



WHY RE/MAX?

**SEE FOR
YOURSELF**





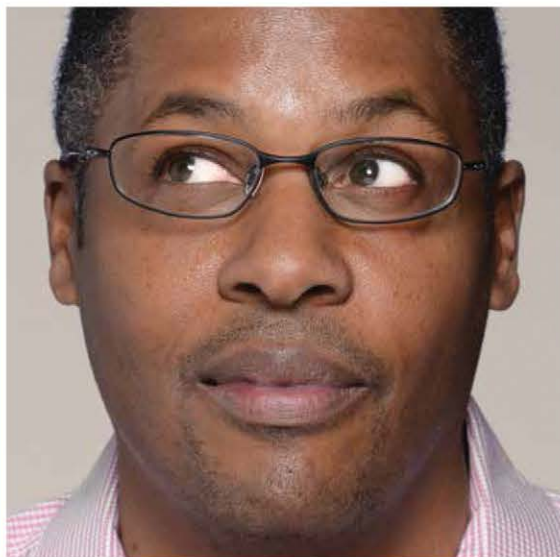
**Proven
Success**



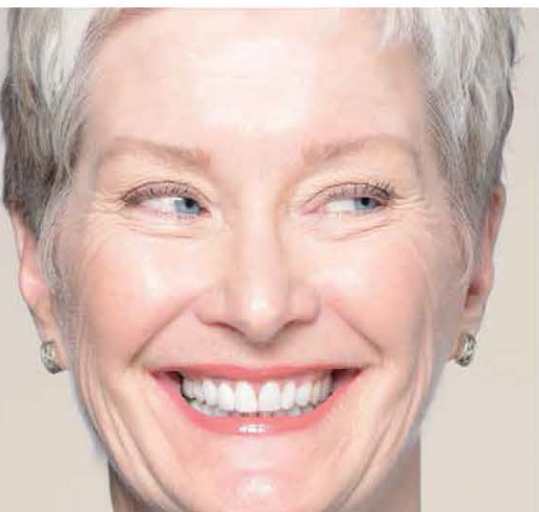
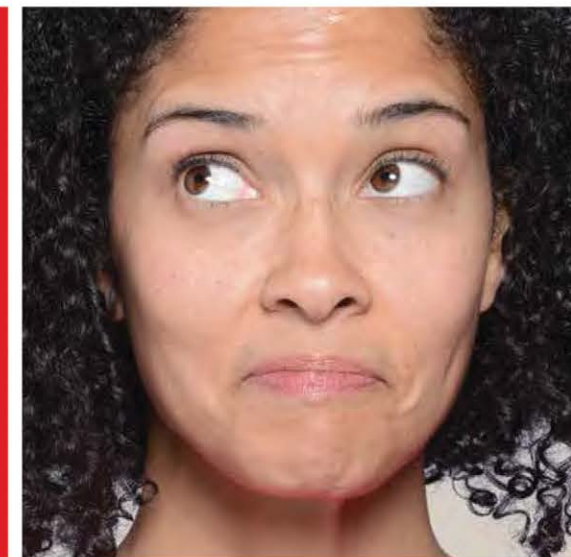
**Advanced
Technology**



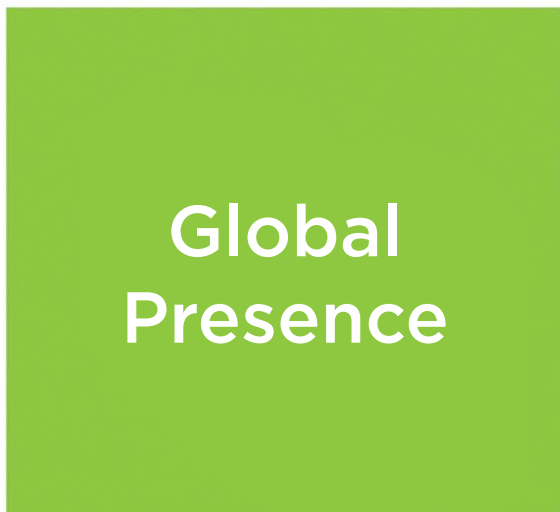
**Fee-Free
Leads**



**Extensive
Education**



**Global
Presence**



**Brand
Recognition**













BEHOLD THE DIFFERENCE A BRAND CAN MAKE

At RE/MAX, you have the #1 name in real estate behind you.* You gain access to incredible technology, education and tools to grow your business. And you're part of a winning team that sells more real estate than anyone else in the world.

