



WHY USE RE/MAX?

Premier Market Presence

The real estate network with the most market share has the most to offer home buyers and sellers.

The sum total of all RE/MAX momentum, growth and Associate production over more than a quarter century is reflected in current RE/MAX market strength.

RE/MAX has already attained Premier Market Presence (PMP) in area after area across North America and is growing in market share in regions around the world. The organization has been the top-producing real estate network in North America for several years and is growing rapidly in Spain, South Africa, Israel, and other new international regions.

A measure of business leadership, PMP results from community-minded high-producing Associates giving superior customer service under a respected company banner. This formula for building market share breaks down into the following interdependent components of PMP. All of them together add up to Premier Market Share.

Premier Customer Satisfaction

The success of the network ultimately depends on each RE/MAX Associate providing unparalleled satisfaction to each of his or her customers. Advanced education, technological expertise and experience all translate into quality customer service. It's because of satisfied customers that about 70 percent of an average RE/MAX Associate's business results from repeats and referrals. Those sources of business account for about 30 percent of other agents' sales activity.

Premier Community Citizenship

RE/MAX Associates have always been among the leaders in their communities, devoting time and dollars to countless charities and local causes. Committed to their own personal charities, RE/MAX Associates and offices contribute tens of millions of dollars annually to their respective communities.

At the network level, RE/MAX sponsorship of the Children's Miracle Network is a prime example of RE/MAX community citizenship. The RE/MAX network has raised \$38 million for the charity. Children's Miracle Network helps seriously ill children through contributions to local hospitals. Its Annual Broadcast, which airs throughout North America, regularly generates millions of dollars for kids in need.

RE/MAX is proud to be a co-sponsor of the National Series Breast Cancer Survivor Recognition Program at Komen Race for the Cure events. RE/MAX contributes to racers' "I'm a Survivor" pink tee-shirts, caps, "In Honor of" and "In Memory of" back-signs, and program banners for each race. RE/MAX Associates are encouraged to solicit fund-raising pledges for their own participation in the events. Corporate representatives host Breast Cancer Survivor Recognition tents at the races. The Susan G. Komen Breast Cancer Foundation has raised more than \$240 million for research, education, screening and treatment since 1982. The foundation is best known for its Race for the Cure events, the world's largest series of 5K runs and fitness walks.

Premier Quality Professionals

As a group, RE/MAX Associates lead agents of competing companies in experience, education and production. They average more than 13 years of real estate experience and - across the network - hold a higher number of professional designations than agents of any single competitor. The average RE/MAX Associate out-produces competing agents three to one.

Premier Brand Name Awareness

The red, white and blue RE/MAX Hot Air Balloon logo is one of the most widely recognized trademarks in North American business and is spreading throughout global markets.

Premier Market Share

The interaction of quality Associates, public recognition of the RE/MAX name and logo, customer satisfaction and Associate citizenship result in transactions and leading market share.