



Why use RE/MAX?

When you choose a RE/MAX Sales Associate to sell your home or help you purchase a new home, you'll experience a whole new level of service. First, RE/MAX Associates are The Hometown Experts With a World of Experience®. Across the globe, they make their living in the same communities in which they live. They're the people next door, or just down the block.

- **Customer Satisfaction**

The proof of quality service is in repeat customers and in customers who refer RE/MAX Associates to their friends. RE/MAX Sales Associates average 70 percent of their business from repeats and referrals, while other agents average about 30 percent from those sources.

- **Education**

RE/MAX Associates lead agents of competing brands in professional designations, which denote specialized training and education. They dominate the Accredited Buyer Representative (ABR), Certified Relocation Professional (CRP), Certified Residential Specialist (CRS) and Leadership Training Graduate (LTG) ranks.

- **For All You're Worth®**

On average, RE/MAX associates sell more real estate than other agents. They are better qualified to set the right price for the homes they list, are better equipped to market those homes, and are likely to find a buyer in a shorter period of time. That experience and education also means they are better qualified to find the right home for any buyer.

- **Competitive Advantage**

The real estate network that has the most competitive advantages to offer both home buyers and sellers will be an industry leader, and RE/MAX is that network. No one in the world sells more real estate than RE/MAX.

- When you look for the highest quality real estate service, look to a RE/MAX Associate. Here's why RE/MAX Associates are "The Real Estate Leaders®".

Advertising

On average, a RE/MAX Associate spends about \$8,000 each year on personal promotion and on individual and group advertising. Personal advertising plus

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national television advertising and Internet exposure generates the highest number of prospects in the industry.

- **Network Size**

The revolutionary RE/MAX Concept of enabling real estate professionals to maximize their business potential has evolved into an organization of more than 100,000 Sales Associates in more than 5,400 offices.

- **The RE/MAX Balloon Logo**

The red, white and blue RE/MAX Balloon, with its "Above the Crowd®" slogan, is one of the most recognizable business logos in the world. With more than 90 RE/MAX Hot Air Balloons around the globe, RE/MAX has the world's largest balloon fleet.

- **The Sign That Brings You Home®**

The famous red-over-white-over-blue RE/MAX yard sign and your RE/MAX agent lead you to properties in areas in which you'll want to live and work. If you want to sell your property, the RE/MAX yard sign attracts buyers. Nobody sells more real estate than RE/MAX.

- **An Industry Leader**

RE/MAX was the first real estate network to be involved in more than 1 million transaction sides in a single year. Each transaction or sale consists of two sides, the listing side and the selling side.

- **Global Expansion**

With offices in more than 50 countries worldwide, RE/MAX is one of the fastest-growing real estate franchise networks on the planet.

- **Main Street. Not Wall Street.®**

Being locally owned and operated, RE/MAX offices are staffed with professionals who live in the area they work in. Thus, committed to their local community, they have a deep personal interest in the customers they serve.

- **Home of the Best Agents®**

In a business environment of mergers and acquisitions, RE/MAX is the only major real estate network still owned and directed by its founders. The excellence of RE/MAX Broker/Owners and Sales Associates has led to an ever-increasing number of accolades from the business community at large. "Worth" magazine honoured RE/MAX with its prestigious "Readers' Choice" award in both 1999 and

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2000, naming RE/MAX the No. 1 real estate brokerage. In January 2005, "Entrepreneur" magazine ranked RE/MAX among the top 10 franchises in its 26th Annual Franchise 500 survey. It also named RE/MAX: "Best of the Best" for real estate services; the highest-ranking real estate franchise in "Low Cost Franchises"; and No. 7 overall in "America's Top Global Franchises."

- **More Than 32 Years "Above the Crowd®"**

RE/MAX - now an established industry leader - celebrated its 32nd anniversary in 2004 and looks ahead to even greater real estate achievement in the years ahead.