



PRESS RELEASE

RE/MAX goes social media: New online strategy offers more service for customers and agents

The internet has become the largest information source on the globe. Especially through social networks the knowledge exchange grew even bigger. Today, Facebook alone has more than 800 million active users with an average of 130 friends each. For RE/MAX Europe a perspicuous reason to be right where its customers are. With a brand-new Facebook page, a twitter account and a YouTube Channel RE/MAX offers even more service for customers and agents.

Who could be more trustworthy than a close friend? Especially when it comes to spending money we base our purchase decisions on our social circle. Whereas years ago we would call a friend and ask them about their opinion – we now just log on to Facebook and ask our online friends. If they like a brand on Facebook we are likely to follow them. For companies therefore the social web has become a very important marketplace, not least for RE/MAX, the No. 1 real estate company in Europe: “Social networks enable customers to get to know companies from a social aspect and start a conversation with them”, Michael Polzler, Managing Director of RE/MAX Europe, explains. “Through Facebook we can build trust and relationships with (potential) customers. So before meeting in real life our agents know exactly what the customer is expecting.”

Fast & Straightforward

In an era where time is a precious good the social web offers even more benefits: With twitter for example, a RE/MAX agent can inform all its followers – potential customers as well as other agents – about new properties in a fast and uncomplicated way like never before. Moreover this information can be shared easily and therefore reach thousands of customers who might be interested in exactly this one property. “Many people are interested in buying a property in the future. With a channel like twitter they can be up to date regarding the market and prices without investing a lot of time”, Polzler says. For agents twitter offers a new and better way to cooperate in order to offer their customers even more properties.

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Spread the knowledge

RE/MAX uses its online channels not only to offer more service for its customers, but also to support their agents. Especially the YouTube channel is a great way to share knowledge regardless of time or place, knows Polzler: "Our offices are spread across 33 countries in Europe. More than 11.000 sales associates are in our network. In order to support them with trainings or exchange knowledge we need to be creative. YouTube is a useful tool for this purpose." Despite their new social media strategy RE/MAX Europe also knows about the importance of the more classic online channels – therefore the RE/MAX Europe website will also be launched all new very soon.

RE/MAX Europe in the social web:

Facebook: www.facebook.com/remaxeuro

twitter: twitter.com/remaxeurope

YouTube: www.youtube.com/remaxeuroversity

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 84 countries that now is in its 38th year of consecutive growth, RE/MAX has more than 6.000 independently owned offices with over 87.000 sales associates globally. RE/MAX in Europe is represented by over 11.000 sales associates in more than 1.450 independently owned and operated offices across 33 countries.

www.remax.eu

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