

Outstanding Agents Outstanding Results

RE/MAX Australia
2008 Corporate Brochure



With the benefits and services that are available to you the moment you're affiliated with RE/MAX, you'll navigate your way to top production at the helm of your own business.

remax.com.au

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Message from Nicholas Thiele - Regional Director

We are excited by the opportunity that the RE/MAX brand has brought to Australia. The landscape of the industry has changed dramatically during the past ten years and we are positioned better than ever to take advantage of that change. RE/MAX has shown that, wherever it goes, it creates an empowering environment that increases the performance of all its members. The RE/MAX brand is now present in over 65 countries in over 7000 businesses and is home to over 116,000 agents.

At RE/MAX "Everybody Wins." It's not just a slogan. It's a reality.

The success we experience, as a whole, is due to the success of each individual. Whether as a broker/owner, sales associate, support personnel or property management our increased performance raises the level of everyone. With this dynamic new way of approaching business, we are revolutionising an entire industry.

Our primary aim is to educate the Australian market as a whole to the point of difference RE/MAX can offer. We want salespeople to recognise their worth by offering them the opportunity to be everything they want to be in an environment that encourages and supports top performers. We want people who want more from their career - success-driven, business minded people desiring to be recognised as true professionals.

It's a great time to be associated with RE/MAX. We're not only one of the fastest growing franchises in the world, but we're experienced tremendous growth here in Australia too. We have at the time of writing welcomed over twenty eight new businesses to RE/MAX Australia since June of 2007.

Why are we growing so quickly? Because it really is true, everybody DOES win with RE/MAX. In Australia, our average agent commissions in 2007 were \$197,000. The average sales per RE/MAX agent are about three times the industry average. And we support our agents with cutting edge technologies, like The RE/MAX Design Centre, which provides professional marketing materials with a personalised flair.

Some of the other innovative services created by RE/MAX International to help its members also include commercial investment, an international referral network, advanced training courses, state-of-the-art technological tools, internet and extranet web sites, and national television advertising campaigns. It was the first - and remains the only - real estate network to invent and maintain a satellite television network, RE/MAX Satellite Network (RSN), solely dedicated to RE/MAX real estate professionals.

The RE/MAX philosophy is changing how consumers look at their real estate agent. They now expect maximum service from experienced professionals. I hope you enjoy reading the following pages and learning how RE/MAX can change your life.

Mission Statement

**To recruit, retain and develop Australia's most successful Brokers,
Sales Associates and Support Personnel.**

**We aim to empower committed individuals in a mutually supportive
environment to grow Australia's most successful Real Estate group.**

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The RE/MAX Story

RE/MAX, the world's most successful real estate network was co-founded by RE/MAX International chairman Dave Liniger and his wife Gail Liniger in 1973 in Denver, Colorado. At that time, most salespeople were earning just 50% commission and office owners directly controlled every aspect of a salesperson's job.



Agents were disillusioned and unmotivated and most left the industry within two years. Liniger, a real estate agent himself, felt there had to be a better way, and decided to start putting his dreams of a fairer real estate system into practice. He drafted an innovative business plan that put salespeople first and enabled both office owners and agents to succeed.

He called his master plan RE/MAX, an acronym for real estate maximums. Liniger and his wife Gail, also a real estate agent, hoped to make a difference with their new company and its unique business structure. What they achieved was nothing short of a global revolution.

In an industry rife with mergers and acquisitions, RE/MAX is the only major real estate network still owned and directed by its original founders.

Today Dave and Gail Liniger are still at the helm of RE/MAX International. The company's expansion has been unstoppable, with recorded growth every single year for more than three decades. On average,

RE/MAX adds at least one new office to its international network each day and around 10,000 agents each year.



RE/MAX operates worldwide with offices in over 65 countries, including Australia, New Zealand, United States of America, Canada, Africa, Europe, United Kingdom, Middle East, Central America, Caribbean, Asia and the Pacific.

In Australia - Opening Australian operations in 1997, RE/MAX experienced significant growth as real estate agents discovered the freedom, profitability and personal growth opportunities the network offered.

The first office opened in Brisbane and the concept spread quickly. By the following year the first New South Wales office had opened and Western Australia wasn't far behind.

RE/MAX offices can now be found right across the nation.



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Annual Awards

RE/MAX features an Awards Night which recognises the achievements of RE/MAX Australia's top-performers over the previous year.



Sales Rallies

Motivation is the key to becoming a top-performing salesperson.

Although a large portion of motivation needs to come from within, RE/MAX is eager to do whatever it can to stoke that fire within our members. With that in mind, RE/MAX Australia regularly hosts state based Sales Rallies to motivate and challenge our members with top speakers and local success stories - helping to raise both expectations and results.



Australian Convention

The annual Australian Convention is the biggest event on the RE/MAX calendar. Each year the Convention attracts hundreds of agents and brokers from across the nation.

Those attending are treated to deliveries by world-class speakers who actively engage our members on topical issues such as advances in technology, personal motivation, stress management and balancing work and lifestyle.

Importantly, these events allow our members to relax and take the opportunity to network with one another.

