



The RE/MAX Franchise System

The RE/MAX franchise network, established in Denver in 1973, is a global real estate system operating in 63 countries. The driving force behind the system: to provide real estate maximums to end customers by recruiting top estate agents. Support those professionals in administration and marketing to create an atmosphere benefiting all parties to a transaction.

Founded in 1995, RE/MAX Europe is the fastest growing pan-European real estate franchising organization. Currently represented in 35 countries, RE/MAX Europe provides leadership and support to Regional franchise owners. Whether in marketing, administration, technology or continuing education, Regional Directors in Europe can count on RE/MAX to provide the fundamentals to success. The 54 current regions are independently-owned and operated sub-franchises. As of January 2007, there are more than 1,500 franchises open and over 10,000 Sales Associates within RE/MAX Europe. RE/MAX Europe coordinates the marketing, training & education, technology and administration efforts for its regional offices across the continent.

Within the RE/MAX franchising system, Regional Directors actively recruit office franchisers, also called Broker/Owners. In its support role, the Region Master Franchise in turn provides support, training, and technology to office Broker/Owners. Office franchisers, or Broker/Owners, establish an independent office of real estate agents active in the RE/MAX network. Broker/Owners provide leadership and high quality offices to their experienced crew of Sales Associates. Broker/Owners are the backbone of the astounding global growth of RE/MAX, recruiting and retaining real estate professionals for the RE/MAX network.

The RE/MAX Sales Associates are the core of the RE/MAX creed to provide the best possible service to the end consumer in real estate transactions. Within the RE/MAX culture of professionalism and pledging to the RE/MAX Code of Ethics, the Sales Associates pursue their careers in a dynamic, driven environment. RE/MAX encourages innovative personal promotion and fosters a desire to succeed. Sales Associates are in business for themselves, but not by themselves, providing a vital link in the RE/MAX growth strategy.

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