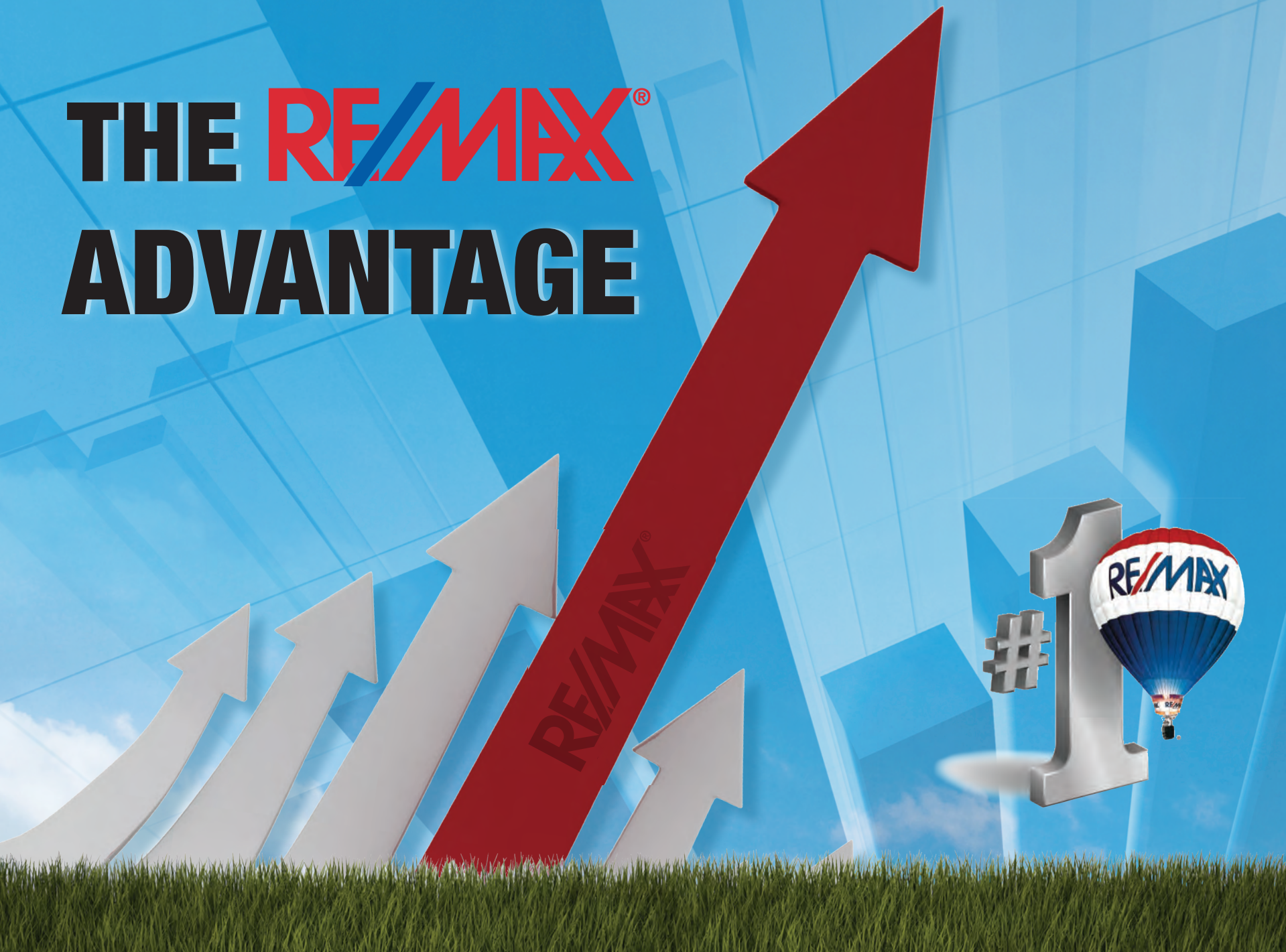


THE RE/MAX[®] ADVANTAGE





Absolutely Critical Attributes...

1. Reliable
2. Trusted
3. Knowledgeable

RE/MAX agents scored the **highest** of all the brands with consumers surveyed.





Which Real Estate Brands Do You Recall?

RE/MAX	91%
Century 21	58%
Royal LePage	35%
Sutton	15%
Coldwell Banker	12%
Prudential	4%
PropertyGuys.com	1%

RE/MAX has the **highest** real estate brand recall with Western Canadian consumers.





