



# PRESS RELEASE

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[Dave Liniger](#)

Chairman and Co-Founder



## **RE/MAX One of Canada's Most Trusted Brands** *Highest-Ranking Real Estate Organization in Consumer Survey*

**DENVER** – A respected consumer survey by *Marketing* magazine shows Canadians know and trust the RE/MAX brand. Results from the Marketing/Leger “Corporate Reputation Survey” were based on responses from 2,100 Canadian consumers, assessing 234 companies in 36 industries. The survey appears in the magazine’s May edition and ranked RE/MAX #28 - the top real estate brand - ahead of other trusted companies such as Apple, Amazon, Walmart, Facebook and McDonald’s.

*“It’s an honor to be recognized by consumers as a top company, one that they trust to help them with their families’ biggest investment - buying or selling a home,” said [Dave Liniger, RE/MAX Chairman and Co-Founder](#). “Our agents offer professional and caring customer service. There’s no better satisfaction in knowing that the hard work you do every day can make a real difference in someone’s life.”*

The survey found that reputation and trust are inseparable when looking at the complex relationship between consumers and brands. At least 70% of consumers said that the role of the front line brand representative is very important to shaping impressions about the brand.

RE/MAX agents are among the highest-producing agents in the industry. In the 2014 REAL Trends Canadian 250 report, RE/MAX outperformed all competitors as it has every year since the annual survey’s debut in 2010. Based on 2013 production numbers, RE/MAX placed 158 brokerages in the top 250, the closest competitor qualified only 27. RE/MAX also led all franchises in transaction ends per agent.

The “Corporate Reputation Survey” also showed that more than half of the consumers who were asked said knowing that a brand supports local causes is very important. And, 84% said it was important that the brand demonstrated shared values with consumers.

Since 1992, RE/MAX has been the exclusive real estate partner of Children’s Miracle Network Hospitals. In the U.S. and Canada, RE/MAX agents raised \$8.2 million to help sick and injured children and their families. The total amount raised by RE/MAX agents over the 22-year affiliation is \$130 million.

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The *Marketing* magazine survey mirrors the results of a recent study\* showing RE/MAX is the most recognized name in Canadian real estate, as nearly 98% of homebuyers and sellers know of RE/MAX. The study also demonstrated that RE/MAX is the brand that the most buyers and sellers would recommend.

With a presence of over 18,500 agents and 700 offices throughout Canada, RE/MAX offers homebuyers and sellers the experience and knowledge of the most trusted professionals in the real estate industry.

For more information about RE/MAX in Canada, please visit [www.remax.ca](http://www.remax.ca). And for details about RE/MAX global listings, visit: [www.global.remax.com](http://www.global.remax.com).

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**About the RE/MAX Network:**

RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. Over 94,000 agents provide RE/MAX a global reach of more than 95 countries. Nobody sells more real estate than RE/MAX.

RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, is a subsidiary of RE/MAX Holdings, Inc. (NYSE:RMAX).

With a passion for the communities in which its agents live and work, RE/MAX is proud to have raised more than \$130 million for its long-time partner Children's Miracle Network Hospitals® and other deserving charities.

For more information about RE/MAX, to search home listings or find an agent in your community, please visit [www.remax.com](http://www.remax.com).

\*MMR Strategy Group study of total awareness. Buyers and sellers were asked if there is one real estate brand they would be most likely to recommend to a friend or relative, and if so which one.