



MORE DESIGNATIONS

Fact: RE/MAX Associates average more advanced designations than members of other national franchise organizations.

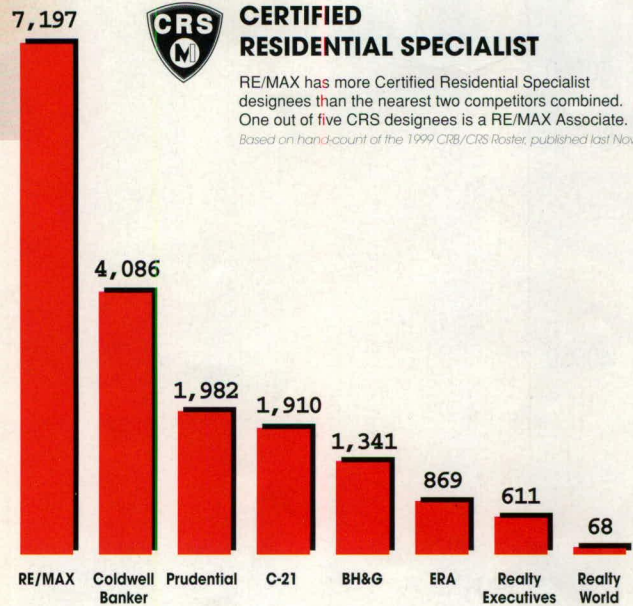
In RE/MAX there is an obvious link between productivity and education. RE/MAX dominates all major franchises in number of agents holding advanced designations such as the Accredited Buyer Representative (ABR), the Certified Relocation Professional (CRP), the Certified Residential Specialist (CRS), the Leadership Training Graduate (LTG), and the Certified Commercial Investment Member (CCIM).



CERTIFIED RESIDENTIAL SPECIALIST

RE/MAX has more Certified Residential Specialist designees than the nearest two competitors combined. One out of five CRS designees is a RE/MAX Associate.

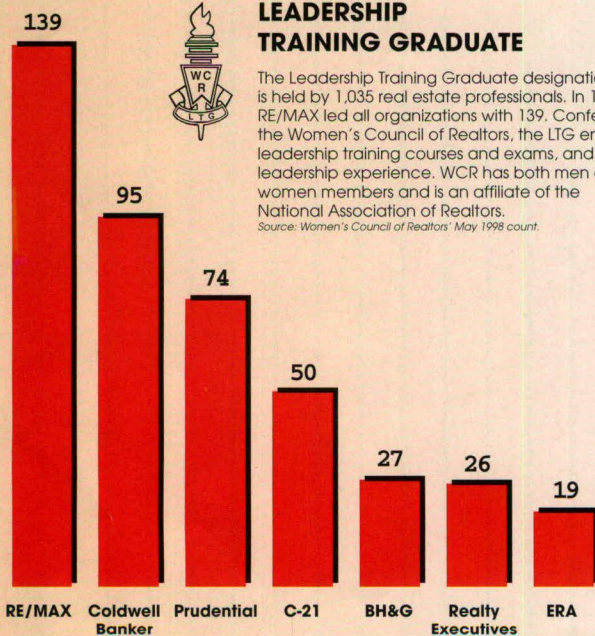
Based on hand-count of the 1999 CRB/CRS Roster, published last November



LEADERSHIP TRAINING GRADUATE

The Leadership Training Graduate designation is held by 1,035 real estate professionals. In 1998 RE/MAX led all organizations with 139. Conferred by the Women's Council of Realtors, the LTG encompasses leadership training courses and exams, and requires leadership experience. WCR has both men and women members and is an affiliate of the National Association of Realtors.

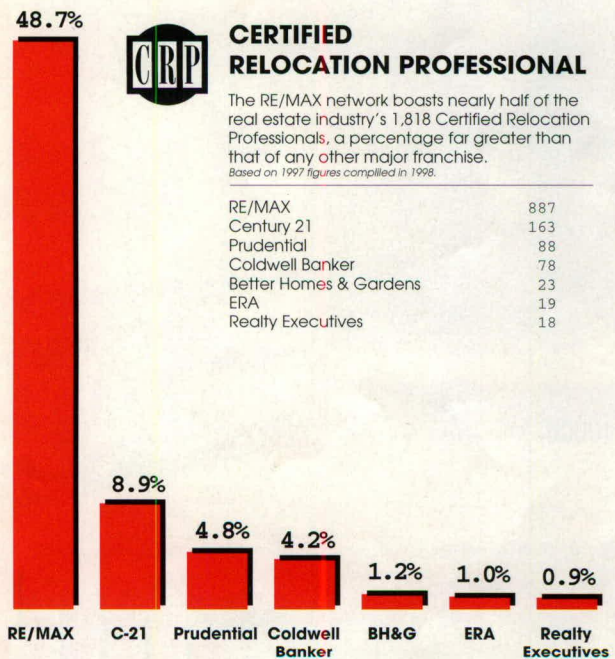
Source: Women's Council of Realtors' May 1998 count.



CERTIFIED RELOCATION PROFESSIONAL

The RE/MAX network boasts nearly half of the real estate industry's 1,818 Certified Relocation Professionals, a percentage far greater than that of any other major franchise.

Based on 1997 figures compiled in 1998.



RE/MAX	887
Century 21	163
Prudential	88
Coldwell Banker	78
Better Homes & Gardens	23
ERA	19
Realty Executives	18

For a more detailed analysis of productivity and growth statistics, including average agent earnings, see the bar charts beginning on page 18.