Open your eyes to unlimited possibilities for personal and professional growth. Asking "Why RE/MAX?" could be the start of a life-changing conversation.

*MMR Strategy group study of unaided awareness in the U.S. and Canada.

2015 RE/MAX vs. THE INDUSTRY

	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY ¹	U.S. RESIDENTIAL TRANSACTION SIDES ²	U.S. NATIONAL TV SHARE OF VOICE ³	COUNTRIES ⁴	OFFICES WORLDWIDE	AGENTS WORLDWIDE
	16.6	890,000+	53%	95+	6,751	98,010
	9.0	116,533	0%	30	2,300	33,400
	8.5	705,322	11%	37	3,000	86,000
	7.6	NOT RELEASED	32%	1	1,100	35,000
	7.5	394,989	4%	65	6,900	101,200
	6.7	700,000+	0%	11	700	112,000
	6.7	57,335	0%	2	280	9,150
Sotheby's	6.1	87,420	0%	44	760	16,600
	No data	NOT RELEASED	0%	1	388	18,000

NOBODY SELLS
MORE
REAL ESTATE THAN
RE/MAX

The day you join RE/MAX, you gain access to global brand awareness, benefit from 40 years of industry expertise and become part of the world's most productive real estate network.

Placing the RE/MAX Balloon behind your name gives you instant credibility and opens doors to more exposure, more referrals and more business.

Customers want to work with you when you're part of a trusted network with a long-established reputation for delivering results.

©2015 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2014, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2014; Keller Williams, Weichert and Berkshire Hathaway HomeServices data is from company websites and industry reports. ¹Transaction sides per agent calculated by RE/MAX based on 2015 REAL Trends 500 data, citing 2014 transaction sides for the 1,460 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. ²Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. ³Percentage of TV advertising impressions among national real estate brands. Source: Nielsen Monitor-Plus / A25-54 GRPs Unequalized for ads placed through nationwide buys (not including Spanish-language television). Spot TV GRPs



JOIN A WINNING TEAM

PRODUCTIVITY IS CONTAGIOUS. The people around you can bring you down or lift you up. RE/MAX agents shine in sales, productivity and other key metrics of quality.

See how being part of this winning team can inspire you. You'll work harder. You'll strive for more. And you'll find yourself achieving greater results.

Discover a culture of collaboration and success, where great agents come to get even better.



