WHY RE/MAX?
What are YOUR numbers?

100,000 agents around the world have asked themselves this same question.

In the following pages, you’ll learn what they have. More than any other real estate network, RE/MAX provides the essential tools, services and support to help you achieve your goals – and pursue the life you want.

Make your next career step the best you’ve ever made.

Asking “Why RE/MAX?” is just the start of what could be a life-changing conversation.

100,000 agents worldwide

$108,000 average commissions

16 average transactions

* U.S. agents, 2014

* As of April 1, 2015

WHY RE/MAX?
NOBODY SELLS MORE REAL ESTATE THAN RE/MAX

When you join the longtime leader in U.S. home sales – No. 1 every year since 1999 – you gain an incredible competitive edge.

With more than 40 years of expertise, stability and success, the RE/MAX brand opens doors. Then you do the rest – with the confidence and support that comes with having a powerhouse brand behind you.

If you like being on a winning team, you’re come to the right place.

WHY RE/MAX?

2015 RE/MAX vs. THE INDUSTRY

<table>
<thead>
<tr>
<th>TRANSACTION SIDES PER AGENT</th>
<th>U.S. RESIDENTIAL TRANSACTION SIDES*</th>
<th>U.S. NATIONAL TV SHARE OF VOICE*</th>
<th>COUNTRIES</th>
<th>OFFICES</th>
<th>AGENTS WORLDWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RE/MAX</td>
<td>16.6</td>
<td>890,000+</td>
<td>53%</td>
<td>95+</td>
<td>6,751</td>
</tr>
<tr>
<td>ERA</td>
<td>9.0</td>
<td>1,165,333</td>
<td>0%</td>
<td>30</td>
<td>2,300</td>
</tr>
<tr>
<td>Century 21</td>
<td>8.5</td>
<td>705,322</td>
<td>11%</td>
<td>37</td>
<td>3,000</td>
</tr>
<tr>
<td>Sotheby’s</td>
<td>7.6</td>
<td>Not released</td>
<td>32%</td>
<td>1</td>
<td>1,100</td>
</tr>
<tr>
<td>Coldwell Banker</td>
<td>7.5</td>
<td>394,989</td>
<td>4%</td>
<td>65</td>
<td>6,900</td>
</tr>
<tr>
<td>Keller Williams</td>
<td>6.7</td>
<td>700,000+</td>
<td>0%</td>
<td>11</td>
<td>700</td>
</tr>
<tr>
<td>Better Homes</td>
<td>6.7</td>
<td>57,335</td>
<td>0%</td>
<td>2</td>
<td>280</td>
</tr>
<tr>
<td>Sotheby’s</td>
<td>6.1</td>
<td>87,420</td>
<td>0%</td>
<td>44</td>
<td>760</td>
</tr>
<tr>
<td>Berkshire Hathaway HomeServices</td>
<td>6.1</td>
<td>Not released</td>
<td>0%</td>
<td>1</td>
<td>388</td>
</tr>
</tbody>
</table>

*From an April 2015 survey of RE/MAX Diamond Award Club ($1 million GCI) and Chairman’s Club ($500K GCI) members.

2015 REAL Trends 500 data, citing 2014 transaction sides for the 1,460 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. Data is full-year or as of year-end 2014, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby’s and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2014; Keller Williams, Weichert and Berkshire Hathaway HomeServices data is from company websites and industry reports. 1Transaction sides per agent calculated by RE/MAX based on 2015 REAL Trends 500 data, citing 2014 transaction sides for the 1,460 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. 2Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. 3Percentage of TV advertising impressions among national real estate brands. Source: Nielsen Monitor-Plus / A25-54 GRPs Unequivalized for ads placed through nationwide buys (not including Spanish-language television). Spot TV GRPs are equivalized to national ratings for competitors running national campaigns. 4Based on lists of countries claimed at each franchisor’s website, excluding claimed locations that are not independent countries (i.e. territories, etc.).

Sales leadership by total residential transaction sides.
WHY RE/MAX?

RE/MAX is where good agents become great, and great ones become even better.

It’s the right choice for anyone who’s driven to raise their game. Put yourself into an energized, collaborative culture and there’s no limit on what you can achieve.

The result? The ability to pursue the lifestyle you want.

PRODUCTIVITY IS CONTAGIOUS

RE/MAX is where good agents become great, and great ones become even better.

It’s the right choice for anyone who’s driven to raise their game. Put yourself into an energized, collaborative culture and there’s no limit on what you can achieve.

The result? The ability to pursue the lifestyle you want.

