



May 2012

Spring Edition of ABOVE Packs Recruiting Power

The Spring 2012 edition of ABOVE is hot off the presses, giving RE/MAX Brokers a fresh recruiting and retention tool.

Some key topics include:

- 12-page RE/MAX R4 Special Report
- 2012 National advertising campaign
- Insights from new Circle of Legends inductees
- RE/MAX Mobile Advantage
- Google Apps for RE/MAX
- Distressed Properties
- The Condo Equation



The worldwide digital edition is also available, featuring enhanced content such as videos and valuable downloads.

It provides a powerful way to present the RE/MAX value proposition in a dynamic online environment via computers, tablets and smartphones.

Brokers Get a Business Boost with Boot Camp

As they say, if you aren't moving forward, you're moving backward. So it's important to plan and prepare for the future growth of your business.



The RE/MAX 201 Boot Camp for Brokers and Managers, offered by RE/MAX University, gives brokers an intensive, motivational learning experience, intertwined with effective recruiting, retention and office profitability ideas.

The three-day course will be held at RE/MAX World Headquarters in Denver in May, and is just one of many live Broker-specific training sessions held throughout the year.

RE/MAX Value Proposition – Creating Solutions

From day one, RE/MAX Broker/Owners enjoy a comprehensive set of resources for recruiting and retaining top agents.

These resources address both the motivations and concerns of experienced agents, and help answer the question, "Why should I be with RE/MAX?"

Additionally, RE/MAX Broker/Owners benefit from an aggressive RE/MAX recruiting campaign in major real estate industry magazines.

Recruiting and retention are also prominent components of RE/MAX University training, RE/MAX conventions, RE/MAX Mainstreet and other RE/MAX products and services.

Isn't **Right Now** the time to be with RE/MAX?

For more information on investing in a RE/MAX franchise, call
(888) 677-5400 or email franchiseinfo@remax.net.

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