2014

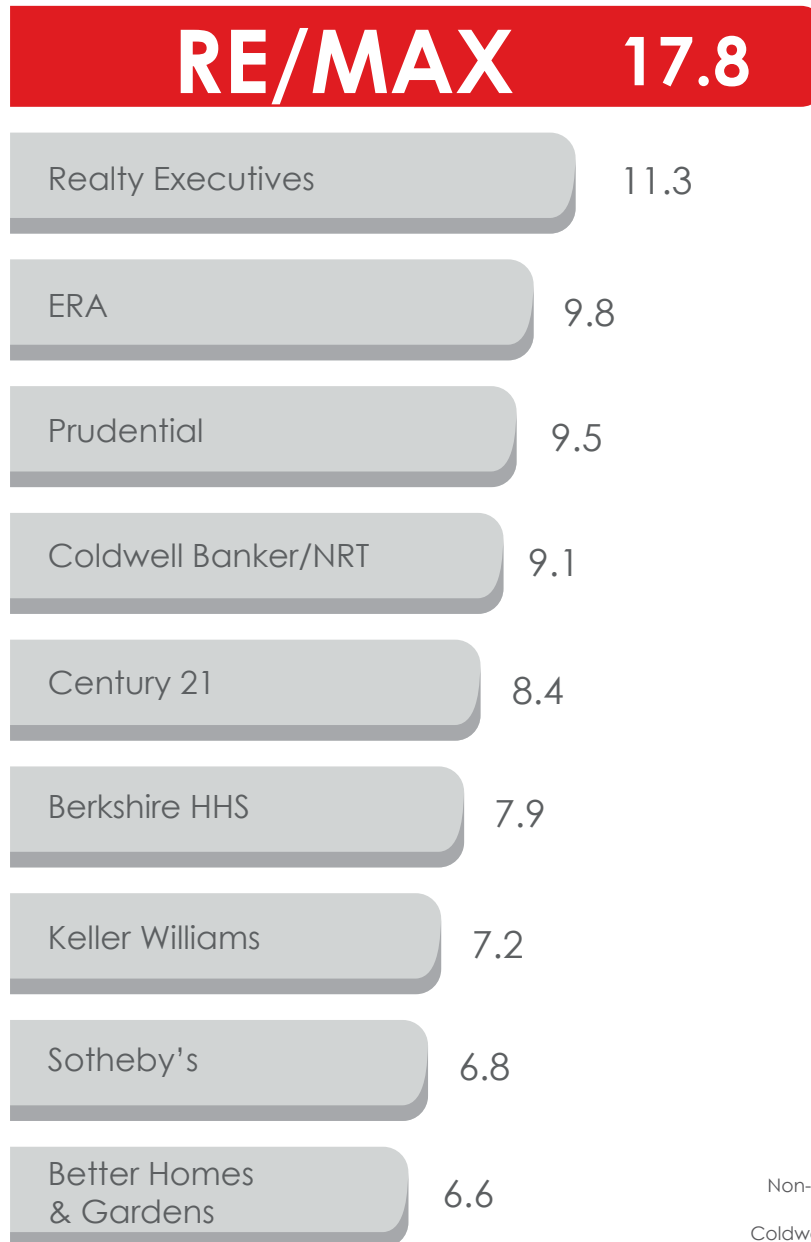
REAL *Trends*

500

RE/MAX productivity is on full display in industry reports like the 2014 REAL Trends 500. In that report, RE/MAX agents averaged twice as many transaction sides as all other agents combined, and easily topped the averages posted by the other national franchises.

*Rankings calculated by RE/MAX based on 2014 REAL Trends 500 data, citing 2013 transactionsides for the 1,451 largest participating U.S. brokerages. Prudential, Berkshire and Real Living do not include HomeServices of America.