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Broker Owner Conventions

RE/MAX Australia hosts an annual 2-day retreat for Brokers across the country. The retreat gives our franchisees the opportunity to network, exchange ideas and success stories, and to learn from top speakers and trainers.

High Achiever Conventions

To recognise and support RE/MAX Australia's high achievers, they are invited to a variety of special functions which feature industry-best speakers and trainers. This is designed to assist our best people to become better and to continue their winning ways.

International Conventions

Each year RE/MAX International hosts a Convention for RE/MAX members worldwide - this draws an annual attendance of approximately 15,000 people. Rotating between Las Vegas, San Diego and Orlando, much like the Australian Convention, the International Convention features the industry's top guest speakers, training and entertainment.

2008 International Convention

*Las Vegas -
35th Anniversary*

Date: Monday March 3 to
Thursday March 6, 2008

Venue: MGM Grand Hotel

See Mainstreet for more information



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Broker Management Training

RE/MAX Australia runs a comprehensive 4-day training program for all new Brokers. The training covers all aspects of the RE/MAX System, from its inception and philosophy, through to recruiting and the day-to-day operation of a RE/MAX office.



Orientation Training

Each new member of the RE/MAX Australia family undertakes a full-day Orientation Course. The course covers all of the systems, policies, procedures, tools and philosophy's of the world most successful real estate franchise network.

60 Minutes with RE/MAX

RE/MAX Australia regularly hosts one-hour recruiting workshop sessions which are open to invited guests. These give potential members the opportunity to learn about the history of RE/MAX both Internationally and in Australia, and also to hear from some of the top Sales Associates and Brokers within our company.



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The Advertising Fund (Previously Marketing & Training)

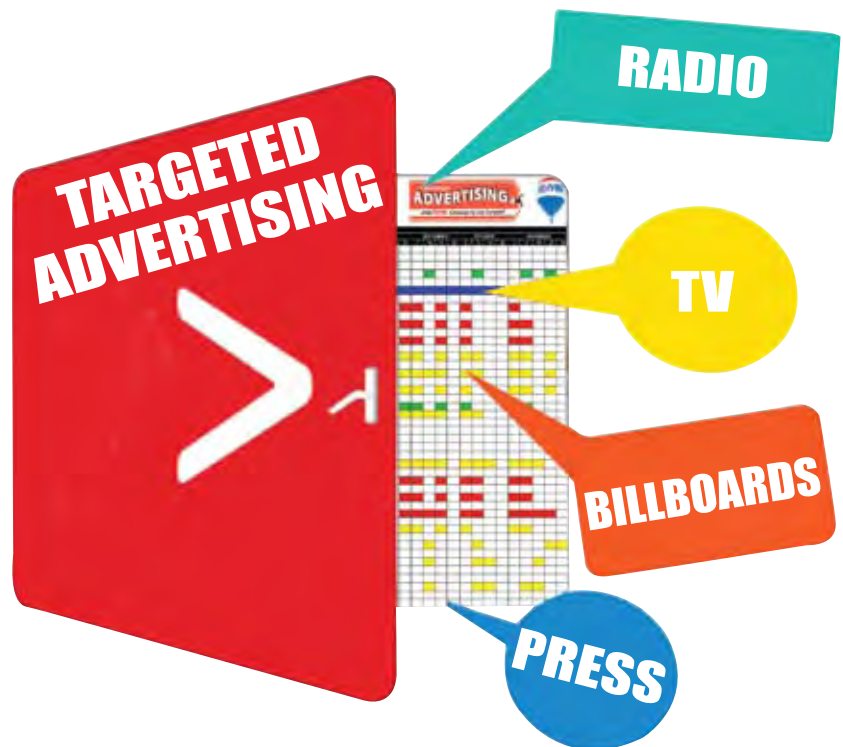
The Advertising Fund is created by Members contributing a fixed amount of monies on a monthly basis. Member fees are billed by the Franchise office, collected and forwarded to the Regional office, where they are deposit and credited for the Advertising Fund. (Adfund)

The Adfund is used exclusively for:

- Advertising (National & State/Local)
- Design Centre
- Training
- Hot Air Balloons

The RE/MAX Australian 2008 Advertising plan is the biggest ever! We aim to make the most impressions on home buyers and sellers & increase our brand awareness in our marketplace via Radio, TV, Billboards & Press Advertising mediums. Having consumers think of RE/MAX first when thinking of buying or selling a home is our Number One objective. Your perfect place in real estate is with RE/MAX.

*Due to the nature of this highly targeted advertising campaign some mediums will not apply in all regions.



Additional Support Materials:

- 10 and 15 second customisable radio commercials
 - Black and white print ads
 - Colour print ads
 - Logos
 - Brochures
 - Downloadable files
- Find it all on Mainstreet: www.remax.net

Hot Air Balloons



Hot Air Balloons

No other real estate company can soar their corporate logo like RE/MAX does. RE/MAX Australia have agreements with these 3 companies:

Brisbane

Fly Me To The Moon
160 Rochedale Rd, Rochedale
Ph: (07) 3423 0400
www.flymetothemoon.com.au
office@flymetothemoon.com.au

Gold Coast

Balloon Down Under
2/30 Fremantle St, Burleigh West
Tel: (07) 5593 8400
www.balloondownunder.com
balloon@balloondownunder.com

Melbourne

Balloon Flights Over Melbourne
21 Wangaratta Street, Richmond
3121 Ph: 1300 729 716
www.balloonovermelbourne.com.au
info@balloonovermelbourne.com.au

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New Release to RE/MAX Australia...

