MAX Sales Associates](#) had the highest agent productivity of all the national real estate brands. In the *2010 Power Broker Report*, Sales Associates affiliated with RE/MAX brokerages averaged an impressive 15.1 transaction sides per agent, an 18% increase over their winning position in last year’s survey, and a performance that placed them 26% higher than the next closest competitor.

Kelly believes a significant factor in the success of [RE/MAX Sales Associates](#) is the comprehensive educational resources available through RE/MAX University. “Our Associates lead the industry in sales experience and professional designations. Within the past year, over 15,000 agents earned a distressed property designation from RE/MAX University, our on-demand, multi-media educational institution, and we have significant initiatives that will increase those efforts in the coming year.”

[The National Association of Realtors®](#) has said that nearly 40% of the current market consists of

distressed properties, including foreclosures and Short Sales. However, because the Short Sale process has been difficult for distressed homeowners and Realtors to navigate, RE/MAX has led a lobbying effort in Washington, DC to revise the process. As a result, the Treasury Department announced that as of April 5 all lending institutions participating in HAMP must follow new, uniform Short Sale procedures.

“We worked long and hard for this reform, and are very pleased that Treasury has now put these Short Sale measures in place,” says [Dave Liniger, Chairman and Co-Founder of RE/MAX International](#). “With Treasury, we produced a [special satellite broadcast](#) to train our agents on the new Short Sale process. We hope the result is that fewer families will go through the traumatic foreclosure process, and we can reduce the number of foreclosed properties on the market.”

The 22nd annual Power Broker Report is produced by RIS Media and the complete report can be found online at www.rismedia.com. The final *REAL Trends 500* survey will be released on May 1, but a preliminary summary is now available online at www.realtrends.com.



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 75 countries, an international presence greater than any of its competitors. Nobody in the world sells more real estate than RE/MAX.

RE/MAX has been recognized as the leading real estate franchise in the “2009 Franchise Times Top 200,” and has also been honored as the top real estate franchise for nine of the last 11 years in “The Franchise 500 Survey,” published by *Entrepreneur* magazine.

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

Contact:

Shaun White
Vice President, Corporate Communications
RE/MAX International, Inc.
Direct 303-796-3405 shaunwhite@remax.net