TRANSACTION SIDES: AVERAGE PER AGENT



NATIONAL MINORITY FRANCHISING INITIATIVE

The only real estate company ranked in the

TOP 50

FRANCHISES FOR MINORITIES

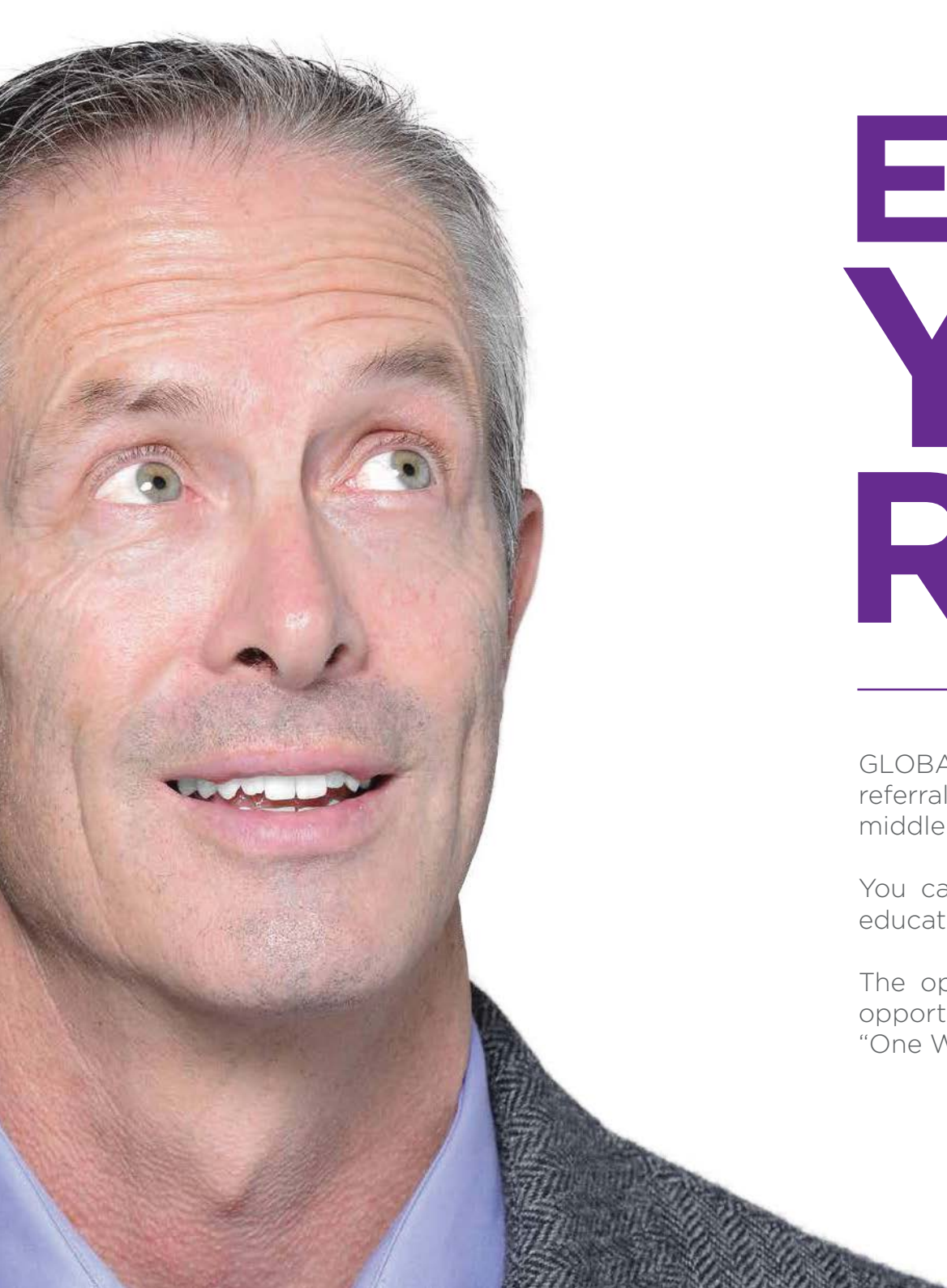
6 YEARS IN A ROW

TOP 100 BROKERAGES WHEN RANKED BY MOST TRANSACTION SIDES PER AGENT



- Non-Franchise - 4
- ERA - 1
- Coldwell Banker - 2
- Century 21 - 2





EXTEND YOUR REACH

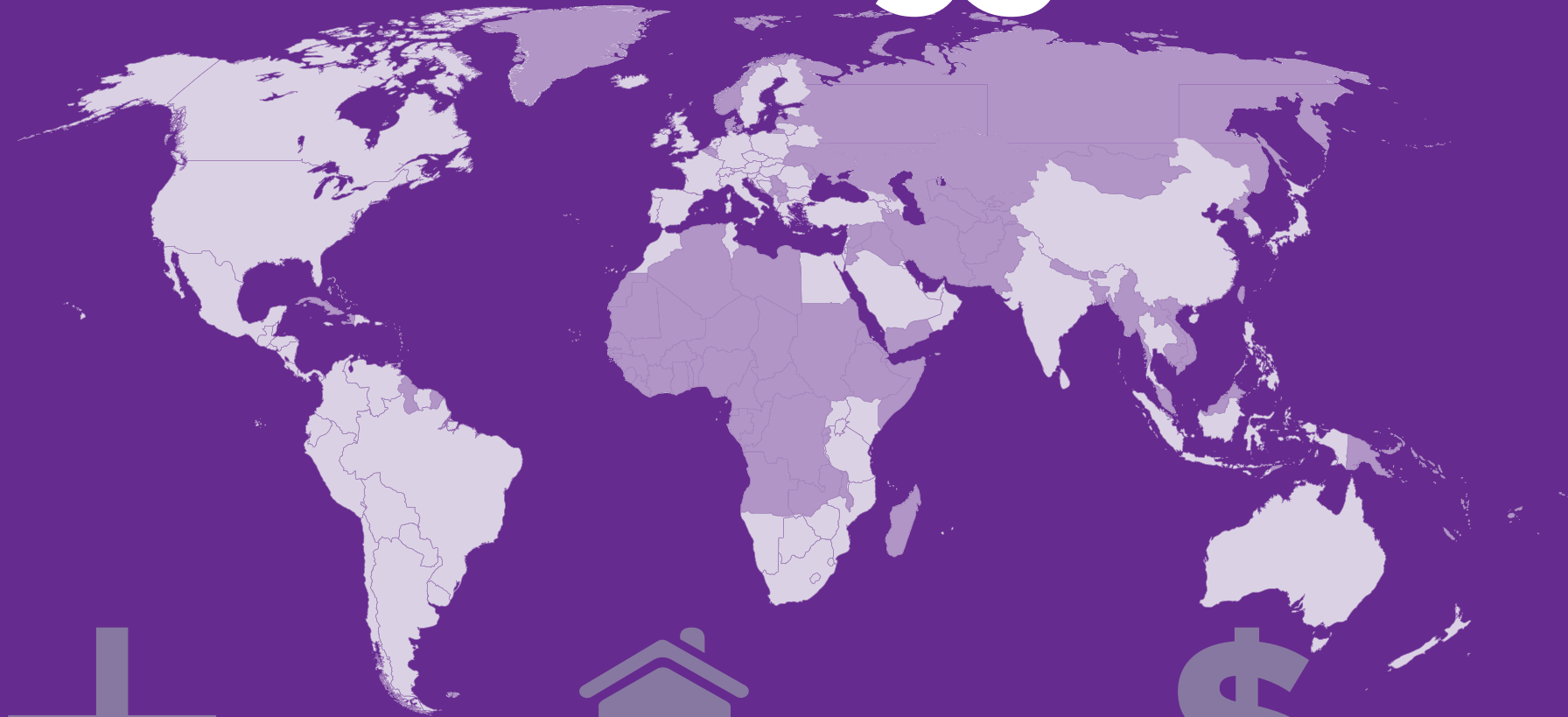
GLOBAL CONNECTIONS. Today's real estate is global, and referrals flow seamlessly between RE/MAX agents, with no middleman or corporate interference.