The RE/MAX Design Centre provides access to Sales Associates in Australia to utilise hundreds of marketing materials of all kinds – both print and electronic.

Templates are specifically branded with RE/MAX images. An easy to follow guided tour helps you get started.

Accessible through RE/MAX Mainstreet, the Design Centre offers:

- Brochures
- Fliers and postcards
- Web commercials
- Virtual tours
- Property cards
- Slide shows

The system automatically enters Sales Associates' name and office. The Sales Associates can modify this information if necessary, then add their contact information: phone numbers, e-mail address and Web address. This information is automatically added to each project they create.

The system saves phrases Associates create themselves, making it easy to retrieve them.

Once projects are created, Sales Associates can send them to their own printer or take them to a local printer. For electronic projects, they can easily create a URL and link to it from their Web sites, e-mails or newsletters.



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Postcards



Tri-fold Brochures



Animated Web Commercials



RE/MAX
Design Centre

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The RE/MAX Collection

- Exclusively designed for the Australian market -

The RE/MAX Collection is a comprehensive branding and marketing resource with a distinctive, high-end look designed for Associates who specialise in luxury homes.

- The new face of luxury property
- Used by RE/MAX agents worldwide

Builds on the existing RE/MAX corporate identity and reputation, whilst using subtle, understated branding to appeal to the luxury market

Supported by a range of set prestige materials which reflect the exceptional service and treatment that luxury home buyers and sellers expect.

Property requirements:

- \$1million +
- 3x average price for the area
- Prestigious properties only

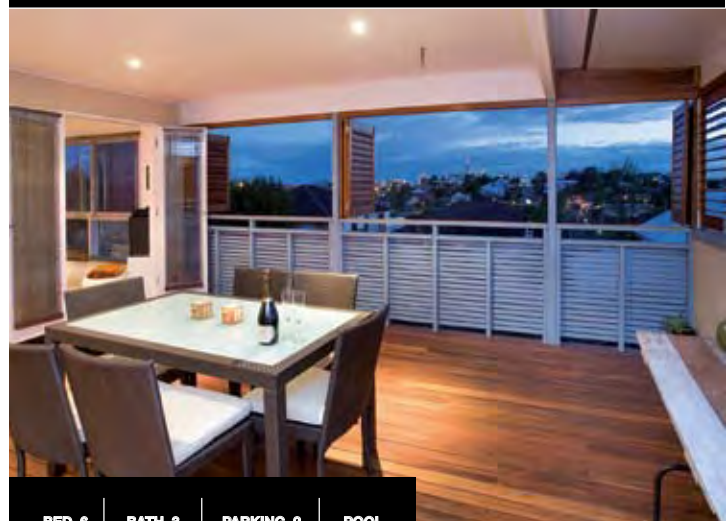
The RE/MAX Collection replaces the former RE/MAX Renowned Properties brand which will faded out worldwide throughout 2007.

Kathy Patrick
LICENSED REAL ESTATE AGENT



The RE/MAX Collection

remax.com.au



BED 6 BATH 3 PARKING 2 POOL



For sale

Magnificent North Facing

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- Estrud eu feu facidui bla feumsan drercillis eros autpat lore tet nonsed modo od magna lore feugue consequipit accumsa.

PROUDLY PRESENTED BY
Jeremy Watson 0418 355 455
Jane Sinclair 0418 355 455

INSPECT Sat 12.15 to 12.45
Tues 5.30-6
AUCTION Sat 26 May at 12 noon
RE/MAX Gold



DISCOVER A NEW LEVEL OF EXCELLENCE IN REAL ESTATE. DISCOVER THE RE/MAX COLLECTION

The RE/MAX Collection remax.com.au

Just listed.

PROUDLY PRESENTED BY
Jeremy Watson 0418 355 455
Jane Sinclair 0418 355 455

INSPECT Sat 12.15 - 12.45
Tues 5.30 - 6
AUCTION Sat 26 May at 12 noon
RE/MAX Gold

10 Wordsworth Street **Bulimba**
MAGNIFICENT NORTH FACING

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Each office is independently owned and operated.

