

WORLDWIDE NETWORK

VALUE STATEMENTS

- The BRAND that sells more Real Estate than any other brand in the world.
- The world's Top Sales Associates sharing referrals worldwide.
- The most recognized logo in the industry is also one of the most recognized logos in the world. Adding the RE/MAX logo to marketing for your home provides unmatched consumer connection and awareness to you.
- RE/MAX is known for professionalism throughout the industry

CONSUMER DIAGLOG

"Thank you so much for the opportunity to come in today to talk to you about selling your home. I really want to start with talking about why I choose to partner with RE/MAX. I choose RE/MAX because the consumer chooses RE/MAX. In fact, the brand of RE/MAX sells more real estate worldwide than any other Brand in the world. With over 130k associates in over 110 countries, our global reach creates the greatest amount of potential exposure for your home—and we know the most important home to be sold is going to be yours. The RE/MAX Brand in your front yard can bring the greatest potential results to you."

RE/MAX VS. INDUSTRY

VALUE STATEMENTS

- RE/MAX Agents serve more consumers on average annually than any other brand, outperforming the competition by greater than by 2 to 1.
- Worldwide agent-to-agent networking on property listings

CONSUMER DIALOG

"Mr/Mrs. Seller, another reason why RE/MAX is a great company to list your home with is because of the productive nature of our organization. The average RE/MAX agent closes 15.6 transaction sides a year, which is more than 2 to 1 against most competitor companies. When I list your home, I will immediately expose your property to the most productive, full time, and experienced group of agents in the market. Exposing your listing through the RE/MAX network helps bring maximum visibility to your home. With more agents selling more homes than any other company, can you see how marketing your home with myself and RE/MAX will help you get your home sold in less time and for more net dollar?"

OVER 80 MILLION WEB HITS

VALUE STATEMENTS

- REMAX.com and the RE/MAX Mobile App connect consumers directly to your home
- The Branded RE/MAX site is trusted by consumers because it provides the most current market information.
- RE/MAX driving has a large presence, driving more traffic to your home through web sites, social streaming services, outdoor advertising, and large-scale sponsorships

CONSUMER DIALOGUE

“Mr./Mrs. Seller, it’s really important for me to help you understand exposure in this market and what it means to be out on the web. No company is positioned better on the web than

RE/MAX. From a consumer perspective, it’s important that your home is not only exposed as

broad and wide as it can be, but also the incoming inquiries are handled appropriately.

With

over 80 million consumers visiting remax.com annually, we outperform all other companies

significantly in the marketplace. Can you see how that would position you and your property to be as exposed to a greater number of qualified buyers in the market?”

COMPANY INFO-GRAPH

VALUE STATEMENTS

- RE/MAX Prime Properties is recognized in the Real Trends top five hundred brokerages Nationwide. Out of the entire Nation, our family of Realtors was ranked 318 out of 106,548. This achievement was gained by having an outstanding professional team who always put their clients first and are dedicated professionals.

CONSUMER DIALOG

I would like to discuss with you what the RE/MAX Brand can do to expose your home and would like to share a little about RE/MAX Prime Properties. RE/MAX Prime Properties is recognized in the Real Trends top five hundred brokerages Nationwide. Out of the entire Nation, our family of Realtors was ranked 318 out of 106,548. Last year, we sold over \$340 Million in homes. That’s important, but what’s more important is how we’re going to help you sell your home. The RE/MAX Prime Properties brand translates into local and regional exposure to your listing. With the strength and size of RE/MAX dominating the local, regional and national stage, our referral network makes us the best positioned company to sell your home.”

“Mr./Mrs Seller, as you interview agents to potentially list your home I believe it is important for you to have all of the facts about our Marketplace. Not only is the Brand and sign that I hope to put in your front yard the Brand that sells more Real Estate in the World, It is also the Company that sold more homes in Florida last year than any other Independently owned company. That said , we know that the most important home is yours so let’s discuss how we will get yours to be the next home Sold.”

CONSUMER MARKETING PLATFORM

VALUE STATEMENTS

- Professional Photos / Videos / Virtual Tours
- Property website specific to your home
- Property flyer, just listed postcard, e-cards, social postings
- Materials are branded to your home, and customizable through our Design Center.
- Custom signage, website, collateral and on-line marketing to set your high-end listings apart.