

*Experience*  
**RE/MAX<sup>®</sup>**  
*Results*



1010 Valencia St, San Francisco CA 94110  
415-648-7000 - [www.remaxfutura.com](http://www.remaxfutura.com)

**Selling your Property  
for Maximum Value**

*Homeseller Resources*

Every 30 seconds, a RE/MAX agent helps someone find their perfect place

# Selling

---

## Your Home?



RE/MAX agents sell more real estate  
than any other US Brand

---



1010 Valencia St,  
San Francisco, CA 94110  
Tel 415-577-3700  
RemaxFutura.com

#### *Our Mission*

*"To promptly find profitable solutions to your real estate needs in the most efficient and ethical manner and at the least inconvenience to you"™*

Dear Homeowner

Thank you very much for downloading our Seller's Guide, we have prepared this booklet to help you navigate the exciting journey of selling your home. In this guide you'll find useful information, worksheets, charts and terminology that will prepare you for – and help you enjoy – the home-selling experience. You can embark on your adventure with confidence knowing that you have RE/MAX, the Real Estate Leaders® at your side.

*Establishing Market Value*, is where you start and the most important task to evaluate the financial impact of a sale. We provide a complimentary Seller's Report that includes a "Comparative Market Analysis", market information and neighborhood demographics.

*Pricing Strategy*: Price is what you get for the Value you give out. Our associates have the knowledge, tools and resources to help our clients establish a marketing and pricing strategy that helps them achieve their goals within a reasonable amount of time.

Please contact one of our agents for a complimentary market analysis, and we look forward to working with you!

Sincerely,

*Jorge E. Carcamo*

MBA, Real Estate Broker, ACP  
REALTOR® - CalBRE lic # 00675305

# Miracles Every Minute

Work with a RE/MAX Futura Miracle agent and make a difference in a child's life



## We Financially Support the children's Miracle Network Hospitals

<p><b>I PUT MY MONEY WHERE THE MIRACLES ARE.</b></p> <p>List your home with a RE/MAX Miracle Agent and make a difference in a child's life</p>		<p>ANNA, 11 YEARS OLD CANCER PATIENT</p>
		<p>\$147 million raised by thousands of RE/MAX Associates and offices since 1992</p>

Together We Can Help Kids Heal!

RE/MAX is the exclusive real estate sponsor of Children's Miracle Network Hospitals, an alliance of 170 children's hospitals providing state-of-the-art and life-saving care.

In the time it takes to read this, RE/MAX Associates will help Children's Miracle Network Hospitals provide:

<p><b>3 Heart Surgeries</b></p>	<p><b>4 Cancer Treatments</b></p>	<p><b>23 Children with emergency care</b></p>	<p><b>Countless hugs and smiles</b></p>
---------------------------------	-----------------------------------	---	---

An additional donation will be made in your name upon closing escrows, this donation will benefit the UCSF Benioff Children's Hospitals serving San Francisco & Oakland

**Lets make your Home a Miracle Home TODAY!**

## Contents

---

<i>Market Value Vs Pricing Strategy</i> .....	6
<i>Marketing Action Plan</i> .....	7
<i>About Us</i> .....	8
<i>We Sell More Homes</i> .....	9
<i>Maximize Value through Staging</i> .....	10
<i>Personalized Services You Will Receive</i> .....	11
<i>Pricing Your Home</i> .....	12
<i>Pricing Guidelines</i> .....	13
<i>Pre Marketing Plan</i> .....	14
<i>When an Appointment is Made</i> .....	15
<i>The Flow of Real Estate Transactions</i> .....	16
<i>5 reason to choose a RE/MAX sales associate</i> .....	17
<b>❶</b> An agent who gets Results .....	18
<b>❷</b> Trusted Advisor at your side.....	19
<b>❸</b> Marketing for Maximum Exposure.....	20
<b>❹</b> Outstanding Results for you .....	21
<b>❺</b> Making a Difference in The Community.....	22
<i>RE/MAX vs The Industry</i> .....	23
<i>Global Reach Local Expertise</i> .....	24

# Market Value Vs Pricing Strategy

---

**Price Value Misperception:** Most people in every day's conversation use price and value as synonyms, they're not! Price and value have two separate connotation in the business world "Price is what you pay, Value is what you get", hence price is negotiable, value is not; value is intrinsic to the property in a given market.