For auction

PROUDLY PRESENTED BY
Kathy Patrick

RE/MAX Gold
3623 4304
kathypatrick.com.au

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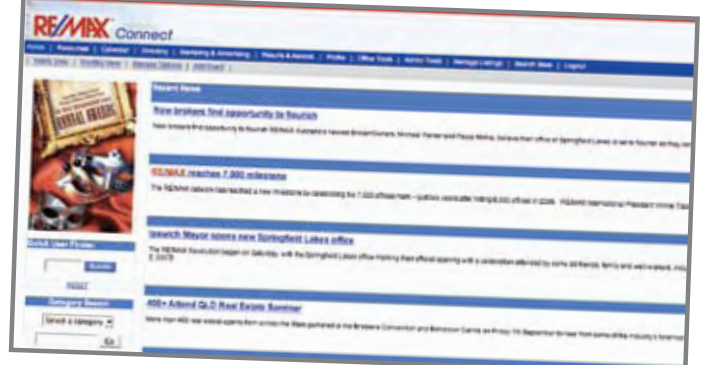
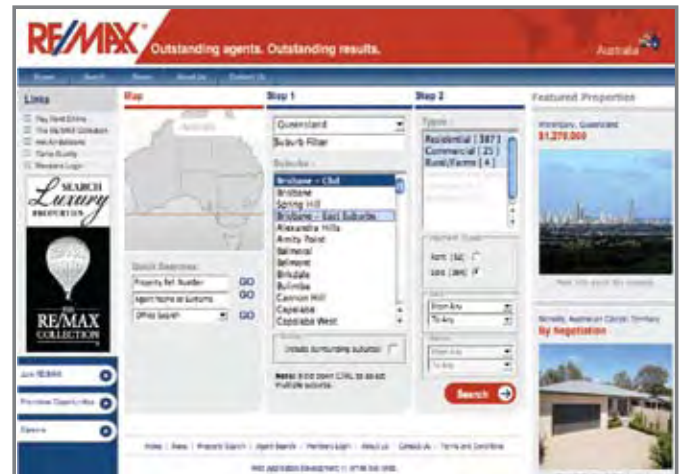
RE/MAX & the online revolution

RE/MAX has been in the forefront of the technology revolution ever since the early 1990s, when it was one of the first real estate franchises to go online. The crown jewel of the RE/MAX International technology package – remax.com – has become one of the most-visited real estate sites in the world.

From the remax.com home page, potential buyers can find listings from any of the more than 65 nations in which RE/MAX does business. A search box at the bottom of the home page – RE/MAX Worldwide – contains links to every regional web site across the globe. Once consumers land on a regional site, they can begin searching for properties, offices or agents.

Consumers have many other online points of entry into the RE/MAX world as well. RE/MAX Australia's site, remax.com.au, allows buyers to view listing displays and search for agents &/or offices Australia wide. There is also a luxury property search section for The RE/MAX Collection properties along with links about Joining RE/MAX, Careers and Franchise Opportunities.

Australia also has it's own intranet site which is available to all members - connect.remax.com.au. Members can update their profiles, download logos & other marketing materials, update their listings, register for RE/MAX events, and much, much more.



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RE/MAX International Products

RE/MAX Mainstreet®

RE/MAX Mainstreet, the network's primary means of internal communication, is for members only.

It's the site where RE/MAX Associates can network, update their profiles, exchange ideas, download logos and other resource materials, register for RE/MAX events, send electronic referrals, and much, much more.

Best of all, RE/MAX Mainstreet is free to all RE/MAX Affiliates. All it takes is a few minutes to register online at remax.net.

Associates can complete and send referral forms online and update their Web Roster profiles, including adding a photo and a link to their personal Web site, at no charge.

Broker/Owners can reserve remax.net e-mail addresses for Sales Associate recruits.

What else does RE/MAX Mainstreet have to offer?

- An online Web Roster and personal referral tracking system to help Mainstreet members choose the perfect RE/MAX Sales Associate for their referrals.
- A Flash Tour giving new and prospective members a basic look at the site.
- An e-mail forwarding account that allows members to receive mail sent to yourname@remax.net. All e-mail sent to remax.net addresses is automatically scanned for viruses and filtered for spam.



- RE/MAX University, a comprehensive, multimedia tool that educates Sales Associates and Broker/Owners and helps them make more money. Components of RE/MAX University include the RE/MAX Satellite Network, Agent and Management Training On Demand and Management Training On Demand. The Training On Demand element includes streaming videos, downloads and other valuable information.
- Message Boards in which Affiliates discuss topics and share information, tips and techniques. Special online communities have been created for Affiliates who speak several languages.
- Daily updates, including industry news, coverage of major events and sales tips.
- Downloads, where users can contribute and download files such as open house fliers, logos and mailers.
- The RE/MAX Times Online, a collection of tip-filled stories that originally appeared either in the printed RE/MAX Times or on Mainstreet.
- The Mainstreet Link, a weekly e-newsletter that highlights current news, message topics and other features through links to the site.



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technology partners such as Google Agent Office for RE/MAX.

- Coaching – Real estate training from the best trainers in the business, including Dave Beson, Bill Barrett, Howard Brinton, Brian Buffini, Judy LaDeur and Richard Robbins.

Agent Training On Demand

Today's mobile real estate professionals want information when and where they want it – not on somebody else's schedule, but on their own. That's where Agent Training On Demand, powered by RE/MAX University, comes in.

The service, available through RE/MAX Mainstreet, includes streaming video from the RE/MAX Satellite Network; relevant downloads, and general information on virtually every real estate-related topic – all designed with one thing in mind: helping you make more money.