RE/MAX® Agents Are...

Most familiar with the area I'm interested in	64%
Show properties in my price range	63%
Most knowledgeable about marketing my home	60%
Most helpful in determining a fair listing price.....	59%
Most knowledgeable about marketing my home on the internet	54%
Most responsive to me	51%

RE/MAX agents **outperformed**
all major competitors in every area.





Which company would you choose to **BUY** or **SELL** with in the next 2 years?

RE/MAX	75%
Royal LePage	46%
Century 21	46%
Sutton	22%
Coldwell Banker	16%
ComFree	13%
PropertyGuys.com	7%
Prudential	6%
HomeLife	5%





Why are you most likely to choose **RE/MAX**®?

BUYING

Past Usage/Familiarity	29%
Company Image	28%
Recommendation/ Word of Mouth.....	23%
Coverage/Listings	13%
Agent/Customer Service	11%
Advertisements	5%
Convenience	4%

SELLING

Company Image	33%
Past Usage/Familiarity	31%
Recommendation/ Word of Mouth.....	24%
Agent/Customer Service	18%
Coverage/Listings	10%
Advertisements	6%
Convenience	3%





Share These Exclusive Offers With Your Clients...



Buyers can rate homes as they are viewing.



Contests to win WHL hockey tickets and Grand Prizes **up to \$25,000!**



Go to the show for **50% OFF!**



Grade 12 students can win a **\$1,000 bursary.**



18 videos for sellers to prepare their home so it **shows better** and **sells quicker.**



Insurance to ensure your **clients are protected** and transactions proceed.*

*participating agents





Premiere Community Citizenship...



Children's
Miracle Network

\$44 million raised to date in Canada.



Raising funds to **find a cure** for breast cancer.



\$16,000 awarded to Grade 12 students annually in Western Canada.



Organ and tissue donor awareness. **Liveon.ca**



Sold on Giving



Tech Innovations...

remax.ca

Most visited branded real estate website.*

global.remax.com

The first real estate site with true global reach.

LeadStreet Canada **LeadStreet**

Capturing quality business leads for you.

Mobile App with Augmented Reality

Property searching from mobile devices.

Design Centre **RE/MAX** *Design Centre*

Thousands of marketing pieces at your fingertips.

*per Comscore, Inc. Jan.1-Dec. 31, 2011





Canada's **Most Productive Agents***

*Based on 2011 closed transactions. Source CREA and RE/MAX.

Average Income **\$152,037****

Average Transactions **19.5*****

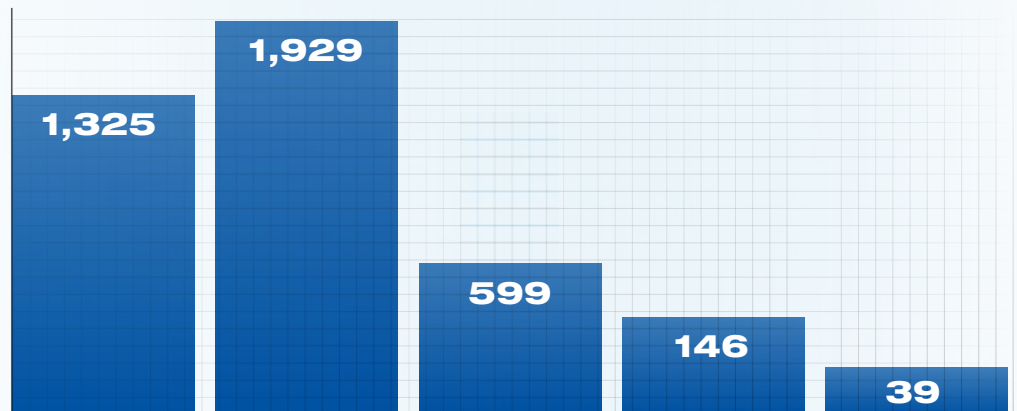
** 2011. Associates who have been with RE/MAX of Western Canada for greater than one year

*** RE/MAX of Western Canada: 2011 Internal data





Success Breeds Success...



Over 4,000 Western Canadian associates achieved a club level.





Choose Wisely. Choose **RE/MAX**®.

RE/MAX of Western Canada

Blog: remax-western.ca/blog

remax.ca

www.joinremax.ca

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Each office independently owned and operated. Programs subject to change. All data is 2011, unless otherwise specified. For internal purposes only.