**Determining value:** The main task to sell your property fast and for maximum value is to establish its market value and a pricing strategy. The value of your property is set by the price properties sold in your neighborhood adjusted for size and condition.



**Pricing is a business strategy:** Pricing your property correctly is crucial, current market conditions determine the value. Pricing too high or too low can cost you time and money. Realistic pricing will achieve a maximum sale price in a reasonable amount of time.

After establishing the market value of the property you have to adopt a listing price and a **marketing-pricing** strategy:

1. **True Value Pricing:** Price and list it at the market value, the price you are willing to accept, and review offers as they come, accepting the one that you believe will close based on the qualifications of the buyer.
2. **eBay Pricing:** List it at a price lower than market value to make it attractive to a higher number of buyers, advertise it, show it liberally as many times as needed, and don't take offers until a couple of weeks in the market. This strategy will generate considerable more market activity and attract curious as well as real buyers. Actual motivated offerors will correct the price at its true market value or more, to make theirs the winning offer. This is the multiple offers bid war model that has been successfully used in the past and is typically marketed with the remark: "Seller reserves the right to accept or reject any and all offers".
3. **Over Pricing:** Property is listed at a price way above the true market value with the expectation that the Buyer can negotiate the price down. This strategy's aggressive unrealistic price scares most buyers and the property lingers and expires. By the time you adjust the price down the property has been in the market for a long time and gives the impression of a distressed sale.

**Establish Market Value First:** Ask your RE/MAX agent for a "Seller's Report" that includes: your home's public record information, recent market sales activity, and a "Comparative Market Analysis". Your RE/MAX Futura agent will suggest a market value by comparing your home to the properties recently sold in the neighborhood, comparable in size and condition.

**Deciding for a Price Strategy:** Once you understand the market value of your home, you must discuss with your RE/MAX Futura agent the best marketing-pricing strategy that will generate an offer within the reasonable amount of time that suits your needs.

# Marketing Action Plan

---

## First Week on the Market

- Enter listing into MLS system.
- Put up "For Sale" sign.
- Install lock box.
- Take property photos.
- Prepare property marketing brochure and online video marketing material.
- Submit property listing to Remax.com and RE/MAX web partners.

## Second Week on the Market

- Schedule and host Brokers Tour.
- Invite local Realtors to tour your home.
- Submit Open House announcement to MLS & Office Sales meeting.
- Prepare and distribute in the neighborhood special Open House flyer.
- Hold Sunday Open House.

## On-going

- Handle incoming calls and schedule showing appointments.
- Update owner on showings.
- Pre-qualify buyers.
- Present all offers and recommend counter-offer strategies.
- Review price based on agent input & market conditions.

## ASAP

- Obtain an acceptable contract on your property!



# About Us

---

**RE/MAX Futura** CalBRE lic 01776125

## **Established in 1981 - We're part of the Valencia Corridor history**

With over 35 years of experience, RE/MAX Futura in San Francisco, formerly Gold Key Realty is an inventive brokerage that brings about a modern vision to the traditional ways of real estate brokerage and takes the consumer's experience to a new level of satisfaction. Having access to advanced RE/MAX technology and resources, we deliver quality RE/MAX branded services with integrity and professionalism.



## **Shopping for property?**

Our highly trained and trusted professionals focus on results for you in every aspect of the sale or purchase of home, condominium, TIC, or fractional ownership as well as commercial transactions.

## **We offer advanced Marketing for Home Sellers**

Our award winning RE/MAX Design Center takes advantage of modern marketing and distribution vehicles to get your property listing in front of buyers browsing websites, social media and in print advertising, earning you valuable and high volume exposure.

## **RE/MAX gives back to the Community**

When you work with us, you work with an organization that is trusted and involved in the San Francisco community where its agents live and work. We believe that together we can help kids Heal! As a miracle office, we financially support the UCSF Benioff Children's Hospital in San Francisco and Oakland. RE/MAX is proud to have raised more than \$147 million for Children's Miracle Network Hospitals®, Susan G. Komen for the Cure® and other charities.

