

THE RIGHT CHOICE

The first step you take in buying or selling a luxury property is the most critical: selecting a professional who understands you, understands the market and knows how to deliver the results you expect.

Look no further than The RE/MAX Collection.

Professionals with The RE/MAX Collection® have the knowledge, skills and service-oriented approach that transactions in the upper-tier market require.

When you choose to work with a luxury agent with The RE/MAX Collection, you're choosing quality. You're choosing performance. You're choosing the premium option.

Quite simply, you're choosing the best.



UNLIKE THE OTHERS

Around the globe, the RE/MAX brand is associated with professionalism and service. It's a reputation established over four decades of exceeding the needs of clients.

Nobody in the world sells more real estate than RE/MAX*. There's a reason for that.

A professional with The RE/MAX Collection puts extensive brand resources to work for you. Cutting-edge technology and a global listing site. Access to the RE/MAX network, which is in over 100 countries and territories - more than any competitor. Connections with more than 115,000 colleagues and their clients. Each of these elements can move you closer to your goal. And they come to you only through The RE/MAX Collection.

An agent with The RE/MAX Collection offers everything you could want in a luxury real estate professional - and more.

* As measured by residential transaction sides.



REMARKABLE MARKETING

Professionals with The RE/MAX Collection know that marketing upper-tier properties requires a more sophisticated approach.

The RE/MAX Collection combines the strength of RE/MAX, the No. 1 name in real estate*, with a refined look and marketing resources designed specifically for the luxury market.

Branded, personalized materials

Your professional with The RE/MAX Collection can attract the attention of discerning buyers with a variety of beautiful, customizable marketing pieces in print, video and online.

Premier advertising

Through exclusive advertising arrangements, your property can be featured in Unique Homes, The DuPont Registry or The Wall Street Journal, generating buzz and incredible exposure.

Luxury signs

The RE/MAX Collection yard sign conveys the distinctive quality of your home - and the quality of the real estate professional working with you.