You can also tap into specialized tools, resources and education to promote yourself globally.

The opportunities for referrals and additional business opportunities are limitless. All under the banner of "One World, One RE/MAX."



more than
100,000 agents
in over **95** countries

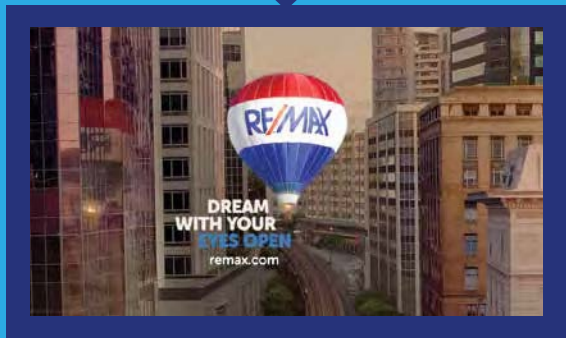


+
11 countries
gained

1.4 million
TRANSACTION SIDES

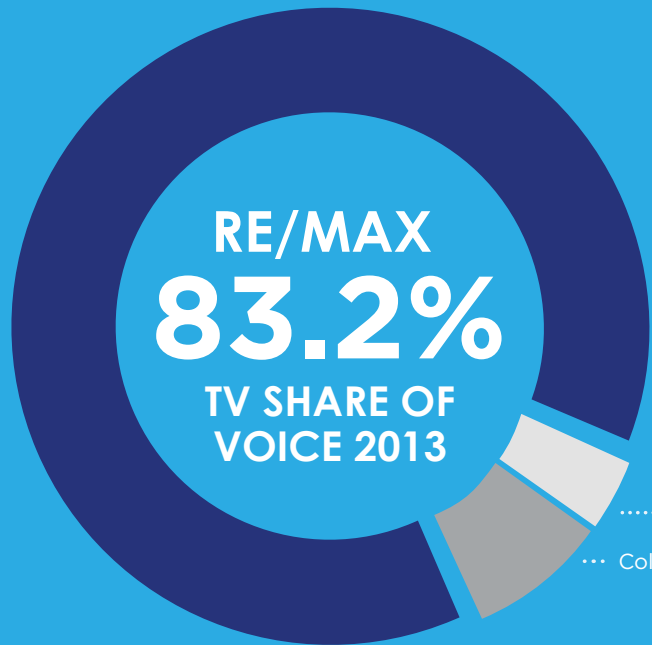
\$
\$103,020
average commissions
per agent