## **About RE/MAX trusted advisors**

RE/MAX Sales Associates are trusted advisors who are committed to you and possess the knowledge and experience to help you navigate today's complex real estate market and are the most productive real estate professionals in the industry, in fact nobody in the world sells more real estate than RE/MAX. (Source: MMR Strategy Group)

## **Call or Visit us**

Feel free to call us at [415.648.7000](tel:415.648.7000) or visit us at our unique "Realty Lounge" where you can meet your RE/MAX FUTURA Realtor® in a relaxed, hospitable atmosphere. We're located in the vibrant "Valencia Corridor" at 1010 Valencia St. at the corner of 21<sup>st</sup> St.

# We Sell More Homes

---

## You should choose RE/MAX FUTURA because:

- I will use the power of the RE/MAX brand to market your property globally
- I will provide you with excellent service and support.
- I have made a thorough market value analysis of your home.
- I have developed a winning marketing plan.
- I will make every effort to sell your home promptly.
- Our proven system of ACTIVE MARKETING sells homes!

## Why work with a RE/MAX FUTURA sales associate?

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Reputation  | <input checked="" type="checkbox"/> Responsibility     |
| <input checked="" type="checkbox"/> Experience  | <input checked="" type="checkbox"/> Accessibility      |
| <input checked="" type="checkbox"/> Knowledge   | <input checked="" type="checkbox"/> Negotiating skills |
| <input checked="" type="checkbox"/> Connections | <input checked="" type="checkbox"/> 100% commitment    |
| <input checked="" type="checkbox"/> Reliability | <input checked="" type="checkbox"/> Community involved |

**THE POWER OF THE RE/MAX NETWORK**

EVERY **30** SECONDS A RE/MAX AGENT HELPS SOMEONE FIND **THEIR PERFECT PLACE**

RE/MAX FUTURA is a proud member of the RE/MAX Network

# Maximize Value through Staging

---

Get the results you want by staging your home. It's fast, easy and the best way to show your home's finest features. Ask your RE/MAX Sales Associate for advice and guidance.

*In a controlled test, staged homes, on average sold in half the time of unstaged homes.*

-Real Estate Staging Association

## Here are a few ideas to make this process easier

### **Create Great Curb Appeal**

Make the first impression count. Clean up, paint front windows and doors, keep the lawn mowed and the bushes trimmed, plant or pot colorful flowers, clear the sidewalks.

### **Make the House Shine**

A home in immaculate condition sells more quickly - and for more. Wash windows inside and out, make sure kitchen and bath features gleam, shampoo or replace carpeting, clean and dust throughout, take care of any pet odors.

### **De-Personalize**

You want buyers to imagine themselves living in your home. Pack up those family heirlooms and personal photographs.

### **De-Clutter**

Less is more in creating home appeal. Keep counters free of personal items, pare furnishings down to the bare essentials, pack up those cute knickknacks.

### **Make Minor Repairs**

Don't let maintenance shortcomings affect the sale. Patch any holes in the walls. Consider painting them in a neutral color. Replace cracked floor or counter tiles, fix leaky faucets and doors that don't close properly, replace burned-out light bulbs.

### **Remove Favorite Items**

If buyers don't see something, they won't want it to be part of the deal. Remove fixtures or window coverings now if you're going to take them with you.

### **Rearrange Closets and Cabinets**

Tidy, organized closets make a positive statement about your home. Keep medicines and other personal items out of sight, pack away much of your clothing; neatly arrange shoes and shelf items.

### **Show Your Home in the Best Light**

Your home needs to be at its friendliest when buyers go through it. Open the drapes and let the sunshine in. Have fresh flowers on display, set a comfortable temperature, make sure it smells fresh.

