



PRESS HANDOUT

Fingers crossed for a successful winter: RE/MAX Europe sponsors Alpine Skiing World Cup

No. 1 Real Estate network sponsors races in Wengen and – new this year – Kransjka Gora.

Be fast, be first

Once again RE/MAX Europe prepares for the winter season: On two weekends in January the No. 1 Real Estate network supports the Alpine Skiing World Cup in Wengen (Switzerland) and Kransjka Gora (Slovenia). The reason for sponsoring ski races is obvious for Chuck Lemire, chief operating officer of RE/MAX Europe Regional Services: “Skiing is a sport where training, precision and pace are crucial for winning. In the real estate business it’s the same – if you have the best trained agents, who work fast and diligent you are No. 1.”

Sport sponsoring has a long tradition in the RE/MAX network. With sponsoring ski races the benefit for RE/MAX is enormous – Alpine skiing is one of the most watched winter sports throughout Europe. With the RE/MAX logo on the tricot (bib), in the FINISH area and along the track, the visibility of the brand is perfect. Additionally there will be VIP events hosted by RE/MAX Switzerland and RE/MAX Slovenia.

Sponsored races:

Wengen

- Jan. 15th: Super-Combination Men
- Jan 16th: Downhill Men
- Jan 17th: Slalom Men

Kransjka Gora

- Jan 30th: Giant Slalom Men
- Jan 31st: Slalom Men

RE/MAX Europe
Regional Services

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Registered at the Commercial Court Vienna, FN 216032 w, ATU 53032203
Each RE/MAX office is independently owned and operated.



RE/MAX No. 1 worldwide

If you let numbers speak for themselves it becomes quite clear that RE/MAX is the No.1: the network opened over 7000 independently owned offices in 71 countries on the planet, with a still growing number of over 102.000 agents. Well established No.1 in North America, the real estate franchise company is also the fastest growing network in Europe:

- Offices in 36 countries
- with more than 10.300 sales associates
- in 1.600 independently operated offices

“We are the No. 1 on the market and just started our 36th year of consecutive growth. Since our beginnings in Denver, Colorado in 1973 we accumulated know-how and market expertise which we share in the network, so that all RE/MAX Europe agents can offer the best possible advice and service to the client”, says Lemire.

Franchise – a crisis proof business model

Many business publications speak of franchise as one of the few financial crisis winners nowadays.

“You're your own boss with a strong network support backing you up. The franchise system offers a safety net that most of the other business models can't offer”, explains Chuck Lemire the simple, but so rewarding concept of RE/MAX Europe Regional Services Franchise. "You're in business for yourself, but not by yourself."

Regional directors, owning the franchise for a particular region, guide their broker owners in recruiting, supporting and motivating their sales associates. Administrative, PR, Marketing, IT, Training and other services are provided by the network. “Basic brand guidelines and a code of ethics are respected by all RE/MAX agents, but besides that our core principle “collective independence” is the key to success.”



About RE/MAX Europe Regional Services

Number One in the world, RE/MAX is now the fastest growing real estate franchising network in Europe. A global real estate franchising system in 71 countries that now is in its 36th year of consecutive growth, RE/MAX has more than 7,000 independently owned offices with over 102.000 sales associates globally. RE/MAX in Europe is represented by over 10.200 sales associates in more than 1.600 independently owned and operated offices across 37 countries.

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