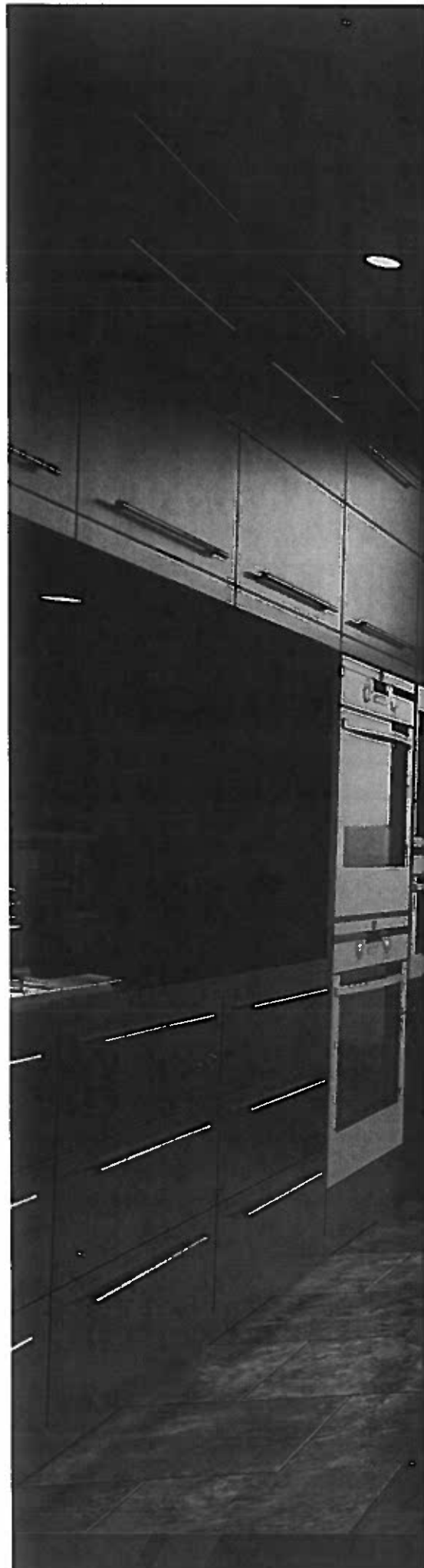
TheRemaxCollection.com

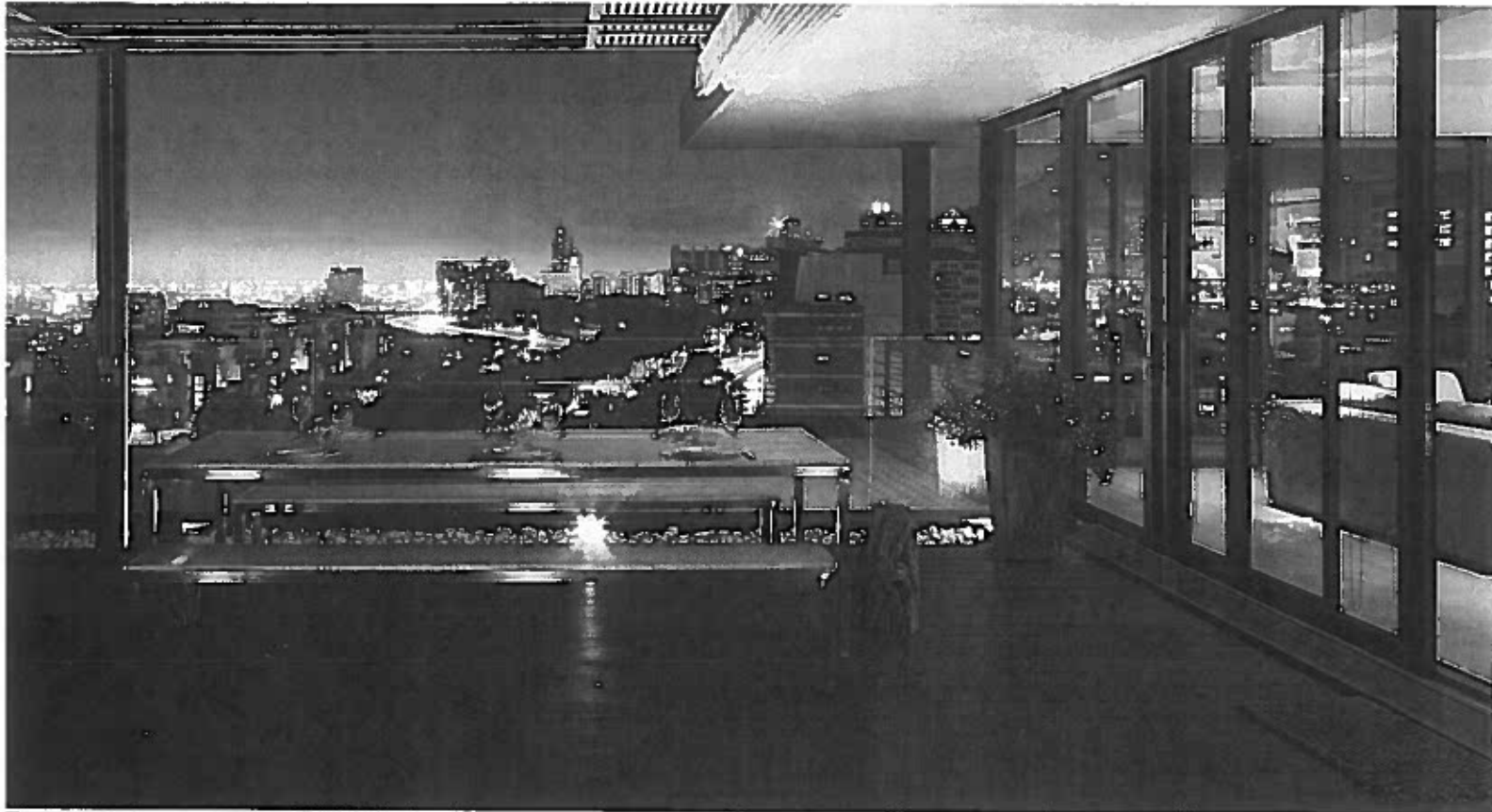
This luxury-only website presents an elegant display of luxury listings around the world, exposing your home to millions of potential buyers.

The RE/MAX Collection Magazine

Reaching over 100,000 readers in the most prestigious communities across North America, The RE/MAX Collection Magazine features fine homes and stunning photography. The digital version is available at theremaxcollectionmagazine.com.

* Source: MMR Strategy Group study of unaided awareness





VISIONARY EXPERTISE

The luxury market isn't for every agent. It takes a higher level of sophistication, skills and specialized knowledge to succeed.

Professionals with The RE/MAX Collection understand this completely. They solve problems. They offer solutions. They provide insight and make your life easier.

As part of RE/MAX, these agents have learned from the best in the business, within a culture that promotes professional development at every stage in a career.

Most importantly, they turn their preparation into experience - by bringing successful buyers and sellers together.

EXCEEDING YOUR EXPECTATIONS

In working toward your real estate goal, you want a level of service, expertise and attention that reflects the quality of the property you're buying or selling.

And you want results.

So set your expectations high. Demand a higher standard. And choose wisely - a professional with The RE/MAX Collection.

Make that decision and experience what happens when personal expertise combines with incredible brand advantages. You'll soon realize that the first step you took was the absolute right one.

