



Why Use RE/MAX Insight?

When you choose a **RE/MAX Insight** Sales Associate / REALTOR® 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.

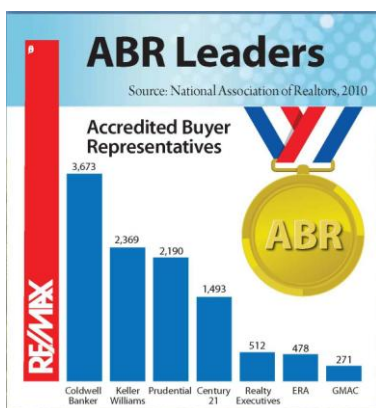
Consummate professionals, RE/MAX Associates on average lead agents of competing brands in advanced real estate education and production. That's why they're known as "The Real Estate Leaders®" and why "No One in the World Sells More Real Estate than RE/MAX."

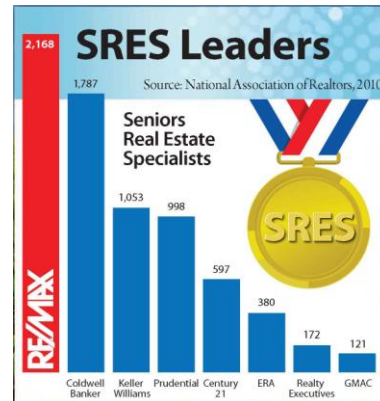
Customer Satisfaction

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 in Accredited Buyer Representative (ABR), Certified Residential Specialist (CRS), Certified Relocation Professional (CRP), Senior Real Estate Specialists (SRES), and Certified Distressed Property Experts (CDPE).





Community

The **RE/MAX Insight** team is proud to support a cause that is both personal and rewarding; and partner with a foundation that has made tremendous inroads in the fight against **Spinal Muscular Atrophy (SMA)**. SMA is a deadly and relatively common genetic disease and is the leading genetic cause of death in infants and toddlers. With every closed transaction, RE/MAX Insight makes a contribution – in your name – to the SMA Foundation.

Miracle Home®

Why list your home with a **RE/MAX Insight** 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®

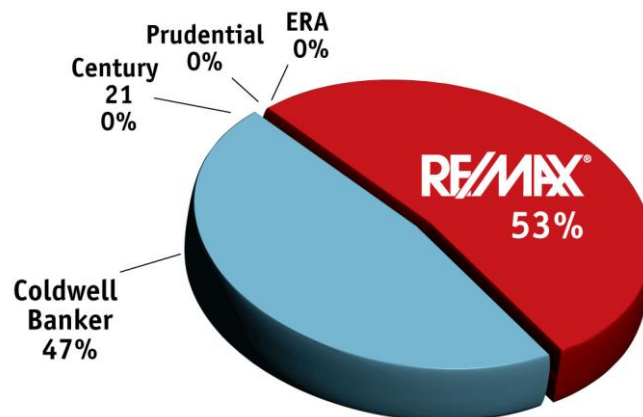
On average, RE/MAX associates sell more real estate than other agents. They are better qualified to set the right price for the homes they list, are better equipped to market those homes, and are more likely to find a buyer in a shorter period of time. That experience and education also means they are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

Competitive Advantage

RE/MAX is the preeminent real estate network and industry leader offering the most competitive advantages to both home buyers and sellers - ***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 Insight** Associate. Here's why RE/MAX Associates are "The Real Estate Leaders®".

Advertising



Adults 25-54/1-3Q 2010

Source: Nielsen Monitor-Plus / A25-54 GRPs Unequalized

RE/MAX consistently leads ALL real estate companies in its advertising efforts, spending \$50M+ / year in the U.S. alone. Additionally, RE/MAX's advertising dominance has driven over **6B** consumer impressions and garnered over 62% of the "TV Share of Voice"! With advertisements running on just about all of the major network and cable TV channels – covering the top television content – it means that the average adult age 25-54 will see "RE/MAX" 100 times per year or once every 3 days!





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.

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 **90,000** Sales Associates in more than **6,200** 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 Insight** yard sign attracts buyers. Nobody sells more real estate than RE/MAX.

The Hometown Experts with a World of Experience®

Being locally owned and operated, RE/MAX offices are staffed with professionals who live in the area they work in. Thus, **RE/MAX Insight** is committed to the local communities in which its Associates serve; and has a deep personal interest in the customers with whom these relationships are built.

Home of the Best Agents®

In a business environment of mergers and acquisitions, RE/MAX is the only major real estate network still owned and directed by its founders. The excellence of RE/MAX Broker/Owners and Sales Associates has led to an ever-increasing number of accolades from the business community at large. For its success, RE/MAX was recognized as the No. 1 real estate franchise in the 2009 Franchise Times Top 200, and was ranked in three separate categories in the *Entrepreneur* magazine "**Franchise 500 Survey**," which has designated RE/MAX as the top real estate franchise for nine of the past 11 years.

Global Expansion

With offices in more than **80** countries worldwide, RE/MAX is one of the fastest-growing real estate franchise networks on the planet.