Visit [RE/MAX.COM](http://RE/MAX.COM) for more ideas

*A staged home will sell, on average, for 17% more than an unstaged home.*

U.S. Department of Housing and Urban Development

# Personalized Services You Will Receive

---

- ◆ We will provide you with a current market analysis of your property and work with you to establish the most effective listing price and terms based on your individual requirements.
- ◆ We will suggest cost effective suggestions to get your home in top selling condition.
- ◆ We will provide you with an estimate of the net proceeds you can expect from the sale.
- ◆ We will mutually agree, prior to marketing, how your property is to be shown to buyers, how buyers are to be prequalified, what times are acceptable to contact each other and when you wish progress reports.
- ◆ I will present all offers received promptly and help in evaluating and negotiating them. If you accept an offer, I will monitor the transaction through close of escrow and keep you informed.
- ◆ I will work with you to develop a personal strategy. With your approval the following activities will take place:
  - ☑ Your property will promptly be entered into the Multiple Listing Service. I will cooperate with Realtors from all companies that produce a buyer.
  - ☑ Your property will be listed in remax.com and global.remax.com and the RE/MAX syndicated partner sites: realtors.com, trulia.com, homes.com, and Zillow.com
  - ☑ Your property will be listed in Facebook, LinkedIn and Craigslist
  - ☑ A descriptive quality marketing flyer will be prepared for your approval and will be delivered to email boxes of top realtors in San Francisco and used as a handout.
  - ☑ A time will be established for all REMAX Realtors to visit your property both to offer suggestion and as a preview for their prospective buyers.
  - ☑ We will agree to a schedule of public open houses and broker tours.
  - ☑ "Just listed" notices will be sent to your neighbors, and I will either contact them in person or by phone.
  - ☑ I will actively and continuously promote your listing both to fellow Realtors and prospective buyers.



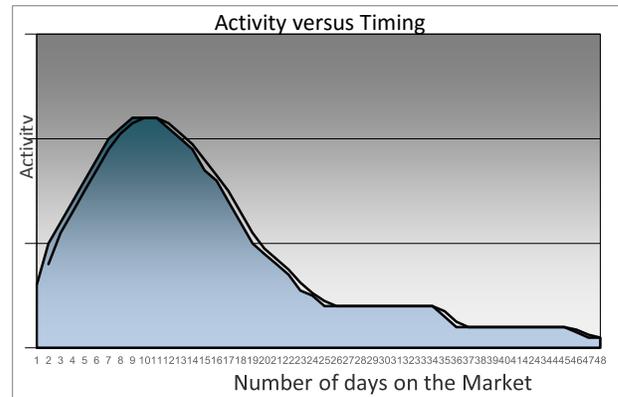
# Pricing Your Home

Not only will you miss prospective buyers by overpricing your home, but you will affect how long your home will remain on the market and what the eventual selling price will be.

## Activity versus Timing

Timing is extremely important in the real estate market. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale.

An experienced agent who knows the market and the marketing process can help you determine the market value of your home, thereby giving you the best chance of quickly and smoothly selling your home.



## Timing versus Selling Price



When a home is overpriced at the start, it misses what can be the most critical time period in selling a home - the first weeks after its listed. Once this period is passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.

## Determining Your Home's Market Value

A comprehensive market analysis is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value, therefore the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result, of course, is to find a price that will attract a willing and able buyer in a reasonable time.

Once the market value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers.

# Pricing Guidelines

---

Perhaps the most challenging aspect of selling a home is listing it at the correct price. It's one of several areas where the assistance of a skilled real estate agent can more than pay for itself.

## Too high can be as bad as too low

If the listing price is too high, you'll miss out on a percentage of buyers looking in the price range where your home should be. This is the flaw in thinking that you'll always have the opportunity to accept a lower offer. Chances are the offers won't even come in, because the buyers who would be most interested in your home have been scared off by the price and aren't even taking the time to look. By the time the price is corrected, you've already lost exposure to a large group of potential buyers.



The listing price becomes even trickier to set when prices are quickly rising or falling. It's critical to be aware of where and how fast the market is moving - both when setting the price and when negotiating an offer. Again, an experienced, well-trained agent is always in touch with market trends - often even to a greater extent than appraisers, who typically focus on what a property is worth if sold as-is, right now.

## Agent education, experience critical

When working with a real estate agent, it's critical that you have full confidence in that agent's experience and education. A skilled, knowledgeable agent should be able to explain to you exactly why your home needs to be priced at a certain level - compared to recent listings and sales of homes similar to yours.

Experienced agents also know exactly what the current pool of buyers are looking for in relation to particular styles and price ranges of properties. A skilled agent can recommend changes that will enhance the salability of your home, thus increasing the price - and/or decreasing the length of time before a sale.

*It's critical to keep all these aspects of pricing in mind, regardless of whom you choose to list your home.*

## Pricing Your Property to Sell

Pricing your property correctly is crucial. You want to sell your property in a timely manner at the highest price possible. Current market conditions determine the value. Pricing too high or too low can cost you time and money. Realistic pricing will achieve a maximum sale price in a reasonable amount of time. A careful review of the comparable SOLD properties will insinuate a market value.

