

Remax.com received a 2006 Innovator Award from Inman News, the United States Leading real estate news service. The award is for the RE/MAX Internet listing initiative. RE/MAX is the first national real estate network to make available all residential listings in any given market—those of RE/MAX agents and competitors alike—on one web site.



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Tell us what you are looking for and we'll email you homes that meet your criteria.



Mortgage Rates Effective: 08/14/2009

Loan Type	Rates	APR	Points
30 Year fixed	5.8%	5.84%	0.125%
15 Year fixed	5%	5.14%	0.125%

Articles

* Number 1 Real Estate company website

* Averages over 48,000 unique visitors a day

* Generates over 5,000 leads per day in the United States

* Over \$80 Million spent annually to drive traffic to REMAX.com

* More consumers visit remax.com than any other real estate franchise site

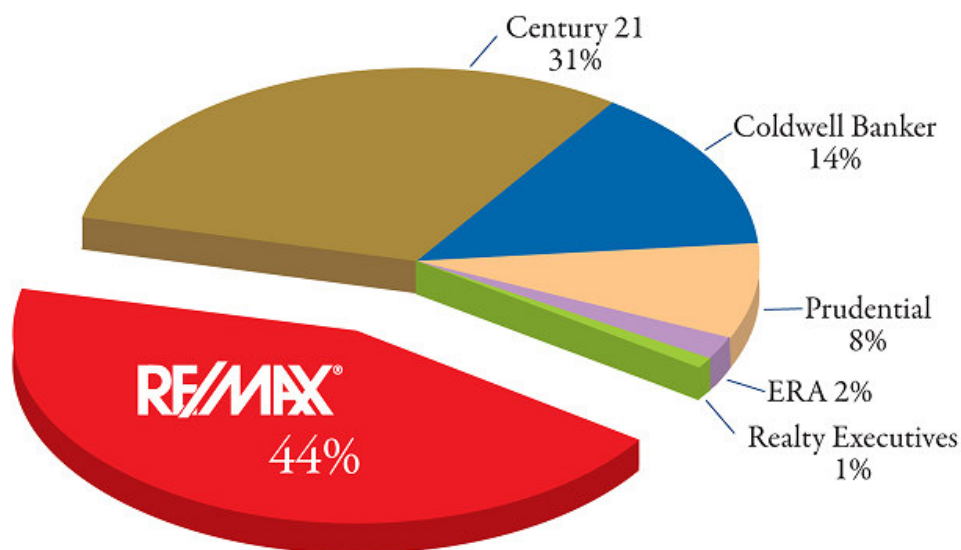
* Includes lead generation and notification capabilities

National Advertising

More people still spend more of their leisure time watching television than doing anything else. That's why RE/MAX is the biggest buyer of television advertising among all real estate companies. Prime-time RE/MAX images now fill television screens across the United States and Canada.

TV Share of Voice

U.S. National Real Estate Advertising



Source: Nielsen Monitor-Plus/Ages 25-54 Gross Rating Points Unequalized, 1-4Q, 2007

The RE/MAX national television campaign earns a 44% percent share of voice, which provides about as much exposure as all of its competitors combined. In addition to the TV spots, RE/MAX advertises in multiple mediums and sponsors numerous sporting events across the country.

RE/MAX will continue to invest in television advertising. More exposure to the public means more exposure for our clients listings. Here are a few of the channels RE/MAX will be advertising with in 2008. A&E, ABC, AMC, CMT, CNBC, DISC, FOOD, HGTV, MSNBC, FOX, USA, TLC, ESPN and others.