WHY RE/MAX?
<table>
<thead>
<tr>
<th>Why Re/Max: Introduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nobody Sells More</td>
</tr>
<tr>
<td>Productivity</td>
</tr>
<tr>
<td>Global Referrals</td>
</tr>
<tr>
<td>Lead Generation</td>
</tr>
<tr>
<td>Brand Influence</td>
</tr>
<tr>
<td>Luxury/Commercial</td>
</tr>
<tr>
<td>Professional Development</td>
</tr>
<tr>
<td>Giving Back</td>
</tr>
<tr>
<td>Technology</td>
</tr>
<tr>
<td>Entrepreneurial Freedom</td>
</tr>
</tbody>
</table>
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.
WHY RE/MAX?

NOBODY SELLS MORE REAL ESTATE THAN RE/MAX

When you join the longtime leader in home sales, 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’ve come to the right place.

When you join the longtime leader in home sales, you gain an incredible competitive edge.

Sales leadership by total residential transaction sides.

2014 YEAR IN REVIEW

Global Outside U.S. & Canada

The RE/MAX network, now in over 95 countries, enjoyed another strong year in 2014, setting the stage for a dynamic 2015.

Once again, Sales Associates around the world demonstrated what’s possible when experienced, productive agents use the many unique competitive advantages of the RE/MAX brand.

Nobody in the world sells more real estate than RE/MAX.

All figures are full-year or as of year-end 2014, as applicable.

No one, anywhere, sells more

GLOBAL

REFERRALS

COMMERCIAL

TRANSACTION

SIDES

21,865

TOTAL

2,050

PER OFFICE

10.4%

INCREASE

2,512

TOTAL

482

TOTAL

200,000*

TOTAL

10.0

AVERAGE PER AGENT

6,000* TOTAL

27,000* TOTAL

10.4%

INCREASE

15.0

AVERAGE PER AGENT

RE/MAX GLOBAL

OUTSIDE U.S. & CANADA

RE/MAX NETWORK

U.S.

21,865

TOTAL

98,010

TOTAL

2,050

PER OFFICE

10.4%

INCREASE

4,782

TOTAL

5.1%

INCREASE

6,751

TOTAL

767

TOTAL

14.0

AVERAGE PER AGENT

27,000

TOTAL

15.0

AVERAGE PER AGENT

COMPETITIVE EDGE

What drives your success? We asked 200 elite producers about what helps them the most.*

Top 5 Advantages at RE/MAX:

1. Brand power/name recognition
2. Reputation and credibility
3. Quality of agents
4. Complete agent development
5. R4® Convention and other events

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

LEADING A RE/MAX LIFE

INTRODUCTION

NOBODY SELLS MORE

PRODUCTIVITY

GLOBAL REFERRALS

LEAD GENERATION

BRAND INFLUENCE

LUXURY/COMMERCIAL

PROFESSIONAL DEVELOPMENT

GIVING BACK

TECHNOLOGY

ENTREPRENEURIAL FREEDOM

THE RUNDOWN

ALL FIGURES ARE FULL-YEAR OR AS OF YEAR-END 2014, AS APPLICABLE.

NET GAIN

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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.

The POWER OF MANY

PRODUCTIVITY IS CONTAGIOUS

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THE POWER OF MANY

GOOD HABITS

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

2 Based on 2015 REAL Trends 500 data, citing 2014 transaction sides and sales volume for the 1,460 largest participating U.S. brokerages (ranked by transaction sides).

