

FOR IMMEDIATE RELEASE

Real Estate and Property Management Leaders Form Strategic Alliance

(Denver, CO – August 12, 2010) - For the first time, a major real estate franchisor and the country's largest property management franchisor are joining forces to assist renters, distressed homeowners and investors. The historic alliance is a two-way strategy that allows industry power houses, Real Property Management (RPM) and RE/MAX, to efficiently exchange property and client referrals.

As the housing market continues a gradual recovery, more investors are taking advantage of a growing inventory of distressed properties, while some cautious consumers are choosing to rent a home before they buy. Through the new agreement, RPM will connect RE/MAX agents with investors ready to sell and, in turn, RE/MAX agents will recommend clients to RPM who are ready to rent. RE/MAX agents may also refer properties to RPM for management.

"Record numbers of foreclosures, high unemployment and stricter lending practices have resulted in lower homeownership rates," said RE/MAX Chairman and Co-Founder Dave Liniger during opening remarks Monday at the annual RE/MAX Broker Owner Conference in Denver this week. "RE/MAX agents need to provide the best solution for each of their clients and, for many, home ownership may still be a few years away."

Distressed properties account for nearly half of today's U.S. home sales, and investors represent a fifth of current buyers. That means trained real estate professionals need to redirect their marketing efforts to address the needs of a changing homebuyer demographic.

"This cooperative agreement has significant benefits for consumers, investors, loan servicers, renters, RE/MAX agents and our franchisees," said Kirk McGary, President of Real Property Management. "RE/MAX and RPM are joining forces to offer the highest quality of service to consumers, while providing an effective solution to the increasing number of distressed properties on the market."

Based in Layton, Utah, RPM doubled in size in 2010 to more than 200 offices that manage tens of thousands of properties for national loan servicers numerous banks, private lenders and individual investors.

RE/MAX and its internationally acclaimed RE/MAX University will create customized training and communications programs to ensure that participating professionals are equipped to provide their clients with the highest quality service.

"The technical capability to simultaneously connect with thousands of franchisees within both organizations is a tremendous advantage," said Mike Ryan, Senior Vice President of Media and

Training at RE/MAX. “Also, real-time updates will provide transparency and offer an invaluable resource to lenders and servicers.”

To facilitate the implementation of the new alliance and deliver the most efficient service, RPM has created an interactive online portal where agents and property managers can make their referrals and track the progress of all transactions.

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About Real Property Management:

Real Property Management has a refreshing and unique approach to property management. Our model includes web-based property management systems, cost effective practices, streamlined operational procedures and comprehensive marketing strategies that get results.

What started out in 1986 as a single property management office in Layton, Utah has become the national leader in the property management industry. Currently with over 200 locations throughout the US and Canada, RPM continues its rapid growth and is opening new locations each week. We currently manage over tens of thousands of properties in over 40 different states.

For information on Real Property Management, please visit: www.realpropertymgt.com.

About The RE/MAX Network:

RE/MAX was founded in 1973 by Dave and Gail Liniger. From a single office in Denver, Colorado, it has grown into a global network of nearly 100,000 Sales Associates in more than 75 countries, an international presence greater than any of its competitors. Nobody in the world sells more real estate than RE/MAX.

RE/MAX has been recognized as the leading real estate franchise in the “2009 Franchise Times Top 200,” and has also been honored as the top real estate franchise for nine of the last 11 years in “The Franchise 500 Survey,” published by *Entrepreneur* magazine. Today, all U.S. home listings in thousands of cities and towns can be found at www.remax.com the most visited real estate franchise web site. (*Compete.com, Hitwise, ComScore for 6month period through April 2010*)

RE/MAX is proud of its Premier Community Citizenship, which has raised over \$100 million for deserving organizations like Susan G. Komen for the Cure®, Children’s Miracle Network and The Sentinels of Freedom Foundation.

For information on RE/MAX, please visit: <http://www.remax.com> or www.joinremax.com

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