



RE/MAX LeadStreet® Brings in 6 Million Leads

Lead Generator Delivers a Million More Leads in Six Months for U.S. Agents

(Denver, CO, February 19, 2009) Today, more people start their search for a home online, which is why remax.com, with advanced search capabilities and all property listings in thousands of cities and towns, is one of the most visited websites of any real estate brokerage brand. What's more, the real estate network's lead management system, LeadStreet®, has converted that traffic into six million unique leads for RE/MAX Associates across the country.

"LeadStreet® is one of the keys to our Associates' success in translating online home seekers into tangible leads," said Kristi Graning, Senior Vice President of IT and eBusiness at RE/MAX International. "Six million leads is a remarkable achievement and one that distinguishes us from our competition. And, because we're able to provide this service without the referral fee that other networks charge, it's one more reason experienced real estate professionals join RE/MAX."

LeadStreet® sends leads to RE/MAX agents via email, which means they can also receive a lead on any mobile device.

"In this type of market, it's crucial that our Associates connect with potential clients as they begin the home buying or selling process," said Graning. "It's no small feat for us to reach six millions leads but we're looking toward the future and to delivering exponentially more leads to RE/MAX Associates in the next year."

Remax.com logs close to 2.3 million unique visitors every month. LeadStreet® passed the five million mark just six short months ago and the combination has helped families find a professional agent, while helping RE/MAX agents become the most productive in the business.

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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, the most visited web site of any real estate brokerage brand.

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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