



BROKER/OWNER & MANAGER

**RETREAT** 2018



**RE/MAX**  **INTEGRA**

**BROKER/OWNER & MANAGER**

**RETREAT** 2018

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**Fiona Petrie**

**EVP, Managing Director  
US Regions**

**RE/MAX INTEGRA**





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**WELCOME!**

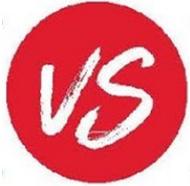
# The Strength of Your Network IS YOUR NETWORK





2018

# RE/MAX



# THE INDUSTRY

RE/MAX  INTEGRA

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY)	U.S. TRANSACTION SIDES <sup>2</sup>	BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>17.0</b>	<b>1,036,000</b>	<b>30.2%</b>	<b>100+</b>	<b>7,841</b>	<b>119,041</b>
	11.1	Not Released	0.4%	11	500	8,000
	9.4	Not Released	4.5%	1	1,400	45,000
	8.8	133,225	1.3%	32	2,300	39,900
	8.2	731,486	15.0%	47	3,200	94,300
	7.8	417,337	21.0%	80	8,000	118,600
	6.8	72,424	0.8%	3	350	11,500
	6.6	122,475	2.1%	69	950	21,900
	6.6	1,041,948	8.0%	30	930	177,000
	5.2	10,543	0.1%	1	45	2,043
	3.9	50,000	0.1%	1	127	14,500
	3.8	24,655	0.1%	2	46	6,417

#

1

NOBODY IN THE  
WORLD  
SELLS MORE  
REAL ESTATE THAN  
RE/MAX<sup>®</sup>

\* Sales leadership by total residential transaction sides, 2017



<https://youtu.be/sLxiY0AB2Xg>

Every 40 Seconds a **RE/MAX**  
Agent Sells a Property



**HOME OF THE  
TOP PRODUCER  
AND THOSE WHO  
ASPIRE TO BE**



# RE/MAX By the Numbers

**17.0**

Average  
Transactions

Based on 2018 REAL Trends 500 data, citing 2017 transaction sides and sales volume for the 1,752 largest participating U.S. brokerages

**No. 1**

In Brand Name  
Awareness

MMR Strategy Group study of  
unaided awareness

**7,841**

Offices  
Worldwide

As of year-end 2017

Over **100**  
Countries And  
Territories

**No. 1**

In Global  
Home Sales

Sales leadership by total  
residential transaction sides

**\$122,953**

Average  
Commissions

U.S. agents, 2017

**120,000+**

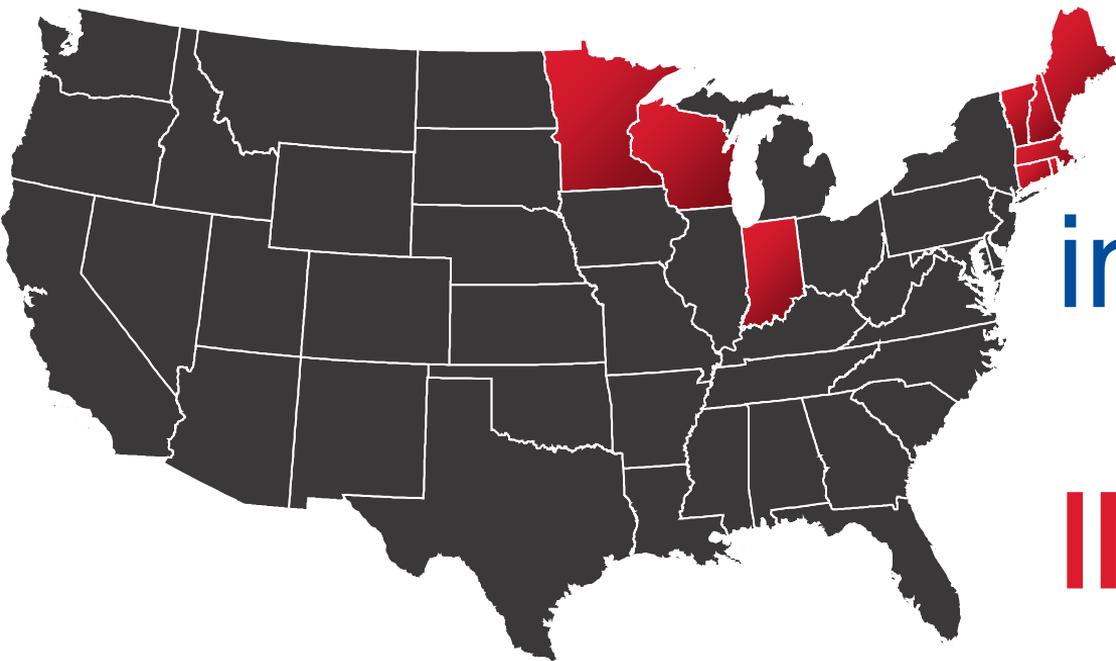
Agents  
Worldwide

As of Q1 2018

**15.1**

Average Years  
In Real Estate

U.S. agents, as of  
year-end 2017



**#1 Market  
Share**  
in **470 Cities**  
in the  
**INTEGRA US**  
Regions

**WE ARE A  
GROWTH  
COMPANY!**





2018 YTD – INTEGRA US

**1,046 REAL ESTATE  
PROFESSIONALS**

Have chosen  
RE/MAX as their new  
home!