ATOD has several “channels”:

- In Focus – The latest hot topic, with a new streaming video segment weekly. Subjects of In Focus segments include listing presentations, personal promotion and team-building.
- Best Biz Practices – Topics include advertising, personal promotion, presentations, preparing listings for sale and getting the most out of conventions and conferences.
- Broadcast Guide – Information about RE/MAX Satellite Network streaming videos, including program descriptions.
- Teams – Building a successful team; hiring assistants, buyer agents and transaction coordinators.
- Regional Directory – Contact information, and links to Web sites, for every RE/MAX region around the world.
- Technology – Information about RE/MAX International technology services, such as the RE/MAX Design Center and the Web Roster, plus



Management Training On Demand

Through Mainstreet, Broker/Owners and Managers have 24/7 access to training to help them successfully manage an office and make it profitable. Elements include streaming videos, downloads and more.

MTOD channels are:

- In Focus – Streaming video covering the hot topic of the month.
- The RE/MAX Office – Video office tours and downloads helping Broker/Owners get an office up and running, including the Office Opening Manual, Office Operations Manual and Office Administration Manual.
- Best Business Practices – Tips and strategies for successful recruiting and retention, office management, working with real estate teams and profitability.
- Regional Directory – Contact information, and links to Web sites, for every RE/MAX region around the world.
- Case Studies – Views into the strategies and long-term plans for offices of various sizes.
- Coaches – Top real estate trainers with tips and advice for making an office profitable.

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RE/MAX Satellite Network

Launched in 1994, RSN®, powered by RE/MAX University, was originally a broadcast network that beamed programming throughout North America via satellite. It was the first such service in the real estate industry and remains unique to this day. The network has won more than 50 industry awards.

Now, however, RSN is much more than a broadcast service. Much of its vast collection of educational, motivational and technology programming is available to Sales Associates worldwide through streaming video on RE/MAX Mainstreet. Additionally, more than 80 DVDs can be purchased at a nominal cost through Mainstreet.

The Opening General Session of the RE/MAX International Convention is streamed live on Mainstreet annually.

Streaming videos include:

- Nuts-and-bolts programs on business topics such as buyer agency, prospecting, presentations and team-building.
- Internet marketing programs.
- Instructional technology programs such as skill series for Agent Office for RE/MAX.
- Programs of interest to Broker/Owners and Managers covering office management, profitability and recruiting and retention.
- RE/MAX news and views in the monthly “RE/MAX News” program.

Among DVDs available for sale are:

- RE/MAX Coaching Hall of Fame programs featuring the industry’s best trainers: Dave Liniger, Margaret Kelly, Howard Brinton, Brian Buffini, Richard Robbins and special guests.

- Programs on team-building, negotiating, buyer agency, prospecting, generating referrals and other business topics.
- Profiles of top offices.
- Programs for Broker/Owners and Managers, featuring office management, recruiting and retention, and leadership.
- Technology programs covering office-management and agent-productivity software, more general software and Internet strategies.

RE/MAX Web Roster

Sales Associates seeking referral candidates – and consumers seeking real estate assistance – can search online for just the right agent to fit their needs.

The RE/MAX Web Roster has two versions: one on remax.com to help consumers link directly to an agent, and the second on RE/MAX Mainstreet to help Sales Associates identify referral candidates.

Associates can send out referral forms through the Web Roster. After selecting a candidate, all they need to do is select “Create Referral Form” from the Associate’s profile page, fill in the information and submit the form to the Associate.

Associates can update their own profiles, or add a photo, free via Mainstreet.



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RE/MAX Products

Available for Hire or Purchase

A wide range of RE/MAX related products are available for RE/MAX members to use in the promotion of their business. Many of these are available from outside suppliers, however others can be ordered or hired through RE/MAX Australia and RE/MAX International.

For more information on the products and services available through RE/MAX Australia's Approved Supplier Program, log in to Connect (www.connect.remax.com.au) then select the supplier or product type of interest via the 'Approved Supplier Directory'.

A guide to products available through RE/MAX International, can be found under the eMarketplace on Mainstreet (www.remax.net). A current list of products is available for download, or can alternatively sourced by emailing orderdesk@remax.com.

RE/MAX products available for hire:

- Cold Air Balloons
- Banners
- Marquee

RE/MAX products available for purchase:

- Balloon pins
- Helium balloons
- International materials
(posters, DVDs & other miscellaneous materials)
- Books

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RE/MAX Cold Air Balloon Hire – AGREEMENT

The following form must be completed and returned to RE/MAX Australia to secure a booking.

RE/MAX Office

Contact Name

Phone No.

Address

No. of Days req. (30 days notice required)

Dates Required

from

to

Signed Date

Please read Terms & Conditions before signing

Charges

Cost per day \$50.00 (Inc. GST)

NOTE: Hirers are also required to pay for and coordinate the transport hired balloons from and to the Regional Office. Hirers will be charged for any cleaning, repair or replacement required as a result of their use.

Payment

Credit Card VISA / Mastercard / Bank Card

Card No.

Expiry date

Name on Card

Signature

Cheque / Money Order

Please remit to: RE/MAX Australia
GPO Box 1326
Milton QLD 4064



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WHICH COLD AIR BALLOON?

RE/MAX Australia has a number of different types of inflatable cold air balloons available for members to hire. The majority of these require a constant power source (i.e. connection to a standard powerpoint) in order to operate; however balloons which do not require constant power or are battery powered are available upon request. Please indicate your preferences when booking and be sure to take this into account when planning your event or promotional activity.

