



NEWS RELEASE

For immediate release

RE/MAX Recognized as the Most Trusted Real Estate Brand in Canada

(Kelowna, BC, April 28, 2010) – RE/MAX has been awarded Most Trusted Residential REALTOR® as voted on by readers of *Reader's Digest* magazine. The survey conducted for the annual awards revealed that the majority of Canadians trust RE/MAX for all their residential real estate needs, ranking RE/MAX associates five-times more 'trusted' than the second most trusted brand.

“Our associates should be proud and honoured to receive the confidence of Canadian consumers as the Most Trusted Residential REALTOR®,” says Elton Ash, Regional Executive Vice President for RE/MAX of Western Canada. “It’s an inspiring merit that the best trained and most experienced agents have received for providing valuable assistance to so many families.”

Ash believes that this distinction awarded to Canadian RE/MAX associates is due in part to two notable attributes. The first being “Premier Community Citizenship” - a quality that RE/MAX associates share by being ever-mindful of the impact they make locally as they are involved with their communities through volunteering, fund-raising and more.

The second is that RE/MAX associates carry more professional designations than any other REALTOR® in Canada. RE/MAX agents are invested in additional education in specialized areas such as Senior’s representation, commercial brokerage and luxury homes.

RE/MAX is Canada's leading real estate organization with over 17,500 sales associates situated throughout its more than 680 independently-owned and operated offices across the country. The RE/MAX franchise network, now in its 37th year, is a global real estate system operating in more than 70 countries. Over 6,500 independently-owned offices engage over 115,000 member sales associates who lead the industry in professional designations, experience and production while providing real estate services in residential, commercial, referral, and asset management. For more information, visit: www.remax.ca.

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