# Pre Marketing Plan

## During the Pre-Listing Period

- ☑ Research public records for legal description, property facts and title search
- ☑ Research all comparable currently listed properties and recently sold in the neighborhood
- ☑ Prepare Comparative Market Analysis and recommend a fair market value and a pricing strategy
- ☑ Order professional marketing quality color photos
- ☑ Set up pre-escrow with Title Company
- ☑ Discuss with owner negotiating strategy and a pricing strategy

## During the Listing Period

- ☑ Facilitate seller in preparing all statutory and contractual property disclosures
- ☑ Connect seller with Home Staging professional
- ☑ Inspect property to comply with state of California duty to disclose laws and prepare agent's AVID
- ☑ Prepare property information needed for MLS
- ☑ Plan goals of marketing campaign
- ☑ Order marketing brochures, picture postcards and online material with professional photography
- ☑ List property in MLS
- ☑ Verify that property is currently listed in remax.com, Realtors.com and other RE/MAX online partners
- ☑ Prepare "just listed" post cards
- ☑ Mail out "just listed" announcements to neighborhood and top agents
- ☑ Coordinate showings with tenant (if applicable)
- ☑ Yard Sign ordered
- ☑ Order & coordinate professional property inspections
- ☑ Check financing alternatives
- ☑ Home warranty ordered
- ☑ Order Natural Hazards Disclosures report
- ☑ Order 3R Report.

- ☑ Prepare property "Due Diligence" disclosure and inspections packet for agent's and buyer's review
- ☑ Brochure box installed
- ☑ Marketing brochures put in brochure box
- ☑ Verify current loan balance
- ☑ Check if current loan has pre-payment penalty
- ☑ Email brochures to the top 10 percent agents
- ☑ Open house for producing agents inspection (Brokers tour)
- ☑ Feedback letter sent to agents after showings
- ☑ Pre-qualify all buyers whenever possible
- ☑ Copy of by-laws required (if condo)

## After an Offer Is Received

- ☑ Contact selling agents to verify buyers' financial qualifications to buy the property and close escrow
- ☑ Review offer and recommend counter if needed
- ☑ Offer is accepted, amended or countered
- ☑ Signed offer is delivered to selling agent
- ☑ Contract is signed by all parties
- ☑ Verify that the buyers has signed and submitted All "Due Diligence" forms
- ☑ Verify that Buyer's good faith deposit has been received by escrow
- ☑ Coordinate buyer's contractor inspections with Selling agent
- ☑ Coordinate appraiser's appointment with owner and selling agent
- ☑ Keep the contract on time with regards to: Buyers' inspection rights, Buyer's loan and appraisal submission; and contingency removals
- ☑ Prepare escrow instructions that incorporate all the seller's contractual rights and obligations
- ☑ Monitor Close escrow and verify that seller receives his/her settlement check
- ☑ Prepare and submit for the Seller's record keeping a digital copy of all transactional docs including: Listing, selling contract, due diligence and closing docs.



