



PRESS RELEASE

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Photo:

Mike Ryan, Executive Vice President Global Communications & Branding



View the new RE/MAX television commercial "[Anthem](#)"

Real Estate Ads Use Personal Motivations

RE/MAX Campaign, For All the Things That Move You

DENVER, CO – This month, global real estate franchisor, RE/MAX rolls out an entirely new national ad campaign focusing on “all the things that move you.” The innovative campaign strikes an emotional note with consumers and features the sentimental Jim Croce song, “I’ve Got a Name.”

For All the Things That Move Yousm includes a full schedule of TV, radio, Internet, print and outdoor ads that will run throughout 2012. Designed to identify with the personal moments that drive decisions by homebuyers and sellers – having a baby, getting married, landing a new job or downsizing – the campaign reinforces the notion that experienced RE/MAX agents know how to help.

“These are the moments that literally move you and because they’re significant life-changing events, consumers seek the assistance of a trusted professional,” said [Mike Ryan, RE/MAX Executive Vice President, Global Communications and Branding](#). *“People see the housing market beginning to improve, so if they’ve had one of these life changing events, they’re starting to think about making a move.”*

The campaign theme was created by [R&R Partners](#), a Las Vegas-based agency and five TV commercials were filmed on-location in southern California. *“Almost everyone has a personal connection to changes in the housing market,”* said Arnie DiGeorge, Executive Creative Director for R&R Partners. *“But one thing that hasn’t changed is the American Dream of owning your own home.”*

With a series of new radio spots, RE/MAX is also a proud Sponsor of Dial Global/Westwood One Sports’ coverage of Super Bowl XLVI. Television buys in 2012 include popular prime time network programming, cable shows and regional programs. The campaign will also take advantage of an extensive social media initiative, constructed around the “For all the things that move you” theme.

RE/MAX is one of the few companies in the industry to maintain a national advertising presence despite the changing market place. In fact, the popular straight-talk ads with RE/MAX CEO Margaret Kelly faced the situation head-on and offered frank advice to consumers.

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Kelly is again featured in one [2012 TV spot](#) thanking consumers for naming RE/MAX as provider of the highest overall satisfaction for home sellers and home buyers among national full service real estate firms in the J.D. Power and Associates 2011 Home Buyer/Seller StudySM.

RE/MAX has enjoyed a dominant advertising position in the real estate industry. For the last few years, RE/MAX national TV campaigns have produced a share-of-voice greater than all competitors combined. 2012 should be no different.

Nobody sells more real estate than RE/MAX. For more information about RE/MAX, please visit www.remax.com or www.joinremax.com

RE/MAX CEO Margaret Kelly, 2012 Customer Satisfaction TV Spot:
<http://www.youtube.com/watch?v=jvG445X8px8>

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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 one of the leading real estate franchise companies 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. For more information about RE/MAX, please visit www.remax.com or www.joinremax.com