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RE/MAX Agents Receive Exclusive iPad App for Listing Presentations

(Anaheim, CA – NAR Convention) – [RE/MAX](#) agents worldwide will soon be pulling out their Apple iPads when meeting with prospective home sellers, using one of the real estate industry's first iPad App for listing presentations called "RE/MAX Presenter," an innovative and intuitive application developed exclusively for RE/MAX agents.

"RE/MAX continues to be at the forefront of providing agents with inventive technologies that make buying or selling a home easier for consumers to understand," said Kristi Graning, Senior Vice President, eBusiness and Emerging Technologies. "Our new RE/MAX Presenter app for the iPad is a highly-intimate and impressive way for on-the-go agents to show a home seller how their home will be marketed."

Agents will utilize RE/MAX Design Center to create a personalized "listing presentation" for their iPad or iPad 2. An agent can select from professionally designed RE/MAX-branded templates and with a click of the mouse can automatically customize a listing presentation with the agent's personal information. Agents then import their final presentations in their iPads directly from Design Center, using either a Wi-Fi or 3G connection. No syncing with a computer is required.

Design Center, powered by marketing technology leader Imprev (which also developed the new iPad app for RE/MAX), is the company's online custom marketing center, featuring more than 1,000 RE/MAX branded marketing materials – from flyers and postcards to virtual tours and animated greeting cards. Design Center is a very popular resource with RE/MAX agents because it allows them to build entire personalized marketing campaigns, which directly connect to Facebook, Twitter, YouTube and Realtor.com. It becomes even more robust with the addition of iPad-ready presentations.

RE/MAX Presenter features autorotation and swiping, and provides agents with a visually powerful presentation for prospective home sellers, using full-color, high-definition images.

"The iPad is more than just an entertainment device. With apps like RE/MAX Presenter, it's becoming an engaging productivity tool for agents," said Graning. "RE/MAX Presenter allows agents to sit next to a customer and walk them step-by-step through the marketing experience they're going to provide," Graning, added. "Besides, our new app gives an agent a terrific excuse to buy an iPad."

Graning notes the new RE/MAX Presenter app has a dual purpose. In addition to agent listing presentations, it also provides RE/MAX Broker/Owners with a persuasive recruiting tool, loading recruiting presentations from Design Center into their iPads for meeting with prospective RE/MAX Sales Associates.

She expects the new RE/MAX iPad app to be widely adopted by the company's Affiliates, noting RE/MAX continues to push technology boundaries, giving consumers and agents greater information and resources to better navigate today's market.

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About the RE/MAX Network:

RE/MAX was founded in 1973 by Dave and Gail Liniger, real estate industry visionaries who still lead the Denver-based global franchisor today. RE/MAX is recognized as a leading real estate franchise with the most productive sales force in the industry and a global reach of more than 80 countries. With a passion for the communities in which its agents live and work, RE/MAX is proud to have raised more than \$100 million for Children's Miracle Network Hospitals, Susan G. Komen for the Cure® and other charities. Nobody in the world sells more real estate than RE/MAX. Please visit www.remax.com or www.joinremax.com.

About Imprev:

Imprev. Inc. is the leading provider of private-label Marketing Centers for real estate companies and is the industry leader in providing high-quality, personalized marketing materials for more than 200,000 real estate agents worldwide. Imprev technologies maximize the marketing impact for real estate companies and agents, with simple-to-use and cost-effective ways for agents to enhance their own personal image while harnessing the influence of their company's brand. Imprev was established in 2001 and is headquartered in Bellevue, Washington. Visit Imprev at www.imprev.com.

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