GOLD NATION VALUE STATEMENTS

- AGENT/CONSUMER DIALOGUES -

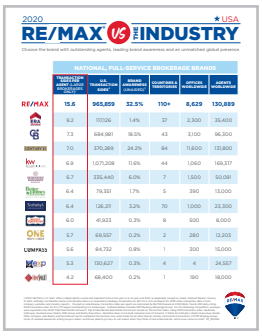
WORLDWIDE NETWORK

VALUE STATEMENTS

- **The BRAND that sells more Real Estate than any other brand in the world.**
- **The world's Top Sales Associates sharing referrals worldwide.**
- **The most recognized logo in the industry is also one of the most recognized logos in the world, period. Adding the RE/MAX logo to your marketing provides unmatched consumer connection and awareness to you.**

CONSUMER DIALOGUE

"Thanks so much for the opportunity to come in today to talk to you about selling your home. I really want to start with talking about why I choose to partner with RE/MAX. I choose RE/MAX because the consumer chooses RE/MAX. In fact, the brand of RE/MAX sells more real estate worldwide than any other Brand in the world. With over 130k associates in over 110 countries, our global reach creates the greatest amount of potential exposure for your home—and we know the most important home to be sold is going to be yours. Can you see how the Brand in your front yard can bring the greatest potential results to you?"



2020 ★USA

RE/MAX VS. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS					
	TRANSACTION SIDES PER AGENT • LATEST BROKERAGE DATA AVAILABLE	U.S. TRANSACTION SIDES*	BRAND AWARENESS (UNAIDED)*	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	15.6	965,859	32.5%	110+	8,629	130,889
BHH	9.2	117,126	1.4%	27	2,300	35,400
CB	7.3	684,981	18.5%	43	3,100	96,300
CENTURY 21	7.0	370,289	24.2%	84	11,600	131,800
kw	6.9	1,071,208	11.6%	44	1,060	169,317
Keller Williams	6.7	331,440	6.0%	7	1,500	50,091
Coldwell Banker Realty	6.4	79,351	1.7%	5	390	13,000
SOTHEBY'S	6.4	136,211	3.2%	70	1,000	23,300
ERA	6.0	41,923	0.3%	8	500	8,000
ONE Sotheby's	5.7	69,557	0.2%	2	280	12,203
COMPASS	5.6	84,732	0.8%	1	300	15,000
Keller Williams	5.3	130,627	0.3%	4	4	24,557
Berkshire Hathaway HomeServices	4.2	68,400	0.2%	1	190	18,000

RE/MAX VS. INDUSTRY

VALUE STATEMENTS

- **RE/MAX Agents serve more consumers on average annually than any other brand, out performing the competition by greater than by 2 to 1.**
- **RE/MAX believes in Lead Generation. RE/MAX believes in Lead Gen. You will receive "fee-free" direct leads on your listings, from your database and from your defined market place.**
- **Worldwide referrals agent-to-agent.**

CONSUMER DIALOGUE

"Ms. Seller, another reason why I've decided to partner with RE/MAX is because of the productive nature of our organization. The average RE/MAX agent closes 15.6 transaction sides a year, which is more than 2 to 1 against most competitor companies. When I list your home, I will immediately expose your property to the most productive, full time, and experienced group of agents in the market. Exposing your listing through the RE/MAX network helps bring maximum visibility to your home. With more agents selling more homes than any other company, can you see how marketing your home with myself and RE/MAX will help you get your home sold in less time and for more net dollar?"

GOLD NATION VALUE STATEMENTS

- AGENT/CONSUMER DIALOGUES -

OVER 80 MILLION WEB HITS

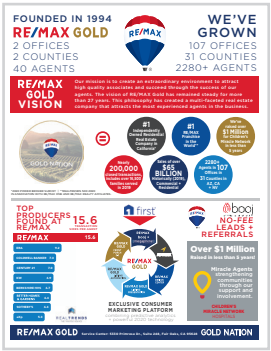
VALUE STATEMENTS

- **REMAX.com and the RE/MAX Mobile App connect consumers directly to you the agent, free-fee.**
- **The Branded RE/MAX site is trusted by consumers because it provides "active" and "pending" listings only.**
- **Millions of dollars are spent annually driving on-line traffic to you through TV, streaming services, outdoor advertising, and large-scale sponsorships—saving you advertising dollars and providing extreme exposure.**

CONSUMER DIALOGUE

"Mrs. Seller, it's really important for me to help you understand exposure in 2021 and what it means to be out on the web. No company is positioned better on the web than RE/MAX. From a consumer perspective, it's important that your home is not only exposed as broad and wide as it can be, but also the incoming inquiries are handled appropriately. With over 80 million consumers visiting remax.com annually, we outperform all other companies significantly in the marketplace. Can you see how that would position you and your property to be as exposed to a greater number of qualified buyers in the market?"