# When an Appointment is Made

---

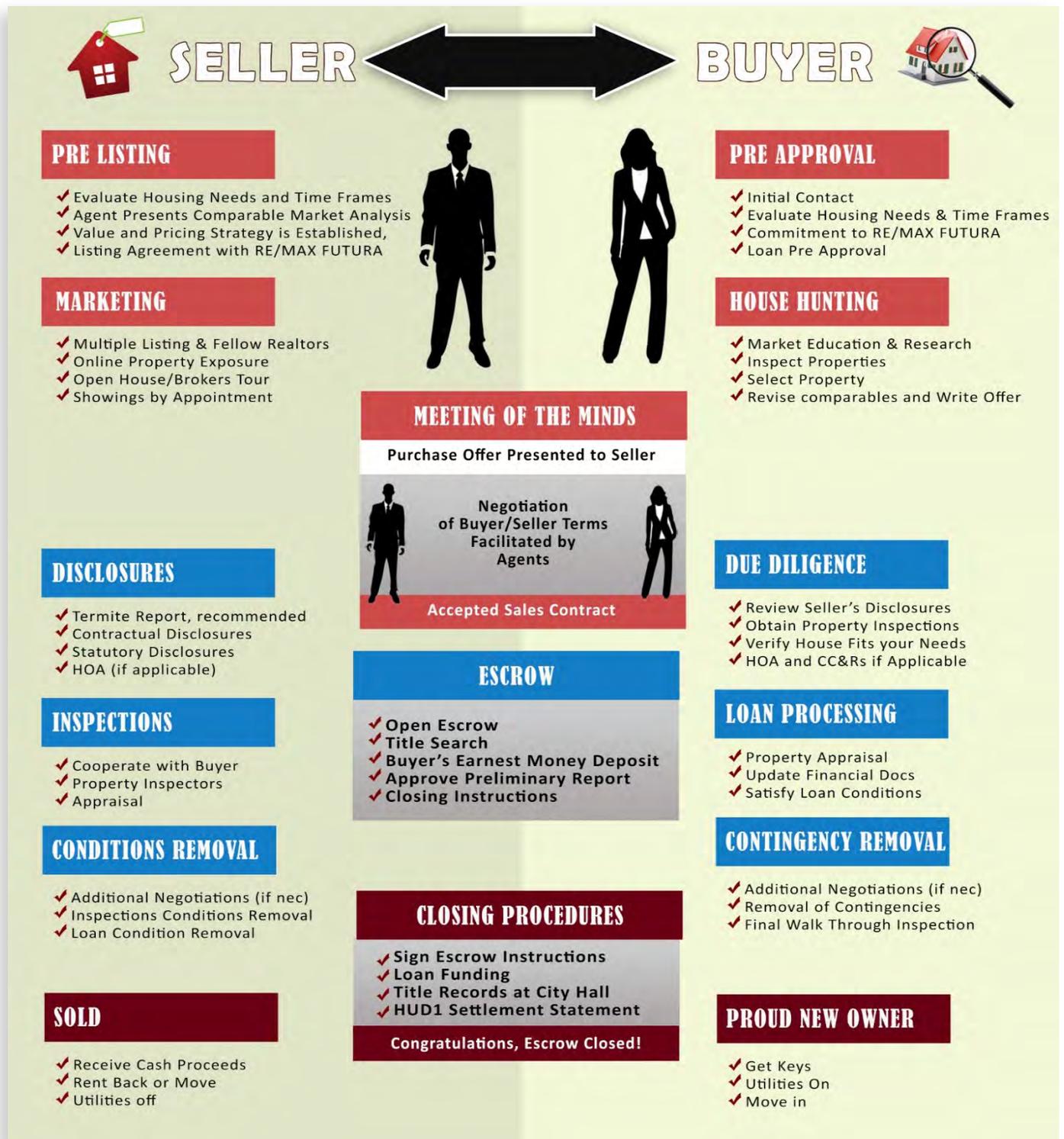
Agents from many real estate firms will want to show your home. Please allow any agent who calls to show your home at the suggested time. If you are not frequently available, it is suggested that you allow a lockbox to be installed on your door. You will increase your odds for a sale by allowing more qualified buyers to see your home. You do not want to miss an out-of-town transferee because your home was not able to be shown.

## During a showing:

- Open all draperies and window shades during daylight hours.
- Turn on all lights and replace bulbs with high wattage bulbs where needed.
- Open windows one half hour before showing to circulate fresh air.
- Open all the doors between rooms to give an inviting feeling.
- Place fresh flowers on kitchen table and/or in the living room.
- If possible, bake cookies or bread to add an inviting aroma.
- The kitchen & bathroom should sparkle.
- Pets should be confined or restricted from view. Eliminate pet odors. Not everyone may share your love of animals. Some people may be allergic to them.
- All jewelry and small valuables should be stored in a safety deposit box or in a locked closet.
- Replace any items not included in the sale, or tag them appropriately with "to be replaced with..." or "not included" signs.
- Beds should be made & clothes picked up. Bathrooms should be clean, with towels folded and toilet lid down.
- When you leave the house, please leave it as if you know it is going to be shown. You never know when the right person is going to look at it!



