



**THE
TRUTH**

DISPELLING THE
MYTHS ABOUT RE/MAX

ARE YOU
MAX
ENOUGH?



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Competitors are very good at talking about what RE/MAX does and doesn't do. But the fact is, much of it simply isn't true.

When you're considering a move to RE/MAX, the question is simple: Is the fear of change greater than the pain you feel due to policies, procedures and restrictive business practices beyond your control?

It's true that RE/MAX agents work at a different pace and approach their business seriously. They bring a mix of guts, drive, leadership, heart and passion to their careers. Those elements, along with the many advantages they find at RE/MAX, help them close more transactions than their competitors.

If you recognize these elements in yourself, RE/MAX is a great fit for you. So let's address some of the myths you may have encountered.



THE POWER OF RE/MAX

THE TRUTH

MYTH #1

“I can’t afford the monthly fee at RE/MAX.”

Reality:

You’re right. In your current situation, at a company that limits your success and the amount of money you can earn, you can’t afford RE/MAX. The real question is why you accept those limitations.

Impact on your business:

Each RE/MAX office has the independence to develop its own package of benefits and services. Sales Associates under the RE/MAX maximum commission package pay their fair share of office expenses and are able to keep more of their commission. RE/MAX allows you to control your financial investment and be in business for yourself but not by yourself.

Action:

Call today for a confidential career evaluation. You’ll see, in writing, how your monthly Return On Investment will work, and you’ll be absolutely shocked when you realize that the return is far greater than the investment. You may have heard us called “FEEMAX,” but whoever said that either (1) didn’t understand the RE/MAX model or (2) had a vested interest in you never learning the truth. Are you interested enough – indeed, MAX enough – to see the numbers in writing? Is your future, and your family’s future, worth the time?

MYTH #2

“There’s no support at RE/MAX.”

Reality:

Ridiculous. You’ll receive several levels of support at RE/MAX, and it’s actually the best of all worlds. At the local level, your Broker/Owner understands the market dynamics of your community and knows how to help you create a competitive edge. At the same time, you enjoy the massive benefits that come from being aligned with a global network and the world’s No. 1 real estate brand.

Impact on your business:

Support comes in all forms, from office staff to education to marketing. You get it all at RE/MAX. What’s more, you also get the independence to run your business as you see fit. Could RE/MAX Sales Associates really produce as much as they do without support? How would that work? Nobody in the world sells more real estate than RE/MAX. Effective, efficient support is a big reason for that.

Action:

Call today to learn more about the tools, resources and support provided to you through RE/MAX affiliation. Some aspects are global – have you heard about global.remax.com? – and some are local, but all are designed with one thing in mind: your success.

THE POWER OF RE/MAX

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MYTH #3

“RE/MAX provides no education for its agents.”

Reality:

Let's be clear about something: This one doesn't even rise to the level of being called a myth. It's just a flat-out lie. The RE/MAX Satellite Network (RSN) debuted in 1994 and was absolutely unmatched in the industry; nothing even came close. With changes in technology, RSN became RE/MAX University in 2007 and got even better. With a program mix that includes top coaches like Tom Ferry and Brian Buffini, relevant professional designation/certification courses (ABR, CDPE, CLHMS, CRS and many others) and more than 1,000 on-demand videos in all, RE/MAX University has had a dramatic impact on the careers and lives of countless real estate professionals.

Impact on your business:

Most of RE/MAX University's content comes at no additional charge. RE/MAX University programming is available 24/7, so you can obtain your education when and how you want. In fact, your education will fit your lifestyle and work style; it will support you and help you prepare to earn more. After all, the more you learn, the more you earn.

Action:

Call today if you have ANY concerns about an alleged lack of education at RE/MAX. One look at the RE/MAX University Catalog or, better yet, a tour of the system, will put you at ease instantly.

MYTH #4

“RE/MAX agents are sharks.”

Reality:

Yes, they are. RE/MAX agents swim harder and faster. RE/MAX agents are hunters, not gatherers. But they don't eat their own, and they don't harm one another. RE/MAX is the home of “coopera-tition,” which combines the positive aspects of cooperation and competition. In other words, RE/MAX Sales Associates push themselves and each other, because that leads to greater effort, greater service for consumers, and greater results for everyone involved.

Impact on your business:

If you're going to swim, why not swim with the best? One reason RE/MAX agents produce at such astonishing rates year after year is the company they keep. It's no coincidence that when the REAL Trends 500 ranked real estate brokerages by sides-per-agent production last year, 44 of the top 50 firms were with RE/MAX. Yes, RE/MAX offices are filled with “sharks” who are always on the hunt for new business. But get to know them, and you'll find friendly people who care deeply about their profession, contribute mightily to their communities and are always willing to share their ideas with colleagues.

Action:

Think about how successful you want to be. Ask yourself whether your current situation is holding you back in any way. And call today when you realize it is.

MYTH #5

“RE/MAX will nickel and dime me to death.”

Reality:

The investment you make will be in writing and guaranteed for a year. At the end of that time, you'll be able to reevaluate and perhaps renegotiate your investment plan.

Impact on your business:

By investing each month and knowing the total investment, you're better equipped to make business decisions such as:

- Where do I channel my advertising dollars?
- What's the greatest return on my marketing?
- Where do I invest the most time in prospecting?
- What's the best way for me to better serve my sphere and increase my transaction count?

RE/MAX allows you to become the hometown expert with a world of experience – by tapping into global branding and networking, an agent-to-agent referral program and, most importantly, fee-free leads!

Action:

Don't be paralyzed with the myth of nickels and dimes. It's really a matter of understanding the expenses and realizing your ROI. Call today to see how it works.

THE POWER OF RE/MAX

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MYTH #6

“At RE/MAX, it’s all about the brand and not about me.”

Reality:

Yes! It is about the brand. But when you’re with RE/MAX, you ARE the brand. The brand is created through the skills, abilities and, most importantly, performance of the Sales Associates within the system. Because they’re the best at what they do – in part because of advantages provided by the brand – RE/MAX is the best at what it does. Put another way: When RE/MAX Associates do their jobs well, they create trust and reputation – for themselves as well as for the brand. So when you join RE/MAX, you’re instantly connected to a 40-year legacy of credibility and high achievement. That’s a huge competitive edge.

Impact on your business:

When you partner your professionalism, leadership and integrity with the No. 1 brand in real estate, you don’t have to worry about questions like:

- What if my business won’t follow me?
- How will others know why I changed brands?
- Will I be supported with technology?
- Will I receive my fair share of leads?

When you move to RE/MAX, people will understand. They know the brand and realize that RE/MAX is a natural step up for professionals with the confidence, drive and skills to excel in their careers.

Action:

Some people say brand doesn’t make a difference. Don’t believe it. You can generate business and elevate your career by aligning with a brand; just be sure to choose wisely. In other words, choose RE/MAX. Call today to explore the possibilities.

**GUTS
PASSION
DRIVE
LEADERSHIP
HEART**

