

Why RE/MAX COMMERCIAL?

About this publication

Produced by RE/MAX International, the 8-page, full-color print publication featured in this PDF presents an overview of RE/MAX Commercial, which is one of the fastest-growing commercial real estate networks in the world.

To purchase print copies of "Why RE/MAX Commercial?"

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Global Presence

RE/MAX International has a presence in 37 countries and is expanding rapidly. RE/MAX Commercial offices or offices with commercial divisions are operating in more than 800 markets in 16 countries (in red).

Antigua
Australia
Austria
Bahamas
Belgium
Canada
Costa Rica
Cyprus
Dominican Republic
El Salvador
France
Germany
Greece
Grenada
Haiti
Honduras
Iceland
Ireland
Israel
Italy
Liechtenstein
Luxembourg
Mexico
Netherlands
Nicaragua
Norway
Portugal
Singapore
South Africa
Spain
St. Kitts and Nevis
Sweden
Switzerland
Turkey
United States
United Kingdom
Venezuela

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This publication is not intended to offer a RE/MAX franchise, nor to solicit a change in existing franchise affiliation. It is merely an offer of information about the RE/MAX organization.

From the Chairman and Co-Founder

In Business For Yourself, But Not *By* Yourself

Thanks to the World Wide Web and its growing array of high-tech tools, commercial real estate agents now have more individual control of their business than at any time in recent history. Market research and financial analysis that once required a roomful of number crunchers can now be accomplished by one computer-savvy practitioner.



We have entered an era of the empowered commercial agent – and it is no surprise that such agents are turning to RE/MAX to reap the full rewards of their evolving status. Commercial agents are ready to take control of their business and commissions.

With a strong and growing presence in 37 countries, RE/MAX International has built a brand that is synonymous with experience and results. As a full participant in the creation of the RE/MAX brand's powerful presence, RE/MAX Commercial exists to enable commercial real estate practitioners to pull the balance of power away from the middlemen.

At RE/MAX nobody gets between you and your client by claiming to be the most important ingredient in your success. Ask yourself where most of your business really comes from? Are your clients doing business with you or your company? What are your vanishing commission dollars getting you?

At RE/MAX you know exactly what you are getting and what it is going to cost month after month – so you can measure the value of what you are receiving at any given moment. We provide four critical areas of support: a reputable, full-service local office; an internationally respected brand; a referral and support network comprising the industry's top professionals; and ongoing advanced training via regional conferences, international conventions, the Internet and a proprietary satellite television network.

Please review the information on the following pages to see how being part of real estate's most productive international network will enable you to reap the full rewards you deserve.



Dave Liniger (ABR, CRB)
Chairman and Co-Founder
RE/MAX International



RE/MAX Commercial

Countries

16

Cities

825

Commercial Practitioners

2,653

Certified Commercial Investment Members

172

The World's Most Powerful Referral Network

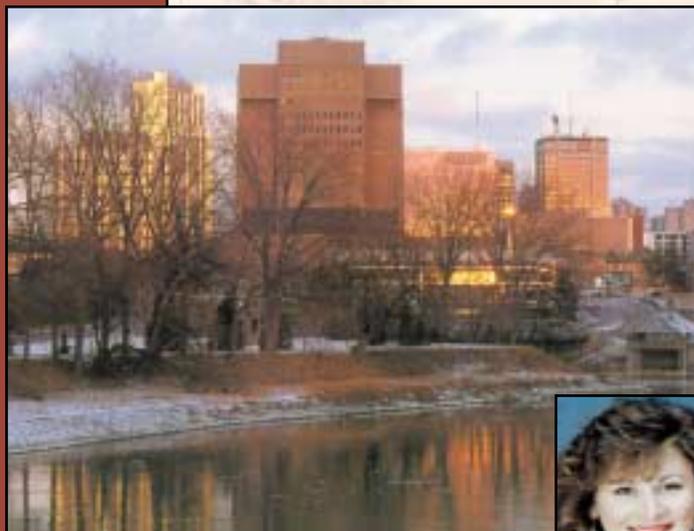


RE/MAX International Convention

Many of the more than 350 hours of courses and sessions at a typical RE/MAX International convention are devoted to commercial agents. In addition, exclusive commercial networking events are held at the convention. Following are a few of the commercial-track sessions from the most recent RE/MAX convention.



- Investing Globally From Your Desk
- Tax Issues Affecting Commercial and Investment Real Estate
- Millennium Commercial Marketing
- Maximizing Your Income Through the Corporate Connection Program
- Commercial Trends and Issues
- Grow Your Business and Personal Portfolio With 1031 Exchanges
- 1031 Exchange Panel
- Technology's Impact on Commercial Real Estate
- Networking and Property/Buyer-Pitch Opportunities



"I tell an Associate to take control of their life and to look at self promotion and the fact that they are a star first. I advise them to go with a company that knows that – and will show them how to increase their success by acting upon that. That's one of the biggest advantages provided by affiliation with RE/MAX Commercial."