The productivity gap among brands becomes clear with data from large U.S. brokerages.2

Average transaction sides per U.S. agent2

<table>
<thead>
<tr>
<th>Brand</th>
<th>Average Transaction Sides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prudential</td>
<td>13.6</td>
</tr>
<tr>
<td>Realty Executives</td>
<td>10.4</td>
</tr>
<tr>
<td>ERA</td>
<td>9.0</td>
</tr>
<tr>
<td>Coldwell Banker/NRT</td>
<td>8.5</td>
</tr>
<tr>
<td>Berkshire Hathaway</td>
<td>7.6</td>
</tr>
<tr>
<td>Century 21</td>
<td>7.5</td>
</tr>
<tr>
<td>Real Living</td>
<td>6.8</td>
</tr>
<tr>
<td>Keller Williams</td>
<td>6.7</td>
</tr>
<tr>
<td>Better Homes &amp; Gardens</td>
<td>6.7</td>
</tr>
<tr>
<td>Sotheby’s</td>
<td>6.7</td>
</tr>
<tr>
<td>All others</td>
<td>7.4</td>
</tr>
</tbody>
</table>

Based on 2015 REAL Trends 500 data, citing 2014 transaction sides and sales volume for the 1,460 largest participating U.S. brokerages (ranked by transaction sides).

13.6 RE/MAX

7.8 everybody else
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.

57,945* potential referral agents in the United States

19,161* potential referral agents in Canada (where RE/MAX is No. 1 by far)

22,849* potential referral agents in nearly 100 countries outside the U.S. and Canada
Through global.remax.com, RE/MAX agents receive the leads on their own listings, as well as referrals from RE/MAX agents around the world— with no fees added on from RE/MAX.

At RE/MAX, you are able to easily connect with business opportunities from around the globe.

At RE/MAX, you are able to easily connect with business opportunities from around the globe.

Why RE/MAX?

My big promotion finally came!

We finally saved enough for that new vacation home.

Investing seems promising.

My company needs me to relocate overseas.

FEE-FREE LEADS DELIVERED AROUND THE WORLD EVERY DAY

Honey, great news. We're having twins!

CONVERT THEM! After you receive a lead or referral, your next move makes all the difference.

3 Keys With Leads and Referrals:
1. Follow up with every lead and referral.
2. Reach out immediately.
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 people think of real estate brands, which ones come to mind?”

WINNING COMBO

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.
- In social media, focus on the platforms you care about most. Be genuine. All the time.

THE SIGN OF A RE/MAX AGENT

INTRODUCTION  NOBODY SELLS MORE  PRODUCTIVITY  GLOBAL REFERRALS  LEAD GENERATION  BRAND INFLUENCE  LUXURY/COMMERCIAL  PROFESSIONAL DEVELOPMENT  GIVING BACK  TECHNOLOGY  ENTREPRENEURIAL FREEDOM
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

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.

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

INTRODUCTION TECHNOLOGY PRODUCTIVITY GIVING BACK NOBODY SELLS MORE GLOBAL REFERRALS LEAD GENERATION BRAND INFLUENCE LUXURY/COMMERCIAL PROFESSIONAL DEVELOPMENT GIVING BACK TECHNOLOGY ENTREPRENEURIAL FREEDOM
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**

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

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

**RESAAS**
The Global Referral Exchange, powered by RESAAS.com, provides international RE/MAX agents with tools to gain referral business, receive leads, market listings and stay top-of-mind with clients.

**Global Education**
Access a wide variety of career-enhancing education via a social learning platform. Training is offered through specific groups, or “communities” based on language and audience.

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

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

**eCare Help Center**
Expert solutions to your tech questions and concerns, 24/7.

**Through the Global Property Search on global.remax.com, your clients can see what their money can buy – all around the world!**

**WHY RE/MAX?**

**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

**CONNECT WITH US:**
Global Listings: global.remax.com
Above Magazine: abovemag.remax.com

**INTRODUCTION** **TECHNOLOGY**
**NOBODY SELLS MORE** **ENTREPRENEURIAL FREEDOM**
**PRODUCTIVITY** **GLOBAL REFERRALS**
**LEAD GENERATION** **LUXURY/COMMERCIAL**
**BRAND INFLUENCE** **PROFESSIONAL DEVELOPMENT**
**GIVING BACK**
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.