



RE/MAX and OwnAmerica Support Investors to End Housing Crisis

(February 8, 2012 – Denver, CO) - RE/MAX LLC, the world's leading real estate brand, announced an initiative today that the company expects to be a great leap forward in its strategy to support investors in American Housing.

RE/MAX has entered into a relationship with OwnAmerica, the leading provider of investment analysis tools, education and technology to the real estate industry. OwnAmerica will train and certify RE/MAX Broker/Owners and Sales Associates across the globe on using American Housing as a wealth-building asset.

Dave Liniger, RE/MAX Chairman and Co-founder commented on the new relationship, "We believe investors represent a crucial untapped reservoir of demand that our housing market needs right now. Investors know the opportunity is here and are already acting on it. RE/MAX intends to remain the organization best equipped to help them."

OwnAmerica CEO Greg Rand is a lifetime veteran of the real estate industry, host of [Rand on Real Estate](#) on WABC Radio in NY, regular guest on [Where to Invest Now](#) on the FOX Business Network and author of [Crash Boom!](#) "We are incredibly pleased to be aligned with RE/MAX. The leadership of the company understands how important investors are to a housing recovery and is doing everything it can to enable more investors to acquire houses for the long term."

According to the National Association of REALTORS®, investment buyers represented 23% of all home sales in 2011, a number Liniger believes will be topped in 2012. In his forecast for the housing market in 2012, Liniger predicted that a full quarter of home sales this year will be to investors. In addition to this existing investment market, a 2011 survey by Move, Inc. revealed that 59% of people searching the internet for real estate investment information are new to investing. The market segment is poised for enormous growth.

"Millions of people across the country and around the globe see the U.S. housing market as the opportunity of a generation. By tapping this resource of housing demand, we can help investors absorb the shadow inventory of distressed property, create more sorely needed rental housing, and stabilize home values." Rand said, "Falling prices and rising rents have made it possible for investors to generate positive cash flow in cities and towns where that was not possible just a few years ago. Everybody wins."

In 2009 RE/MAX put a similar emphasis on equipping its international sales force to become experts in handling short sales and foreclosures. "We've helped a lot of people solve their own personal housing crises," Liniger added. "If RE/MAX can tap into the power of investors, and enable a new generation of investor to enter the market, we can play a role in healing the national housing crisis. That is our ultimate goal."

For more information about RE/MAX, please visit www.remax.com. To learn more about becoming a RE/MAX agent, visit www.joinremax.com. To learn more about OwnAmerica, please visit www.ownamerica.com.

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About the RE/MAX Network

RE/MAX was founded in 1973 by Dave and Gail Liniger, real estate industry visionaries who still lead the Denver-based global franchisor today. RE/MAX is recognized as one of the leading real estate franchise companies with the most productive sales force in the industry and a global reach of more than 80 countries. With a passion for the communities in which its agents live and work, RE/MAX is proud to have raised more than \$100 million for Children's Miracle Network Hospitals, Susan G. Komen for the Cure® and other charities. Nobody in the world sells more real estate than RE/MAX.

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