



Why use RE/MAX?

When you choose a RE/MAX Sales Associate to sell your home or help you purchase a new home, you'll experience a whole new level of service.

First, RE/MAX Associates are The Hometown Experts With a World of Experience®. Across the globe, they make their living in the same communities in which they live. They're the people next door, or just down the block.

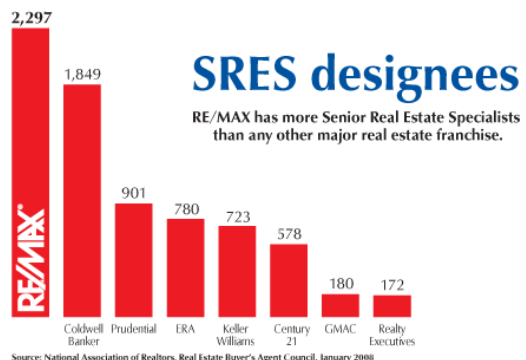
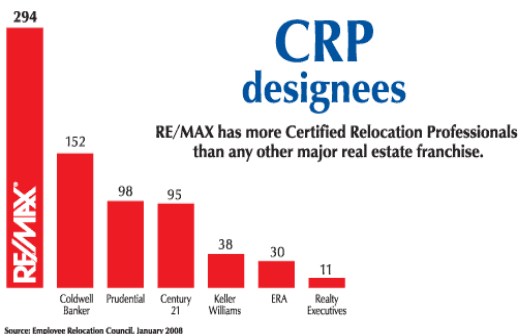
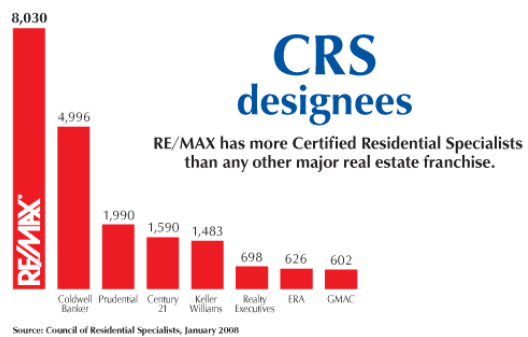
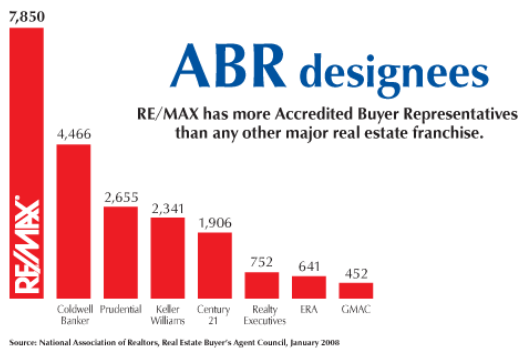
Consummate professionals, RE/MAX Associates on average lead agents of competing brands in advanced real estate education and production. That's why they're known as **"The Real Estate Leaders®"** and why **"No One in the World Sells More Real Estate than RE/MAX."**

Customer Satisfaction

The proof of quality service is in repeat customers and in customers who refer RE/MAX Associates to their friends. RE/MAX Sales Associates average 70 percent of their business from repeats and referrals, while other agents average about 30 percent from those sources.

Education

RE/MAX Associates lead agents of competing brands in professional designations, which denote specialized training and education. They dominate the Accredited Buyer Representative (ABR), Certified Relocation Professional (CRP), Certified Residential Specialist (CRS) and Senior Real Estate Specialists (SRES) ranks.





Miracle Home®

Why list your home with a RE/MAX Associate? Your home may be designated as a Miracle Home®. If it is, your RE/MAX Sales Associate will make a contribution on behalf of the listing and/or sale to the local hospital affiliated with the **Children's Miracle Network**. The funds raised in your community remain in the area to benefit local children.

For All You're Worth®

On average, RE/MAX associates sell more real estate than other agents. They are better qualified to set the right price for the homes they list, are better equipped to market those homes, and are likely to find a buyer in a shorter period of time. That experience and education also means they are better qualified to find the right home for any buyer.