COMPANY INFOGRAPH



VALUE STATEMENTS

- **A 27 year old locally-owned and locally-lead real estate company whose agents out perform the competition.**
- **Our #1 success stories become your success stories, as soon as you join us. When positioned correctly, you will gain more consumer trust and will do more business.**
- **We are the Brokerage that helps build businesses: the Leadership, experience, marketing, education, support and protection you need to succeed at the highest level today.**

CONSUMER DIALOGUE

"So, Mrs. Seller, we've discussed what the RE/MAX Brand can do to expose your home, now I'd like to share a little about the company I choose to partner with: RE/MAX Gold. RE/MAX Gold is the #1 RE/MAX in the world and the #13 Brokerage nationally. We are the #1 independently owned real estate company in California. Last year, we sold 16,500 homes. That's important, but what's more important is how we're going to help you sell your home. There are over 2,280 RE/MAX Gold agents throughout Arizona, California, and Nevada which translates into local and regional exposure to your listing. With the strength and size of RE/MAX and RE/MAX Gold dominating the local, regional and national stage, our referral network makes us the best positioned company to sell your home."

GOLD NATION VALUE STATEMENTS

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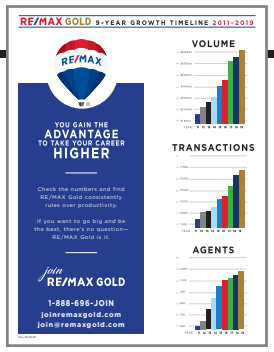

COMPANY GROWTH TIMELINE

VALUE STATEMENTS

- **Over the past 9 years we have consistently grown in the top three most important categories: Transactions, Sales Volume and Agent Count.**
- **Our low attrition rate allows us to add quality associates each year and expand our market strength. Market share growth helps you do more business.**
- **Our footprint is getting larger everyday, creating more consumers who see us as their trusted solution and providing opportunity for you to expand who and where you serve. In other words, with our continued expansion, your business will continue to expand.**

CONSUMER DIALOGUE

"Mr. Seller, the following chart highlights the growth of RE/MAX Gold over the last 9 years. Last year alone, we sold 16,500 homes. Here's why this is important to you: at RE/MAX Gold, we know how to sell real estate. This graph really highlights our experience and ability to close transactions. Helping families buy and sell homes is what we do. **We've sold more homes than any independently owned real estate company in California**, but most importantly, we can help you sell yours. Can we get started today?"

RE/MAX GOLD RANKED #1

VALUE STATEMENTS

- **RE/MAX Associates out sell the top Real Estate companies in the Greater Sacramento Marketplace by nearly a billion dollars, annually.**
- **Even when other companies in the top 5 positions behind us have more rostered agents than we do, we still do more business than they do.**
- **Simply put: The Sacramento Business Journal recognizes, multiple years in a row now, more consumers do business with RE/MAX Gold than any other company.**

CONSUMER DIALOGUE

"Ms Seller, as you interview agents to potentially list your home I believe it is important for you to have all of the facts about our Marketplace. Not only is the Brand and sign that I hope to put in your front yard the Brand that sells more Real Estate in the World, It is also the Company that sold more homes in California last year than any other Independently owned company. In addition the same Company, RE/MAX Gold, sold more homes than any other company in the Greater Sacramento Region as recognized for another year by the Sacramento Business Journal. That said , we know that the most important home is yours so lets discuss how we will get yours to be the next home Sold."

GOLD NATION VALUE STATEMENTS

- AGENT/CONSUMER DIALOGUES -

COMPANY MAP + LOCATIONS

VALUE STATEMENTS

- **You can expand your service area knowing you'll have full use of any of our locations to serve your clients in their neighborhoods.**
- **One key opens all of our company offices to help you when you are away from your local office.**
- **All 107 locations throughout California, Nevada, and Arizona are part of the Gold Nation footprint, therefore they are all part of your story.**

CONSUMER DIALOGUE

"Mr. Seller, the following map highlights the reach of RE/MAX Gold with 107 offices in 31 counties throughout California, Nevada, and Arizona. When I list your home, it's important that we execute a marketing plan that exposes your home not only locally, but also regionally, statewide and nationally. One of the ways we'll accomplish high level marketing and exposure of your home, is by sharing your listing through our company channels to all 106 offices. Can you see how this type of exposure will help us bring in a higher number of qualified buyers to view your home?"