# The Flow of Real Estate Transactions



# 5 Reasons to Choose a RE/MAX Sales Associate



An agent  
who gets  
Results

Trusted  
Advisor at  
your side

Marketing  
for  
Maximum  
Exposure

Outstanding  
Results for  
you

Making a  
Difference  
in The  
Community

**RE/MAX's  
MARKETING  
REACH**



RE/MAX FUTURA is a proud member of the RE/MAX Network

**105,000 Agents**

95 countries  
40 currencies  
96 languages



**WORKING FOR YOU!**

## ***1 An agent who gets Results***

---

### **Your home is almost certainly your biggest personal investment.**

To help you sell your home quickly and for the best possible price, a RE/MAX sales associate will effectively manage the transaction from start to finish. This requires specialized knowledge and skills:



**Choosing a RE/MAX Sales Associate means  
you'll have a track record of success on your side.**

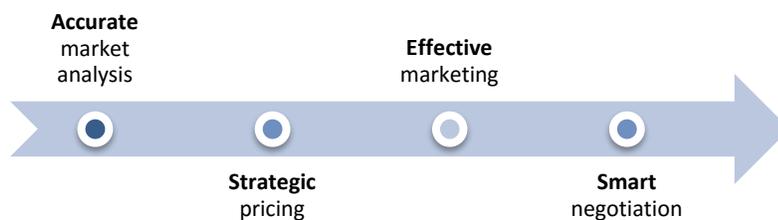
## ② *Trusted Advisor at your side*

---

RE/MAX Sales Associates are trusted advisors who are committed to you and possess the knowledge and experience to help you navigate today's complex real estate market.

### Experience Equals Results

Selling your home quickly and for the best possible price requires:



RE/MAX Sales Associates average more sales than other real estate agents.

### More Education Pays Dividends for You

The right training helps your agent provide you with the best advice.

RE/MAX Sales Associates lead the industry in professional designations, meaning they have more experience in specialized areas

- 🏠 Residential homes
- 🏠 Foreclosures, short sales
- 🏠 Luxury homes
- 🏠 Investment properties
- 🏠 Commercial real estate

Plus, with 24/7 access to on-demand training, your RE/MAX Sales Associate stays current on new opportunities, possible challenges, and the most effective strategies.

**Every 30 minutes a RE/MAX agent helps someone find their perfect place**



## **③ Marketing for Maximum Exposure**

---

Your RE/MAX Sales Associate can give your home a hedge in a very competitive marketplace.

### **Using the Brand**

A RE/MAX sign is one of the most recognized real estate symbols in the world. You can feel confident that you have the most powerful brand in the industry working for you.

### **Global Online Exposure**

More than 90 percent of homebuyers begin their search on the Internet. Combined Remax.com and global.remax.com attract millions of visits every month. One of them very well might be the perfect buyer for your home.

### **Connecting through Social Media**

Many RE/MAX Sales Associates use social media, such as Facebook and Twitter, to maintain a high local profile. Sometimes a potential buyer is already in their network.

### **Marketing Materials that Leverage Technology**

RE/MAX Sales Associates can customize a wide variety of marketing materials. Custom brochures, flyers, virtual tours and more will make your home stand out.

### **Local and National Advertising**

RE/MAX TV, radio, billboard, print and Internet ads reach millions of people every day, driving even more potential buyers, more showings and more overall activity to your home.

### **A Network of Nearly 100,000 Agents Working Together**

Marketing to other productive agents is critical in generating higher interest in your property. Marketing within our successful agent network means even greater visibility for your home.



## 4 Outstanding Results for you

---

Pricing, staging and marketing are the first steps in successfully selling your home, once you've accepted an offer, there are still many steps to the closing table. Your RE/MAX Sales Associate will guide you through them all.

### Strategic Negotiation

Purchase offers on your home may be complicated and might contain special clauses. Price is not the only consideration. Your RE/MAX Sales Associate will help you understand and evaluate offers and work hard to get you the best terms possible. Understanding contingencies and closing nuances will make the sale go smoothly.

### Navigating Inspections, Appraisals and the Details

In many cases, the most critical elements of a home sale occur after the buyer and seller have reached an agreement. Your RE/MAX Sales Associate will help you understand statutory disclosures, home inspections, objections, resolution deadlines, mortgage lender appraisals, title searches, surveys and more.

### Close with Confidence

Your RE/MAX agent will ensure that your closing will run smoothly, avoiding any delays or pitfalls. There shouldn't be any unwelcome surprises, because everything will be in order

### Moving On

If you're relocating, your RE/MAX Sales Associate can find a qualified agent who can help you in your new community.



