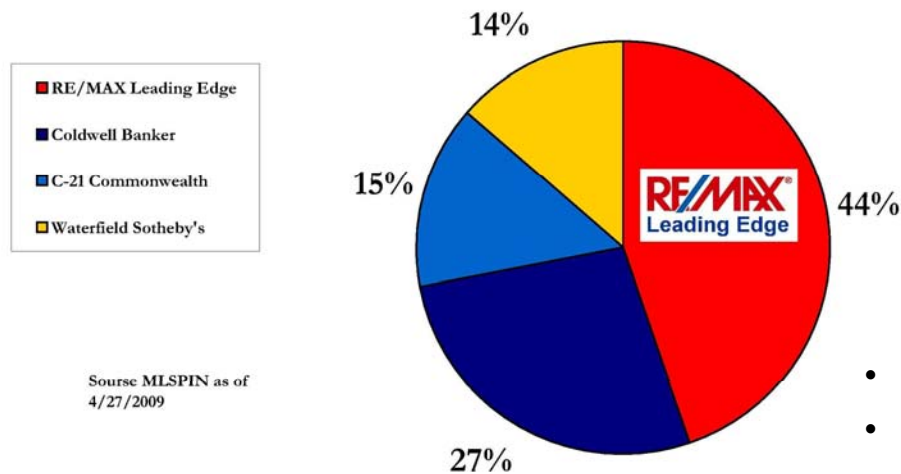


About RE/MAX Leading Edge

Winchester Market Share YTD 2009



Source MLSPIN as of
4/27/2009

- Statewide MLS Ranks RE/MAX Leading Edge # 17
- Unique and Innovative Marketing
- Extensive Internet Marketing
- Working for You ...Not a Corporation
- Guaranteed Ongoing Effective Communication
- Professional Follow Through

RE/MAX Leading Edge

Winchester

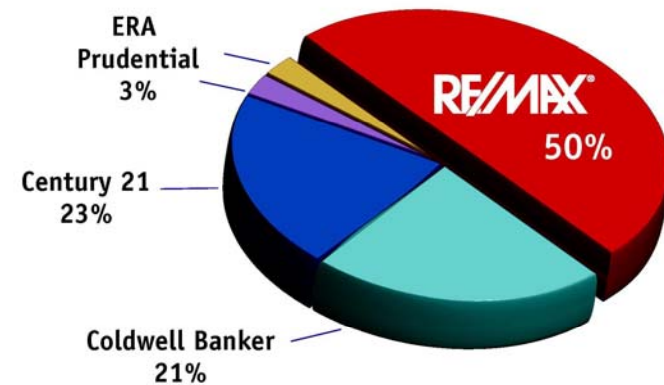
Arlington

Woburn



About RE/MAX

NATIONAL TELEVISION SHARE OF VOICE



Adults 25-54/1-4Q 2008

Source: Nielsen Monitor-Plus / A25-54 GRPs Unequalized

RE/MAX is a global networking system

33.8 billion impressions on TV

RE/MAX spends 1 billion dollars in advertising annually

The RE/MAX balloon is one of the 5 most recognizable corporate logos

RE/MAX professionals have more repeat customers

RE/MAX sells more real estate than the competitors

RE/MAX associates hold the highest percentage of professional designations of any franchise

More consumers visit www.remax.com than any other national real estate franchise site

RE/MAX Lead Street is the most productive online lead generation program in the industry

RE/MAX Leading Edge

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Marketing Your Home

Our individually customized Marketing Plan to promote your property will include

- The power of the sign
- Internet marketing
- Social Networking
- Community recognition programs
- Staging Your home
- Target Marketing
- Open House
- Signage
- MLS
- Lock Box
- Promotion
- Flyers
- Print advertising



Marketing Plan

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Pre-Listing - Seller Consultation • Price - CMA • Staging • Property Tips	Sign Listing Contract	Other Investor Shows Presentation • Floor plans • Programmed photos • Furniture planning (Stage Listing Bookend) In - House Mortgage Show			Seller Consultation • Finalize Details	
Social Sign Social Media	Place in MLS Web Marketing in place • All MLS.com • Realtor.com • Zillow.com • Redfin Open House Plan-Set Social Network - Highlight On	Broker Tour 11:30am Content Book	Mail Out Post-Listed Cards	Advertising - Local Papers		
Online Marketing 24/7 Buyer Guide 24/7 Hold Public - Open House	Seller Marketing Update Updated CMA					
Online Marketing 24/7	Seller Marketing Update Updated CMA		2nd Meeting			
Buyer Guide 24/7 Online Marketing 24/7	Seller Marketing Update	2nd Broker Tour				
Online Marketing 24/7	Seller Marketing Update Updated CMA					



RE/MAX Leading Edge

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The Process

- **Initial Visit to The Property**
 - **Collecting Information**
 - Homeowner
 - Town records/Deed
 - Measurements
 - **Marketing Presentation**
 - Review Comparable Properties
 - Study Current Inventory, Absorption Rate, List/Sale Ratios
- **Develop custom marketing plan**
- **Establish marketing update schedule**

RE/MAX Leading Edge

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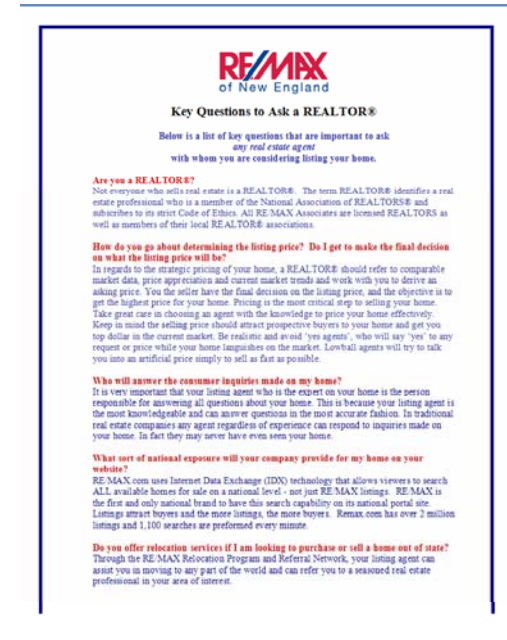
Arlington

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Questions to ask any realtor

- What is your marketing plan?
- What is the extent of your TV advertising?
- Do you do sports advertising?
- What type of print advertising do you do?
- How many web sites will my home be on?
- How long have you lived in the area?
- How many years have you been in the business?
- What is your average number of Days On Market?
- What is your ratio of sales price to list price?
- How do you reach the International buyer?
- What is the current inventory in my price range?
- What type of web analytics do you use?
- What is your office's market share?
- Would you recommend any repairs or changes to help it sell?
- Who will answer consumer inquiries made on my home?
- Do you belong to any professional networking groups?
- Do you have any professional designations?
 - Certified Residential Specialist CRS
 - Certified International Property Specialist CIPS
 - Certified Buyer Representative CBR
 - Senior Real Estate Specialist SRES



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