While RE/MAX Australia will always endeavour to cater to members' needs as best as possible, the number of cold air balloons available is limited; so members are advised to book well in advance to avoid disappointment.

TERMS & CONDITIONS

It is the responsibility of your office to arrange and pay for the pick-up and delivery of hired cold air balloons from and to RE/MAX Australia's Regional Office in Milton, Brisbane. RE/MAX Australia recommends Couriers Worldwide Express – 1300 363 522.

Once the cold air balloon(s) has been collected by your office/courier it then becomes the responsibility of your office to ensure it is not lost or damaged, either in transit or use. Hirers will be liable for the cost of cleaning, repair or replacement to a balloon which has been damaged, lost, or is otherwise returned to RE/MAX Australia in any condition other than that it was issued in.

Bookings are taken on a first come first serve basis. RE/MAX Australia accepts no responsibility for the unavailability of cold air balloons on the requested date. Confirmation of availability will be given after a booking form has been submitted.

RE/MAX Australia requires full payment of all hire fees before a balloon will be issued to your office.

Hirers are responsible for ensuring that their use of the cold air balloon(s) conforms to all relevant legislation and/or regulations governing their use in the intended area. The positioning of cold air balloons may be subject to Shire/Council approval; if required, this must be obtained by the installer. Some Shires/Councils require 30 days notice on applications with a promotion duration, usually of no more than 28 days. Before installing a cold air balloon on an office site, hirers should ensure they have obtained the relevant Landlord or Strata Managers approval.

PURCHASE

RE/MAX cold air balloons are also available for purchase from the following providers:

- Inflatable Images - (02) 9757 2011 or Free Call 1800 177 544, www.inflatable.net
- Balloon Promoters - 0011 649 424 8865, www.balloonpromoters.co.nz

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RE/MAX Banner Hire – AGREEMENT

The following form must be completed and returned to RE/MAX Australia to secure a booking.

RE/MAX Office

Contact Name

Phone No.

Address

No. of Days req. (30 days notice required)

Dates Required
from to

Signed Date

Please read Terms & Conditions before signing

Charges

Cost per day \$20.00 (Inc. GST)

NOTE: Hirers are also required to pay for and coordinate the transport hired balloons from and to the Regional Office. Hirers will be charged for any cleaning, repair or replacement required as a result of their use.

Payment

Credit Card VISA / Mastercard / Bank Card

Card No.

Expiry date

Name on Card

Signature

Cheque / Money Order

Please remit to: RE/MAX Australia
GPO Box 1326
Milton QLD 4064

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RE/MAX Banner Hire

TERMS & CONDITIONS

It is the responsibility of your office to arrange and pay for the pick-up and delivery of hired RE/MAX banners from and to RE/MAX Australia's Regional Office in Milton, Brisbane. RE/MAX Australia recommends Couriers Worldwide Express – 1300 363 522.

Once the banner(s) has been collected by your office/courier it then becomes the responsibility of your office to ensure it is not lost or damaged, either in transit or use. Hirers will be liable for the cost of cleaning, repair or replacement to a banner which has been damaged, lost, or is otherwise returned to RE/MAX Australia in any condition other than that it was issued in.

Bookings are taken on a first come first serve basis. RE/MAX Australia accepts no responsibility for the unavailability of banners on the requested date. Confirmation of availability will be given after a booking form has been submitted.

RE/MAX Australia requires full payment of all hire fees before a banner will be issued to your office.

Hirers are responsible for ensuring that their use of the banner(s) conforms to all relevant legislation and/or regulations governing their use in the intended area.

While RE/MAX Australia will always endeavour to cater to members' needs as best as possible, the number of banners available is limited; so members are advised to book well in advance to avoid disappointment.



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RE/MAX Marquee Hire

Members are able to hire a RE/MAX branded marquee via InstantUp Marquee Systems. For more information on the cost and set up arrangements for the RE/MAX marquee in your area, please contact InstantUp Marquee Systems.

InstantUp Marquee Systems

1/ 23 Smith St
Capalaba QLD 4
Free Call: 1800 244 441
sales@instantup.com.au
www.instantup.com.au

* Note: InstantUp Marquee systems will seek permission from RE/MAX Australia before allowing members to hire the RE/MAX marquee. For more information on obtaining permission contact RE/MAX Australia on (07) 3007 9000.



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RE/MAX Balloon Pin – ORDER FORM

RE/MAX Office

Contact Name

Phone No.

Postal Address

Signed Date

Charges

Quantity x \$5.50 each (Inc. GST) *Minimum order quantity is 10

Payment

Credit Card VISA / Mastercard / Bank Card

Card No.

Expiry date

Name on Card

Signature

Cheque / Money Order

Please remit to: RE/MAX Australia
GPO Box 1326
Milton QLD 4064



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RE/MAX Helium Balloons

Red, white and blue RE/MAX branded balloons are available for purchase from Balloons Galore. These balloons can be filled with helium or regular air.

If desired, Balloons Galore are able to arrange the inflation of the balloons or the hire of a helium tank within the Brisbane area. Alternatively, local supply party supply stores will have helium tanks to use for inflation.