CONSUMER MARKETING PLATFORM

CONSUMER MARKETING PLATFORM

VALUE STATEMENTS

- **RE/MAX Technology is the best in the Industry and is tied to the most recognized Brand in the Industry. Booj and FIRST.IO are in-house owned, so they are proprietary to our agents. This gives you market advantage.**
- **All systems are tied together on one platform offering you the best connectivity, artificial intelligence and consumer experience possible.**
- **Strategic partners, like Adwerx, help you market your clients' home, connect with potential buyers and create the most comprehensive, far reaching and affordable advertising available to you today.**

CONSUMER DIALOGUE

"By choosing to work with me not only will you be putting the world's most productive Real Estate sign in your front yard but you will be connecting to more visibility to more buyers than any other company, period. We do not know where the buyer from your home will come from but what I do know is giving you the best exposure for your Listing to attract buyers is my highest priority. The tools that I will be using to attract buyers are cutting edge. From the worldwide exposure of remax.com to sharing your listing in proximity to your home direct to potential buyer on-line with Adwerx to sharing your listing within my sphere of influence instantly we have you covered."

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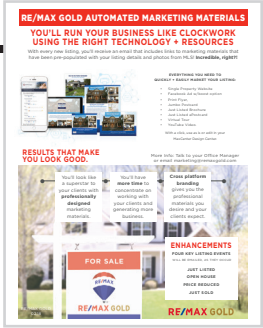

AUTOMATED MARKETING MATERIALS

VALUE STATEMENTS

- **What other companies charge you for, we provide at no cost to you. Not only are these materials included with your partnership, they are automatically generated when you enter a listing into MLS: property flyer, just listed postcard, e-cards, social postings, property website, virtual tour and more, delivered to your inbox.**
- **Materials are branded to you, and customizable through our Design Center.**
- **All materials automatically update when changes are made in the MLS.**

CONSUMER DIALOGUE

"Ms. Seller, my partnership with RE/MAX really equips me with the highest quality marketing collateral needed to market and expose your home to the most number of qualified buyers. Within 24-48 hours, RE/MAX prepares and delivers quality marketing designs directly to my email including postcards, property flyers and website, a virtual tour, social posts, Facebook ads and more. Everything I need to market your home effectively is done quickly and seamlessly, syndicated out to every marketing channel available through RE/MAX."

THE RE/MAX GOLD STANDARD

VALUE STATEMENTS

- **To us, building a great Real Estate Company means we are committed to protecting the great agents within our Company.**
- **To support you and your business, we provide layers of protection including on-site Managers, Compliance Advisors, Brokers of Record, a dedicated Vice President of Risk Management, and in-house General Legal Counsel to support your business.**
- **Total coverage, including zero-deductible programs, to protect you and your business.**

CONSUMER DIALOGUE

"Mr. Seller, another important part of my service level is my commitment to staying well informed and educated on risk management practices. RE/MAX Gold operates on what we call the "Gold Standard." The Gold Standard includes access to Brokers of Record, Compliance Advisors, Managers, and legal support to ensure maximum protection on every transaction. Our deep understanding of the contract, disclosures, and risk management issues give us the edge in negations to help represent you with the highest standard of care."

GOLD NATION VALUE STATEMENTS

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THE RE/MAX COLLECTION

VALUE STATEMENTS

- **A boutique Brokerage inside the World's most recognized Brand in Real Estate.**
- **Custom signage, website, collateral and on-line marketing to set your high-end listings apart.**
- **Special lead generation through the Collections Website to bring qualified buyers to your listing.**

CONSUMER DIALOGUE

"Mr. Seller, with a home of this caliber, it's important that we layer on marketing that will attract buyers looking in this price range. My affiliation with RE/MAX ensures you receive the white glove treatment you deserve. When I list your home, I will feature your luxury listing on theremaxcollection.com. This website is exclusive to fine homes and luxury properties, bringing a level of prestige and visibility to the upper end of our marketplace. Sophistication. Elegance. Refinement. The RE/MAX Collection offers all this and much more to affluent homebuyers and sellers around the world; when can we get started?"

CHILDREN'S MIRACLE NETWORK

VALUE STATEMENTS

- **You are joining a generous and caring team of 'miracle agents' who have donated over $1 million to a very worthy cause, in less than 5 years.**
- **You can automatically include your clients in your giving through the Miracle Home Program.**
- **The money you give goes directly to local hospitals for children and families in need.**

CONSUMER DIALOGUE

"Mrs. Seller, I'd like to share something that is near and dear to our hearts. We're a company that gives back. I am proud to partner with such a generous population of real estate agents. My peers and I have given over $1 million in less than 5 years to a cause that we believe is very worthy, Children's Miracle Network. Our donations remain local to our area and are invested in children that have great need. When you list with me, your home will be featured as a 'Miracle Home.' The Miracle Home sign rider lets people know that we are giving back to local communities."