

# History of RE/MAX

Dave and Gail Liniger founded RE/MAX in Denver, Colo., in 1973, prompted by their dissatisfaction with the way real estate business was conducted at the time.

Most real estate offices used the commission-split system, requiring sales professionals to forfeit half of their commissions to their brokers in exchange for an office environment and company services. The top producers contributed the most to the operation's overhead, thus supporting the amateur, part-time and low-producing agents. Support services were lacking in quality.

## **The Linigers wanted to change all that.**

They believed that to attract and retain the best agents, brokers must offer maximum compensation, advanced support services and the freedom to succeed. Agents would share office overhead and pay management fees, and in return receive a wide variety of real estate services and more control over their business.

## **The strategy worked.**

In every year since 1999, nobody in the world has sold more real estate than RE/MAX.\* The network has a presence in more than 97 countries around the world.

RE/MAX spans six continents with agents in Africa, Asia, Australia, New Zealand, the Caribbean, Central America, Europe and South America. RE/MAX takes proven techniques and adapts them to local markets, thereby developing a series of tools that real estate professionals find invaluable.

Some of the innovative services created by RE/MAX to help its members become ever more professional and successful include:

- An international agent-to-agent referral network
- Advanced training courses, both on-demand online and in the classroom, via RE/MAX University
- State-of-the-art technological tools and Internet websites
- Television advertising campaigns that reach millions of viewers across the United States
- RE/MAX has a 50+ year history of stable leadership, which continues today



\*As measured by residential transaction sides.



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