4.5 billion impressions



NATIONAL TV EXPOSURE

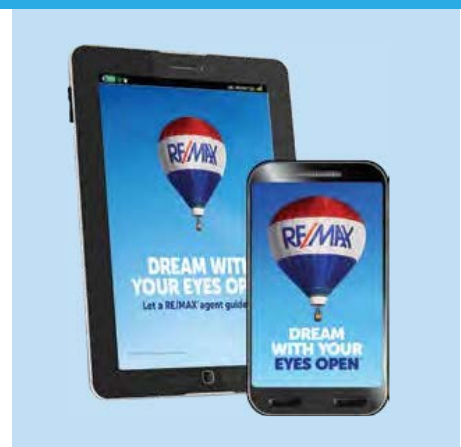
Nielsen and Management Science Associates, 2013 National TV impressions, adults ages 18+



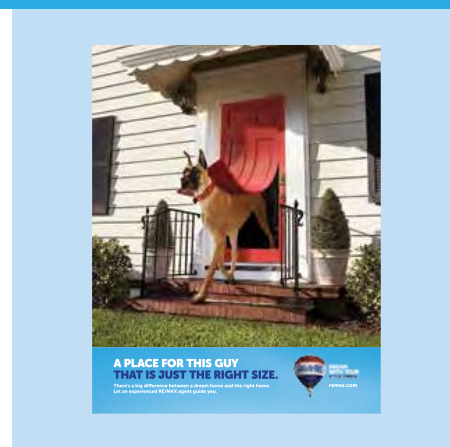
(Percentage of total ad impressions by national real estate franchises for ads purchased through nationwide buys) Nielsen Monitor-Plus / A25-54 GRPs Unequalized



OUTDOOR



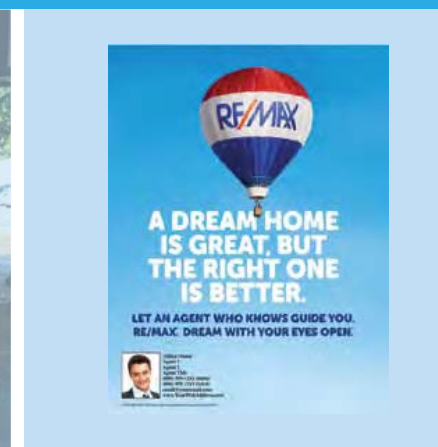
DIGITAL/MOBILE



PRINT



TRANSIT



CUSTOM MARKETING

OPEN YOUR EYES TO EXTENSIVE ADVERTISING

“DREAM WITH YOUR EYES OPEN.” The RE/MAX advertising campaigns position RE/MAX agents as trusted guides for people pursuing one of life’s greatest accomplishments: the purchase of a home.

It’s the latest in a strong history of marketing that has helped establish RE/MAX as the #1 name in real estate.

When you mix your personal promotion with the national, regional and local efforts, you benefit from literally billions of ad dollars spent on promoting the brand.

The result: When people see RE/MAX advertising they think of their local agent, you.



13.8 million fee-free **leads**

remax.co.za
remax.com



That big promotion finally came. Yes!

We finally saved enough for that vacation home.

The guy next door is learning to play the drums.



After graduation, we won't need this much room.



My company needs me to relocate overseas.



Guess who's moving back in?



Honey, great news. It's twins!



Investing in office space appears promising.

MORE LEADS

MORE REFERRALS



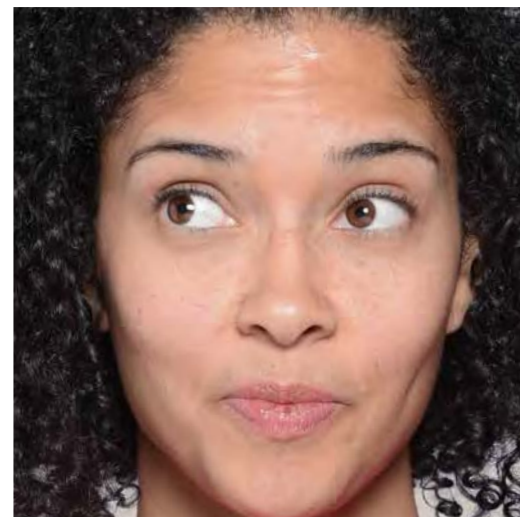
LEADS

Delivered
fee-free
to you.