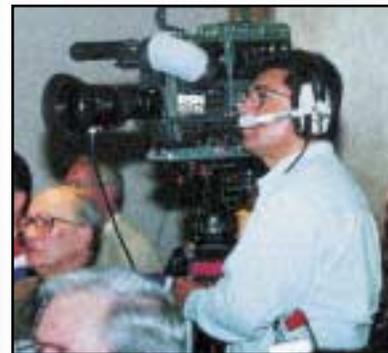
– **Glenda James**
Broker Associate
RE/MAX Advantage Realty
London, Ontario



RE/MAX Satellite Network

The RE/MAX Satellite Network broadcasts educational and motivational programming four hours every weekday. Much of the programming focuses on mastery of the latest Internet strategies and other high-tech tools that are applicable to virtually every real estate professional. Courses range from "Advanced PowerPoint" to "How to Negotiate Anything, Anywhere." Many of the programs, including those listed here, are aimed specifically at commercial practitioners.

- Avoiding Traps When Leasing Commercial Space
- Increasing the Bottom Line With 1031 Exchanges
- RE/MAX in the Loop: Using LoopNet in Your Business
- Global Investment Opportunities
- CI 101: Financial Analysis for Commercial Investment Real Estate (worth credit toward the Certified Commercial Investment Member designation)
- CIPS: Essentials of International Real Estate (Worth credit toward the Certified International Property Specialist designation)
- RE/MAX Commercial: Strategically Positioned for the New Millennium (Live Panel)
- RE/MAX Commercial Opportunities in Referrals and Personal Promotion (Panel)
- High-Tech Thrills in the Commercial Arena



Professional Affiliations

In addition to being part of the most productive and experienced network in real estate, RE/MAX Commercial and its commercial practitioners are closely linked with the industry's top professional organizations, including:

- Building Owners and Managers Association
- CCIM Institute
- Counselors of Real Estate
- Institute of Real Estate Management
- International Council of Shopping Centers
- International Real Estate Federation (FIABCI)
- National Association of Corporate Real Estate Executives
- National Association of Industrial and Office Properties
- Society of Industrial and Office Realtors (individual membership)



"The accepted view is that RE/MAX Affiliates are the elite in the industry, and to be honest, if you're commercial in RE/MAX you must be the elite of the elite. It's assumed that you know what you are doing. The confidence that instills in the consumer – I just never counted on that – and it's very valuable."

– **Marty Kibbe**
Broker Associate
RE/MAX Professionals
Laurel, Md.



Capabilities

Included among the many specialties practiced by RE/MAX commercial professionals across the network are the following:

- Advisory services
- Asset management
- Auctions
- Brokerage services
- Build-to-suit
- Business brokerage
- Buyer representation
- Corporate relocation advisory services
- Financial analysis
- Industrial
- International services
- Investment
- Land
- Market research
- Office
- Opinions of value
- Property management
- Retail
- Site selection
- Tax-deferred exchanges
- Tenant representation
- Property valuation

RE/MAX International

As part of the most productive and experienced sales force in real estate, RE/MAX Associates work on a daily basis with some of the world's most influential business leaders. The direct agent-to-agent referrals flowing between RE/MAX commercial, residential and relocation practitioners across the world has played a critical role in sustaining the network's constant growth and high productivity.

Countries: 37
Offices: 3,400
Associates: 65,000
**Continuous months
of growth: 336**

The RE/MAX Concept

- Agents are provided the environment and support that maximizes opportunity to succeed.
- Membership comprises the most productive, ethical and professional agents.
- Agents are in charge of their own business and receive the benefits of every lead their marketing efforts generate.
- Agents work under a maximum commission concept.



"These days, the typical real estate agent is often lacking a connection to the workplace and to the business world, a market that is becoming increasingly professional in order to meet the needs of large firms and industrial businesses.

"This is why RE/MAX and its 28 years of experience offer a great opportunity to all professionals who work in the commercial sector. By joining RE/MAX, you will become the referral Associate for all residential real estate agents that are part of the RE/MAX network.

"RE/MAX Commercial is the answer you've been waiting for and your connection to increased professional growth!"

"Alla professione dell'agente immobiliare classico, manca un anello di congiunzione con il mondo del lavoro e del commercio, un mercato sempre più professionale, sempre più vicino al bisogno delle aziende e delle attività commerciali industriali.

"Ecco perché RE/MAX con i suoi 28 anni di esperienza, offre una grande opportunità a tutti i professionisti che scelgono il settore commerciale, diventando il riferimento per tutti gli agenti immobiliari del settore residenziale della rete RE/MAX.

"RE/MAX Commercial è la risposta che aspettavi, è l'anello di congiunzione al tuo bisogno di crescita professionale!"

– **Marco Fadda**
Broker/Owner
RE/MAX Commercial Team
Druento, Italy



RE/MAX International in the News

Worth magazine Readers' Choice Survey, July/August 2000, best real estate brokerage.

Entrepreneur magazine, Jan. 2000 Franchise 500, No. 1 real estate franchise, No. 17 among all franchises, No. 18 of the 30 fastest-growing franchises (no other real estate franchise made the list).

Real Trends, June 2000, highest average volume per office among biggest brokerages.

National Relocation & Real Estate, 1999 Power Brokers Report, most brokerages listed and highest average agent transaction sides among all franchises.

Realty Times, The Best of the Web 1999, Best Franchise Site.

Franchise Times, October 1999 sales-volume ranking of the Top 200 Franchise Chains, first in real estate and No. 11 of all franchises.