



## **RE/MAX Rolls Out New Straight-Talking TV Ads** *Commercials Address Consumer Concerns About Real Estate*

(Denver, CO June 8, 2009) – RE/MAX is taking their message directly to consumers regarding the current real estate market with a series of new television spots that offer a serious message to homebuyers and sellers. Featuring straight-talk about the reality of today's market, the three 30-second commercials feature Margaret Kelly, Chief Executive Officer of RE/MAX International Inc., who stresses the importance of using an experienced agent.

"Today, in the worst housing market most of us have ever seen, experience is more important than ever," says Kelly in one of the spots. "Since RE/MAX first opened its doors back in 1973, we've seen all the boom and bust markets, but we've helped millions of families buy or sell a home."

The commercials will add a new personal dimension to the current RE/MAX television campaign that was introduced in February 2009.

"We're looking at a different goal with these new spots," says David Rea, Executive Creative Director for RE/MAX International. "We want to talk directly to the consumer about today's market and the stability of the RE/MAX organization."

While many of the real estate industry's biggest players are scaling back their TV buys due to economic realities, the RE/MAX share of voice for national TV advertising jumped from 50% in 2008 to 99.9% in the first quarter of 2009. RE/MAX remains committed to being visible where consumers still spend a significant amount of their leisure time – in front of a television set.

"There are so many families out there who are worrying about what their home is worth, and whether now is a good time to buy," says Kelly. "They need to know that no matter what's happening in real estate nationally, what matters is what's happening in their town, and in their neighborhood. And there are some great opportunities out there right now."

RE/MAX vigorously promotes its brand with a strategic media mix of television, cable, radio, print and Internet advertising, and has recently made the move into social networking in an effort to attract new audiences. In addition to their national campaign, RE/MAX continues to make media buys on a regional and local level.

The new spots featuring Margaret Kelly can be seen during popular prime-time network programming, newscasts, and on cable TV. All RE/MAX advertising directs viewers to the company web site, [www.remax.com](http://www.remax.com), which offers all home listings in thousands of U.S. cities and towns, and is consistently ranked among the most visited real estate web sites.

The new ads, along with the entire 2009 RE/MAX television campaign, can be viewed on the company's YouTube page at [www.youtube.com/remaxintl](http://www.youtube.com/remaxintl).

For more information on RE/MAX International visit: [www.remax.com](http://www.remax.com) or [www.joinremax.com](http://www.joinremax.com)

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***About RE/MAX International, Inc.***

RE/MAX was founded by Dave and Gail Liniger in 1973, who still manage the company today. From a single office in Denver, Colorado, RE/MAX has grown to be a global network of nearly 100,000 Sales Associates in more than 70 countries, an international presence greater than any of its competitors. Nobody in the world sells more real estate than RE/MAX.

RE/MAX has been honored as the leading real estate franchise for nine of the last ten years in the oldest and most respected ranking, "The Franchise 500 Survey," published by *Entrepreneur Magazine*. RE/MAX has also been recognized as the top international real estate franchise.

RE/MAX International is proud of its Premier Community Citizenship, which has raised over \$100 million for deserving organizations like Susan G. Komen for the Cure, Children's Miracle Network and The Sentinels of Freedom Foundation.

For more information please visit <http://www.remax.com> or <http://www.joinremax.com>.

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