REAL TRENDS 500

The productivity gap among national brands becomes clear with data from large brokerages.1

Average transaction sides per agent2

16.6 RE/MAX

7.8 everybody else

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>2016 Average RE/MAX Commissions in the U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.6</td>
<td>Prudential</td>
<td>$105,355</td>
</tr>
<tr>
<td>1.4</td>
<td>Realty Executives</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>ERA</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>Coldwell Banker/NRT</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>Berkshire Hathaway HomeServices</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>Century 21</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>Real Living</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>Keller Williams</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>Better Homes &amp; Gardens</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>Sotheby’s</td>
<td>$108,041</td>
</tr>
<tr>
<td>1.0</td>
<td>All others</td>
<td>$108,041</td>
</tr>
</tbody>
</table>

7.8 everybody else

1 Based on 2016 REAL Trends data. 2 Based on 2016 REAL Trends data, citing 2014 transaction sides per sides volume for large U.S. brokerages (based by transaction volume).

1 From an April 2015 survey of RE/MAX Diamond Award Club ($1 million GCI) and Chairman’s Club ($500K GCI) members.

THE RUNDOWN

Do you spend time wisely? Top producers know what to do, and what not to do, every day.1

Their Top 3 Daily Activities:

- Prospect and generate leads
- Set priorities
- Follow up and communicate

Top 3 Things They Avoid:

- Administrative tasks
- Gossip
- Negative people

1.6 7.8 13.6 10.4 9.0 8.5 7.6 7.5 7.4 6.8 6.7 6.7 6.1 7.5 6.8 6.7 6.7 6.4 6.1 6.0 6.0 5.9 5.8 5.7 5.6 5.6 5.5 5.4 5.3 5.3 5.2 5.1 5.0 4.9 4.8 4.7 4.6 4.5 4.4 4.3 4.2 4.1 4.0 3.9 3.8 3.7 3.6 3.5 3.4 3.3 3.2 3.1 3.0 2.9 2.8 2.7 2.6 2.5 2.4 2.3 2.2 2.1 2.0 1.9 1.8 1.7 1.6 1.5 1.4 1.3 1.2 1.1 1.0 0.9 0.8 0.7 0.6 0.5 0.4 0.3 0.2 0.1
WHY RE/MAX?

REFERRALS CAN GO ANYWHERE

People move across town. They move across the country. And they move – or buy second homes – around the world. At RE/MAX, this presents unlimited referral opportunities. Your market becomes the entire world, with a skilled professional at the other end of the deal.

When you establish yourself as a go-to agent for referrals in your market, you can create a whole new stream of possible business.

There’s no corporate fee or interference with RE/MAX referrals. You choose the agents (or they choose you) and set your terms.

MISSING OUT?

Homes sold to overseas buyers tend to be at the higher end of the market, and cash sales are the majority (60%).

BUSINESS EXCHANGE

When we asked elite producers about their No. 1 source of new business, there was a clear top answer: Referrals.

1 Source: NAR, 2014 Profile of International Home Buying Activity. 2 From an April 2015 survey of RE/MAX Diamond Award Club ($1 million GCI) and Chairman’s Club ($500K GCI) members.

potential referral agents in the United States

57,945

potential referral agents in Canada (where RE/MAX is No. 1 by far)

19,161

potential referral agents in nearly 100 countries outside the U.S. and Canada

22,849

* As of Q1 2015

* As of Q1 2016

NeARLY 100 Countries

100,000 AGENTS

100,000 AGENTS

THE RUNDOWN

EXTEND YOUR REACH WITH

100,000 AGENTS AND A NETWORK IN
It rains leads at RE/MAX. Through the exclusive LeadStreet® system, RE/MAX agents receive online leads generated from remax.com and other proprietary websites.

Since its inception in 2006, LeadStreet has delivered more than 15 million leads—without any corporate fees added on.

Connecting families with an agent who can help is the No. 1 mission of remax.com.

2,800 FEE-FREE LEADS DELIVERED EVERY DAY

Honey, great news. We’re having twins!

My big promotion finally came!

We finally saved enough for that new vacation home.

Investing seems promising.

My company needs me to relocate overseas.

WHY RE/MAX?

CONVERT THEM!

4 Keys With Leads:
- Accept every lead. There are no bad leads.
- Reach out immediately, within a minute if you can.
- Don’t call. Text instead. (It’s less intrusive.)
- Follow up and keep in touch. Be there when they’re ready to move.

From “5 LeadStreet Secrets That Will Change Everything,” from ABOVE, the RE/MAX magazine
EVERYONE KNOWS YOUR NAME

When you connect your name with the RE/MAX Balloon, one of the most iconic images in real estate, your visibility rises higher and higher.

RE/MAX is the No. 1 name in real estate* thanks in part to decades of extensive advertising. At just about every turn, potential clients find RE/MAX ads – across TV, radio, print, outdoor signage, the Web and social media.

As a result, buyers and sellers know RE/MAX long before they’re ready to move. And that’s good news for every agent.

When people think real estate, they think RE/MAX* – and they think of you, the local agent.

* MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell, asking when they think of real estate brands, which ones come to mind.

WHY RE/MAX?

When you merge a powerful global brand with great personal marketing, you create something special.

4 Key Marketing Moves:

- Include valuable, relevant information in your marketing.
- Create and share original content, confirming your expertise.
- Focus on the platforms you care about most.
- Be genuine. All the time.
WHY RE/MAX?