FEE-FREE LEADS DIRECTLY TO YOU. At RE/MAX high quality leads continually come your way, with no added fees.

Millions of customers around the world start their property search on a RE/MAX web portal - remax.co.za, remax.com and global.remax.com. On Alexa.com, the worlds leading authority on website traffic, remax.co.za ranks as the #1 Real Estate agency website by number of visitors in Southern Africa.

This combination results in an average of 4,000 leads delivered to RE/MAX agents every day.



RE/MAX[®]

TOTAL ACCESS

CONNECTING AGENTS TO CLIENTS. When it comes to technology, RE/MAX has you covered.

There are powerful lead generation tools. Website templates. Mobile applications. A design center for creating professional marketing materials. Online education. Social media resources. Professional training and support. And much more.

While the offerings are incredibly diverse, every RE/MAX tech tool is designed to help make your business more streamlined, efficient and profitable.





mainstreet®

Mainstreet is the hub for everything RE/MAX. This members-only site provides access to RE/MAX news, logos, events, marketing resources, products and more.

design
Customizable professional marketing materials

remaxuniversity®
Comprehensive real estate education

thedownload
Tips and trends in tech and social media

admarketplace
Customizable outdoor advertising

fusion

RE/MAX Fusion
RE/MAX Fusion is a customised listing manager and lead management program for agents in Southern Africa.



websites

remax.co.za

The Go-To Resource for Buyers and Sellers in Southern Africa

The Number one Real Estate agency website as ranked by Alexa.com

*as at June 2014

remax.com

The Go-To Resource for Buyers and Sellers

One of the industry's most visited franchise sites, remax.com receives more than 40 million visits each year.*

*Data from Adobe Site Catalyst Tracking

remaxcollection.co.za

Fine homes and luxury properties online

This specialised site provides an elegant and stylish display of elite home listings, reaching affluent customers around the world.

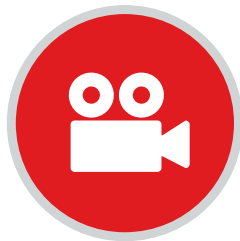
THE MORE YOU LEARN, THE MORE YOU EARN.®



e-Learning



Webinars



Videos



Live Events



Certifications &
Designations

PROOF IN NUMBERS

Average 2014 earnings for RE/MAX agents in Southern Africa.

All Agents - R570 000

Top 100 - R2.8 Million

Top 20 - R5.8 Million



A yearly convention celebrating all things RE/MAX. The multi-day event features extensive networking, diverse education and world-class speakers and entertainment.



SEE YOURSELF SMARTER

RE/MAX UNIVERSITY. Gain instant access to award-winning education, delivered in high-definition, streaming video.

Want to improve your negotiation skills? Looking for direction to grow your client base? Need a motivational boost? Thinking of diversifying your business into international, luxury or commercial real estate?

Through RU, you receive instruction where you want it and when you want it - 24/7.

RE/MAX GLOBAL LEARNING CENTRE

Bringing you cutting-edge Real Estate sales, systems, management and financial training both in the classroom and online.





FIND YOUR BALANCE

AGENT-FOCUSED PHILOSOPHY. RE/MAX offers you the independence to operate your business as you see fit, along with the support of leading education, extensive marketing resources and incredible brand recognition.

Additionally, the RE/MAX Maximum Commission Concept helps you keep more of what you earn. This means even more opportunity for financial freedom - and an enriching life both in and outside the office.

RE/MAX knows one size doesn't fit all. You're in business for yourself, but not by yourself.



work

RE/MAX[®]

life

RE/MAX[®]

CONNECT WITH THE COMMUNITY

PROFESSIONALS WHO CARE. At RE/MAX, you can tie your name and business to charitable causes that people know and respect.

“We don’t just work in a community, we live there too.”

Over the years, RE/MAX agents have donated more than R7 million locally and worldwide to charities, making a very real difference in people’s lives.



give back



donate



R7 million
to charitable causes



volunteer



helping hands



charity



OPEN YOUR EYES TO THE POSSIBILITIES

remax.co.za