Competitive Advantage

The real estate network that has the most competitive advantages to offer both home buyers and sellers will be an industry leader, and RE/MAX is that network. **No one in the world sells more real estate than RE/MAX!**

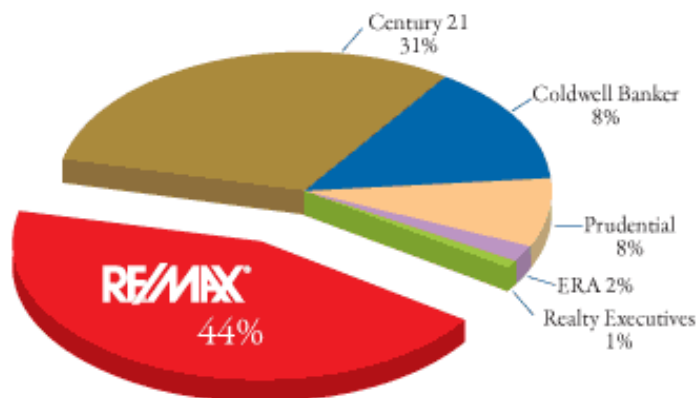
When you look for the highest quality real estate service, look to a RE/MAX Associate. Here's why RE/MAX Associates are "The Real Estate Leaders®".

Advertising

On average, a RE/MAX Associate spends about \$10,000 each year on personal promotion and on individual and group advertising. Personal advertising plus national television advertising and Internet exposure generates the highest number of prospects in the industry.

TV Share of Voice

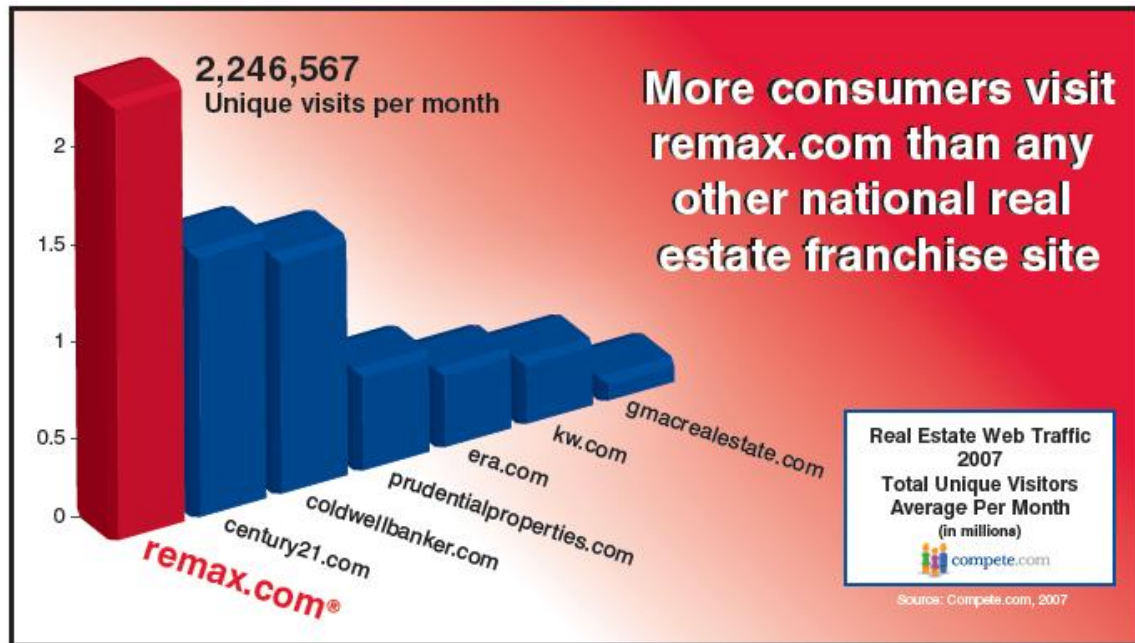
U.S. National Real Estate Advertising



Source: Nielsen Monitor-Plus/Ages 25-54 Gross Rating Points Unequalized, 1-4Q, 2007



Web Traffic



Network Size

The revolutionary RE/MAX Concept of enabling real estate professionals to maximize their business potential has evolved into an organization of more than **100,000** Sales Associates in more than **7,000** offices.

The RE/MAX Balloon Logo

The red, white and blue RE/MAX Balloon, with its "Above the Crowd®" slogan, is one of the most recognizable business logos in the world. With more than 90 RE/MAX Hot Air Balloons around the globe, RE/MAX has the world's largest balloon fleet.

The Sign That Brings You Home®

The famous red-over-white-over-blue RE/MAX yard sign and your RE/MAX agent lead you to properties in areas in which you'll want to live and work. If you want to sell your property, the RE/MAX yard sign attracts buyers. Nobody sells more real estate than RE/MAX.

An Industry Leader

RE/MAX was the first real estate network to be involved in more than 1 million transaction sides in a single year. Each transaction or sale consists of two sides, the listing side and the selling side.