The RE/MAX Collection® and RE/MAX Commercial® offer specialized tools, advertising programs and business development for professionals working in luxury and commercial real estate.

Agents in these areas also enjoy the many other advantages of the RE/MAX brand and global network.

Distinctive branding, tested systems and powerful resources create an edge for luxury and commercial specialists.

YOU CAN FIND YOUR NICHE

You can find your niche at theremaxcollection.com for fine homes & luxury properties and remaxcommercial.com for a better way in commercial real estate.

LUXURY INSIGHT

Overheard at the RE/MAX Collection Luxury Forum:
“The Certified Luxury Home Marketing Specialist course is a must. You’ll gain access to graphics helping you tell the national story, and templates you can tailor to your own market. It’s worth it!”

COMMERCIAL INSIGHT

Overheard at the RE/MAX Commercial Symposium:
“When you want to reach decision-makers, contact them early in the morning. They are often at their desks, there’s no gatekeeper yet, and they answer their own phones. This is prime time for you to contact them.”
PROFESSIONAL DEVELOPMENT COUNTS

With RE/MAX, you receive more than training and education; you gain access to complete agent development. This approach has no end. Throughout your RE/MAX career, you’re exposed to ongoing opportunities to grow and improve your business.

The award-winning RE/MAX University® (RU) provides tools, resources and programming for continual growth. Through RU, you can access live sessions, web-based programs, the most relevant designation courses and more than 1,000 on-demand videos covering almost every aspect of real estate.

With RU, you can develop your skills anytime, from virtually anywhere.

High-quality content fuels the annual R4 Convention, which also features globally recognized speakers and personalities, and the chance to network and exchange referrals with RE/MAX colleagues from around the world. There’s nothing quite like R4.
WHY RE/MAX?

BECAUSE YOU CARE

At RE/MAX, helping others is what we do – and it doesn’t end with home sales.

Through the Miracle Home and Miracle Property programs, you can easily make a donation to your local Children’s Miracle Network Hospital after each closed transaction. This way you – and your clients – play a role in helping sick children get better.

To date, RE/MAX agents have donated more than $138 million to the charity.

RE/MAX Agents Put Their Money Where the Miracles Are.

RE/MAX AGENTS HAVE DONATED MORE THAN $138 MILLION

GOOD DEEDS

Everyone knows that charitable acts are good for the soul. But they’re also good for business.

4 Reasons to Give Even More:

- People want to do business with professionals who care.
- You generate consistent, positive visibility in the community.
- You meet great folks who turn into clients.
- You truly help people, which is always a good thing.

Source: Inc. Magazine
With RE/MAX, you have an entire suite of cutting-edge technology resources at your fingertips.

You can access powerful lead management systems, refer clients to agents and offices around the world, create professional marketing pieces, earn a certification and much, much more.

It's all designed to save you time, boost your business and make your life easier.

**OUR TECH CONNECTS YOU**

With RE/MAX, you have an entire suite of cutting-edge technology resources at your fingertips.

You can access powerful lead management systems, refer clients to agents and offices around the world, create professional marketing pieces, earn a certification and much, much more.

It's all designed to save you time, boost your business and make your life easier.

**RE/MAX Design Center**
Access and customize professional marketing materials for print, video, email and online promotions.

**LeadStreet**
Connecting you to the visitors on RE/MAX websites, LeadStreet delivered more than 1 million fee-free leads in 2014.

**RE/MAX Mainstreet**
Your hub for all things RE/MAX. Find logos, marketing materials, event schedules, RE/MAX products and much more.

**RE/MAX Web Roster**
Online contact database that showcases your skills and helps you find the right agents for your referrals.

**RE/MAX University**
Comprehensive online real estate business development – when you want it, where you want it.

**ABOVE** magazine
The RE/MAX online publication, filled with tips and strategies for your business.

**RE/MAX Mobile App**
Provide your clients with a real estate search app, branded to your business.

**WHY RE/MAX?**
Residential / Luxury / Commercial

**SMART MOVES**
It’s not enough to have a website and social profile. You also need a strategy.

4 Strategic Tech Steps:
- Blog often
- Create custom graphics
- Automate your tweets
- Create community pages

From “Secrets from a Social Media Master” from ABOVE, the RE/MAX magazine

**OUR MISSION**
To be the worldwide real estate leader, achieving our goals by helping others achieve theirs. Everybody wins.

Real estate agents with The RE/MAX Collection® approach luxury home buying and selling with expertise and fresh perspective, making them uniquely prepared to serve clients who expect more.

**TRANSCEND CONVENTIONAL**
YOU'RE IN CHARGE OF YOUR BUSINESS

Who knows how to best run your business? You do.

Entrepreneurs thrive at RE/MAX. In fact, the entire model is built upon supporting those who desire the freedom to carve their own path.

The goal is to empower you with incredible tools and resources – not restrict you with bureaucracy, regulations and directives.

At RE/MAX, you’re in business for yourself, but not by yourself.
See for yourself.

see remax.com