**RE/MAX<sup>®</sup> OPENS A NEW  
OFFICE EVERY 8 HOURS.\***

A blurred background image of an office hallway. In the foreground on the right, a person in a dark suit and blue tie is partially visible, walking towards the camera. In the middle ground, two women are walking away from the camera. The woman on the left has blonde hair and is wearing a light-colored blazer and a dark skirt. The woman on the right has long blonde hair and is wearing a purple cardigan over a white top. The background shows glass-walled offices and bright lighting, creating a sense of a busy, modern corporate environment.

The INTEGRA US Regions  
attracted  
**15 quality RE/MAX  
Broker/Owners in the  
last year!**



**WELCOME**  
to our new  
Broker/Owners!

Our dedicated RE/MAX  
Broker/Owners have added  
**18 expansion offices**  
**in the last year!**



The RE/MAX logo is displayed in a bold, sans-serif font. The letters 'R', 'E', and 'A' are red, while the letters 'M', 'A', and 'X' are blue. A blue diagonal slash is positioned between the 'E' and 'M'. A registered trademark symbol (®) is located at the top right of the 'X'.

**RE/MAX<sup>®</sup>**

**is positioned  
for a  
bright future**



# The Evolution of

# RE/MAX<sup>®</sup>

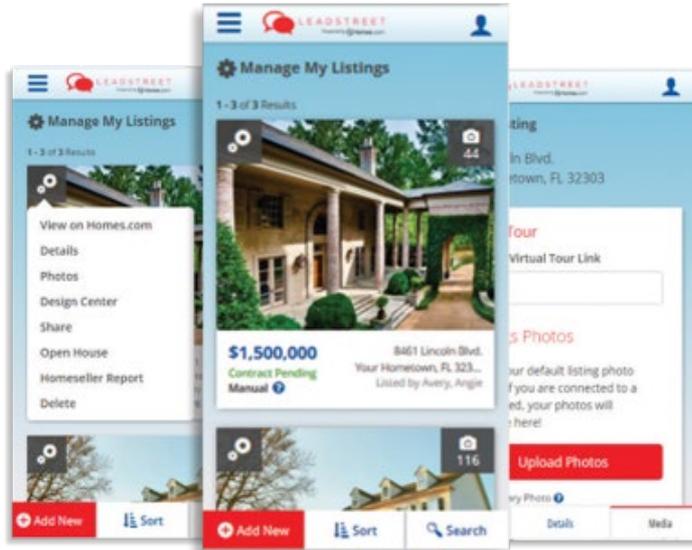




# leadstreet

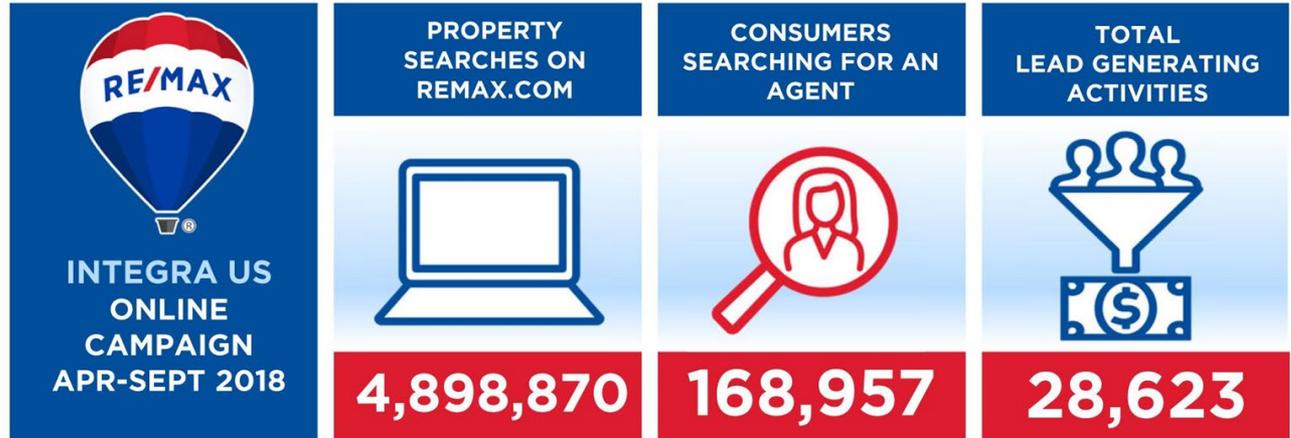
⚡ POWERED BY **Homes.com**

## Manage your listings on the go with LeadStreet



- Lead Routing
- Email Campaigns
- Import/Export Contacts
- Contact Manager
- Seller Report
- Saved Searches for Your Contacts
- Listing Manager
- And more!

# Media Driving Leads





**Better Tools For The Modern Age** –  
Covering everything from websites and mobile apps to productivity tools and content -rich systems for generating, cultivating and managing leads .

Soup to nuts,  
**Making you THE premier**  
**tech -enabled agents** in  
**our industry**





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# Insights from our Founders:

## Q&A Session



**Dave Liniger**

Chairman of the Board  
& Co-Founder  
RE/MAX, LLC



**Walter J. Schneider**

President & Co-Founder  
RE/MAX INTEGRA



**Pamela Alexander**

CEO, North America  
RE/MAX INTEGRA



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**Years of Service**  
Recognition

# Gary Gerhardt

## 30 Years of Service



**RE/MAX Realty 100**  
Brookfield, Wisconsin

# Marsha Lambright

## 30 Years of Service



**RE/MAX 100**  
Mishawaka, Indiana

# Brian Stephan

## 25 Years of Service



## RE/MAX First Choice

Onalaska | La Crosse | Galesville, Wisconsin  
LaCrescent, Minnesota



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Day 2



# THE TREND TO TEAMS

**North American sales  
are dominated by teams**