Balloons Galore

26 Orchard St

Toowong QLD 4066

Ph: (07) 3876 0200

Fax: (07) 3270 8499

www.balloonsgalore.net.au



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International Products

The following products and a host of others are available to order through RE/MAX International's Order Desk. To place an order or for a complete list of the products available, visit <http://www.remax.net/cms/OrderDeskPublications.htm> or email orderdesk@remax.net

RE/MAX Trademark & Graphic Standards Manual

The official guide to using the RE/MAX brand and its various logos and registered trademarks. An electronic version is also available for download from either Mainstreet or Connect.



Why RE/MAX?

The annual "Why RE/MAX?" is a tabloid that explains the RE/MAX network and the advantages to becoming part of the network to new and prospective Affiliates. It touches on advertising, community involvement, commissions, referrals, global presence, educational opportunities, technology and much more.



RE/MAX Times

Real estate's premier newspaper, the RE/MAX Times is published four times a year, including an international edition that features stories in 19 languages. Each registered RE/MAX member receives a complimentary copy at the time of production, however additional copies are also available for order.



Adventures in Advertising

"Adventures in Advertising" is a magazine-style, full-colour publication that shows RE/MAX International advertising and promotion for the current year. Content covers anticipated impressions, examples of television ads, share of voice, locations ads will be seen and Internet presence.



Add the Power of RE/MAX to your Internet Marketing

This tri-fold brochure is a guide to using the RE/MAX brand to create valuable online marketing strategies, including strong domain names, compliant Web content, useful keywords and effective email addresses.

Recruiting DVD: Your life. Your business. Your way.

Telling prospective agents about the RE/MAX philosophy really works; showing them works even better. This DVD presentation about a day in the life of a RE/MAX agent drives home the "Your Life. Your Business. Your Way." message.



RE/MAX Posters

Where in the world is RE/MAX? Reach for the Sky, RU Ready to Grow with RE/MAX?

This Giant's Growing

"This Giant's Growing" is a publication documenting RE/MAX growth, past and projected. Content includes growth charts, advertising graphs and the competitive advantages Affiliates gain by aligning themselves with RE/MAX.



Recruiting postcards (Reach for the Sky)

Featuring a dozen different recruiting themes, this set of postcards includes room for a broker or brokerage to print a logo, and contact information on each postcard using an in-house printer.



Outstanding Agents Outstanding Results

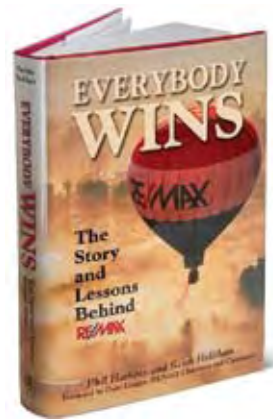


RE/MAX Books

Everybody Wins: The Story and Lessons behind RE/MAX

RE/MAX was founded over 30 years ago in Denver, Colorado, based upon a revolutionary idea for a new system of selling real estate. Since then, RE/MAX has experienced over 380 straight months of explosive growth. In Everybody Wins, authors Phil Harkins and Keith Hollihan reveal how RE/MAX has achieved such phenomenal success by examining the company's strategy, culture, and leadership. Harkins, with the full cooperation of RE/MAX; led a research team that closely studied RE/MAX as well as comparable fast-growing companies. The team observed critical meetings, attended conventions, dug through historical archives, and conducted extensive interviews with more than 50 key RE/MAX leaders. The outcome is an insightful and engaging account of one of the world's most successful companies.

Author: Phil Harkins and Keith Hollihan with forward by Dave Liniger
 Publisher: Wiley
 Release: January 2006 (New edition)
 Available from: www.amazon.com or www.dymocks.com.au



50 Companies That Changed the World

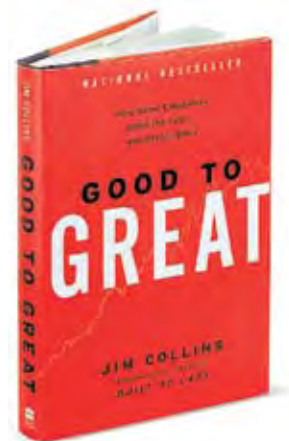
50 Companies That Changed the World shows how some of the greatest businesses of all time (including RE/MAX) achieved their success - found untapped niches, stayed on top of trends, managed progressively, and encouraged creativity. The book also shows how some, nonetheless, fell from the pinnacle when they failed to follow the path that made them successful. Each sketch will spark discussion and debate as readers ponder the author's rankings.

Author: Howard Rothman
 Publisher: Career Press
 Release: May 2001
 Available from: www.amazon.com

Good to Great: Why Some Companies Make the Leap and Others Don't

"Can a good company become a great company and if so, how?" In Good to Great Jim Collins concludes that it is possible, but finds there are no silver bullets. Collins and his team of researchers began their quest by sorting through a list of 1,435 companies, looking for those that made substantial improvements in their performance over time. They finally settled on 11; including RE/MAX, Gillette, Walgreens, and Wells Fargo; and discovered common traits that challenged many of the conventional notions of corporate success.

