

RE/MAX vs. Other Real Estate Companies



- ★ RE/MAX Associates out-list and out-sell their competitors by 4:1.
- ★ In 2002, the average REALTOR® in New Jersey completed 3.7* transactions while the average RE/MAX Associate in New Jersey completed 15.2** transactions.

How is RE/MAX Different? ➤

How Do You, the Client, Benefit? ➤

How Do Other Companies Operate?

- Our Associates receive all calls from their advertising, yard signs and personal webpages.

- Your RE/MAX Associate is the direct contact for all inquiries regarding your home, making it *easier* and *faster* to find the right buyer.

- Call-ins are directed to the office and are answered by agents who may know very little or nothing about your home.

- Our Associates have the freedom to advertise wherever and whenever they choose.

- Your RE/MAX Associate will design a unique marketing plan based on your needs.

- Agents must follow office budgets and deadlines, which limits the exposure of your home.

- RE/MAX Associates average 13 years experience and lead the industry in advanced designations.

- Your RE/MAX Associate knows the ins-and-outs of the business and can help you get the most money for your home.

- Agents average only eight years real estate experience.***

- Our Associates pay their own advertising and marketing expenses so they can have the freedom to work independently.

- When a RE/MAX Associate lists a home, he or she makes a personal financial investment. If your house doesn't sell, your agent *loses* money!

- Agents have no direct financial commitment to the sale of your home.

- Each RE/MAX Associate has their own webpage, linked to www.remax-nj.com, a site that receives more than 13,000 hits per day.

- More than 70% of homebuyers search for properties on the web. Your RE/MAX Associate will reach out to these tech-savvy buyers and will handle all leads personally.

- Leads are distributed by the office rather than going directly to the listing agent.

- RE/MAX has a referral network that encompasses more than 4,500 offices and 80,000 Associates in 43 countries throughout the world.

- Your home can be exposed to potential buyers across North America and around the world.

- Most companies in New Jersey have limited geographical scopes and can only be found in the state or region.

- RE/MAX advertises nationally and locally through television, radio, newspaper and billboards.

- To potential buyers, the RE/MAX yard sign represents one of the best known and highly-respected names in real estate.

- Most traditional companies are local and do not have widespread name brand recognition.

* Based on statistics compiled by the National Association of REALTORS® (NAR) for the period of 1/1/2002-12/31/2002.

** Based in whole or in part on data reported to and obtained from the TREND, South Jersey Shore, Cape May, Jersey Shore, Garden State, New Jersey, Hudson, Monmouth, and Middlesex Multiple Listing Services for the period 1/1/2002 - 12/31/2002. Neither the local Boards/Associations nor the MLS systems are in any way responsible for the accuracy of this information.

***Based on information found in the 2001 National Association of REALTORS® (NAR) member profile.