**RE/MAX IS  
THE MOST PRODUCTIVE  
REAL ESTATE NETWORK**



## 5 Making a Difference in The Community

RE/MAX Sales Associates are well-known locally and nationally for their involvement in many community programs. When you choose a RE/MAX agent to sell your home, you contribute to the well-being of your community.



### Helping Kids Get Well

Since RE/MAX became the exclusive real estate sponsor of Children's Miracle Network Hospitals in 1992, RE/MAX Sales Associates have donated more than \$147 million to help millions of kids. All of the funds raised in your community benefit the children in your community.

### Helping to Find a Cure for Breast Cancer

We are all affected by breast cancer, either personally or through someone we know and love. RE/MAX is a national sponsor for the Susan G. Kamen Race for the Cure, and thousands of agents and offices get involved in a variety of ways



### A Greener Way

RE/MAX Sales Associates are committed to assisting homeowners and buyers who value energy efficiency and greener lifestyles. Together, you and your RE/MAX Sales Associate can work to make your home attractive to eco-conscious buyers.

List your home with a  
RE/MAX FUTURA Miracle  
Agent and make a difference  
in a child's life

**I PUT MY MONEY  
WERE THE  
MIRACLES ARE**



RE/MAX agents have donated more than 147 million dollars to CMN Hospitals since 1992



# 2016 RE/MAX vs. THE INDUSTRY

RE/MAX is the right choice: quality agents, the most productive real estate network, the leading brand and an unmatched global presence.

## That's the sign of a RE/MAX agent™

	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY <sup>1</sup>	U.S. RESIDENTIAL TRANSACTION SIDES <sup>2</sup>	BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES <sup>4</sup>	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>17.3</b>	<b>260,000+</b>	<b>27.0%</b>	<b>95+</b>	<b>6,986</b>	<b>104,826</b>
<b>REALTY EXECUTIVES</b>	10.4	Not released	0.4%	5	516	6,500
<b>ERA</b>	9.4	120,919	1.9%	30	2,350	36,800
<b>BERKSHIRE HATHAWAY</b>	8.7	Not released	4.0%	1	1,200	42,000
<b>COLDWELL BANKER</b>	8.6	730,128	14.0%	34	3,000	84,800
<b>Century 21</b>	8.2	411,731	19.7%	63	6,900	101,400
<b>Better Homes</b>	7.0	62,738	1.0%	2	300	10,200
<b>kw</b>	6.8	843,547	8.3%	13	773	133,212
<b>Sotheby's</b>	6.3	100,297	1.6%	44	835	18,800

©2016 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2015, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realty Corporation on SEC 30-K, Annual Report for 2015; Keller Williams, Realty Executives and Berkshire Hathaway HomeServices data is from company websites and industry reports. <sup>1</sup>Transaction sides per agent calculated by RE/MAX based on 2016 REAL Trends 500 data, citing 2015 transaction sides for the 1,605 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. <sup>2</sup>Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. <sup>3</sup>MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell, asked, when they think of real estate brands, which ones come to mind? <sup>4</sup>Based on lists of countries claimed at each franchisor's website, excluding claimed locations that are not independent countries (i.e. territories, etc.).

---

## Global Reach, Local Expertise

---

List your property with REMAX Futura, a local brand that has GLOBAL REACH. The internet has connected the world economies, and through RE/MAX your property is displayed to buyers around the world in 95 countries, 36 local languages and 40 currencies.

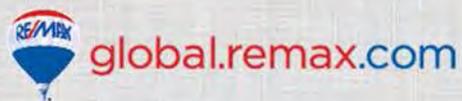
National Association of Realtors' (NAR) statistics show that as much as 20% of all properties are purchased by foreign buyers that bought 68.2 Billions looking to diversify into the American real estate market, 63% paid all cash.

---

## OnLine Marketing

---

38% of all homes purchased, found by the buyer on the Internet - source NAR



REMAXFUTURA is proud to be member of the RE/MAX Network

**105,000 Agents**

**IN** 95 countries  
40 currencies  
96 languages



**WORKING FOR YOU!**

---

Additional exposure for your listing may include social media and the sites of RE/MAX Partners, such as:

---



© 2014 REMAX Futura