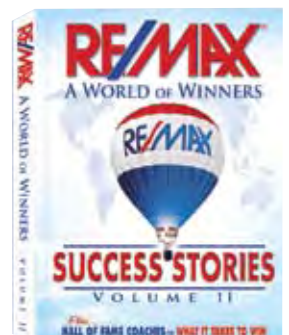
Author: Jim Collins
 Publisher: Collins
 Release: October 2001
 Available from: www.amazon.com or www.dymocks.com.au



RE/MAX Success Stories Volumes I & II

Have you ever wondered why some people become great successes in real estate, in business and in life, while others struggle or even fail? RE/MAX – A World of Winners – Volume I and Volume II - highlight some of the best accounts of what it takes to be successful in almost any endeavour. These are more than just stories. They are real life, albeit brief, histories of some of the most successful people in the RE/MAX organisation – a network known world-wide as the very finest in the real estate industry. Without people like these and nearly 120,000 others, the RE/MAX network would not have become the world leader in real estate.

Author: Bridget McCrea with forward by Dave Liniger
 Publisher: New Light Stars
 Release: February 2006
 Available from: www.amazon.com or www.newlightstars.com



Outstanding Agents Outstanding Results



Australian Branding Guides & Manuals

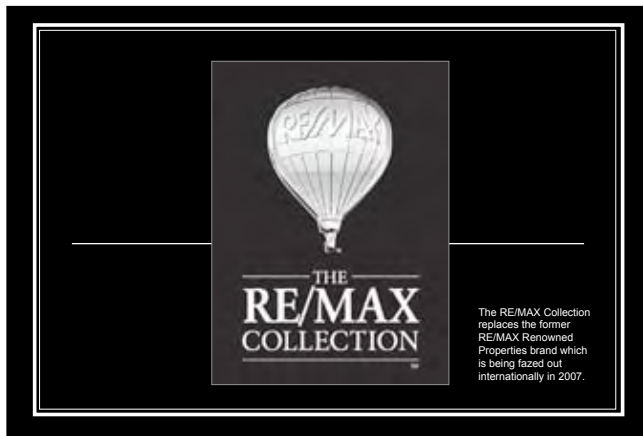
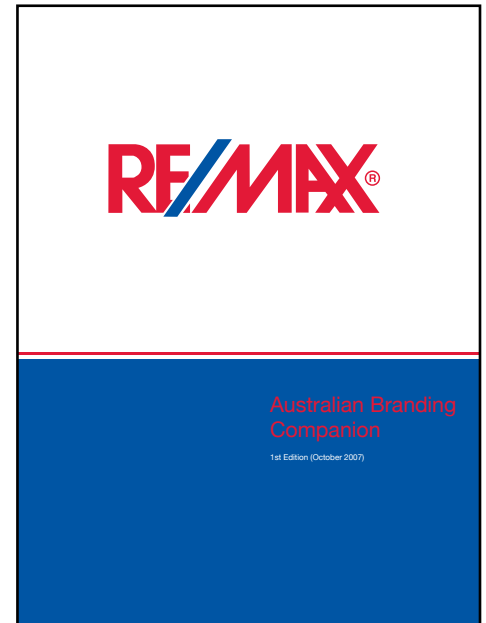
RE/MAX Australia - Standard Branding

- Australian Branding Companion Guide

This document is a visual guide to using RE/MAX International's registered logos and trademark in the Australian marketplace. Includes: Stationery, newspaper advertising, signboards, external office signage, identifying your office and more.

An easy reference guide for all members and suppliers to use to ensure all correct branding is used when creating any materials.

It is intended as a companion to the International RE/MAX Trademark and Graphic Standards.

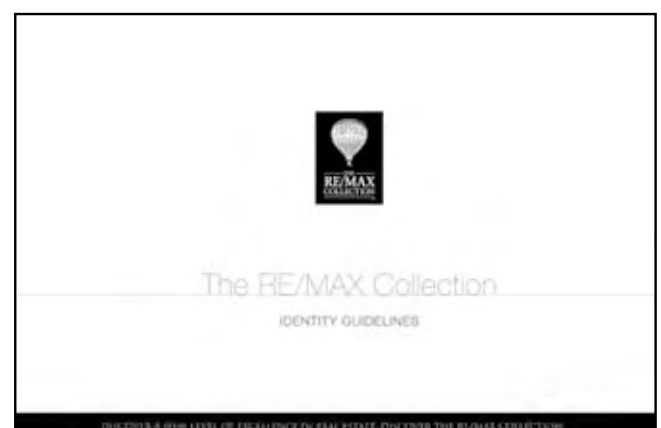


RE/MAX Australia - The RE/MAX Collection

- The RE/MAX Collection National Training Manual
- The RE/MAX Collection Template Guide
- The RE/MAX Collection Style Guide

These Guides for The RE/MAX Collection display the rules & regulations, illustrate the stylish new look for this prestige brand along with colours, fonts, stationery, signboards, DL marketing cards and newspaper/ magazine advertising visuals & templates.

An easy reference guide for all members and suppliers to use when creating any materials to ensure they are of an elite standard at all times in the Australian marketplace.



To obtain a copy of these guides, contact RE/MAX Australia Marketing - 07 3007 9000

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