

## RE/MAX Advantage Delivers Value

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Offices in: Beverly • Gloucester • Marblehead • Peabody • Salem

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## RE/MAX International Delivers Value

- RE/MAX: World's most recognized Real Estate brand
- Global vision and insightful leadership of founders Dave and Gail Liniger since 1973
- Privately owned by the Linigers and local Broker-Owners, not Wall Street
- Expanding International Network of 100,000+ agents in 78+ Countries
- Agent-to-Agent Referral System: No corporate middlemen, No corporate fees
- Lead Street: No-fee, Internet lead-generation system powered by [RE/MAX.com](http://RE/MAX.com)
- [RE/MAX.com](http://RE/MAX.com): Ranked top 5 of all real estate sites. Promotional Budget: \$55 million per year
- Technology:
  - [Remax.com](http://Remax.com) • Global site displaying properties listed by 90% of all MLSs in the US
  - [Remax.net](http://Remax.net): •Agent Resource Center and Agent Community
  - Design Center: Over 1,000 free, customizable, professional marketing templates
  - Marketing Resources • Events • News • Discounted products and services
- RE/MAX University: Training On Demand • Satellite Network classes • NAR Designation Courses
- RE/MAX of New England: Marketing / promotional events and agent training

## RE/MAX Advantage Delivers Value

- Sullivans' visionary leadership since 1989: Market share growth, consistent profitability and no debt
- #1 Market Share by brand in Essex County per MLSPIN
- #1 Agent Productivity in Essex County per MLSPIN
- Education and Training:
  - Workshops and classes managed by our Director of Training
  - ThinkMax: Local RE/MAX Broker Collaborative presents regional educational events to its 550 agents
  - Weekly updates on real estate industry & economy keep our agents well-informed
  - Monthly company networking lunches and Market Trends & Strategy Presentations
- Technology:
  - [iMaxWebSolutions.com](http://iMaxWebSolutions.com): Custom web sites, productivity tools and training for RE/MAX agents
  - [FindAHomeInMA.com](http://FindAHomeInMA.com): Consumer site displays all MLS listings and attracts buyer leads
  - Free company-generated agent leads
  - [MyAgentForms.com](http://MyAgentForms.com): Editable company forms and marketing resource center
  - [NorthShoreRealEstateCareers.com](http://NorthShoreRealEstateCareers.com): Company recruiting web site
  - State of the art office technology and equipment enhances our agents' productivity
- Selective hiring standards: Enterprising agents seeking growth and control of their business
- Company Core Values: Integrity, Professionalism, Respectfulness and Shared Wisdom
- Quality systems and staff to support our agents' and company's sales growth
- Consumer inquiries about our listings are directed to the listing agent at no charge
- Best compensation-value package on the North Shore
- Themed company social events for our 5 offices. We all need a little fun!