

THE TRUTH



OPEN
YOUR
EYES



seeMetrolina.com

RE/MAX is the #1 name in real estate.*

WE ATTRACT ATTENTION. But, the fact is, much of what our competitors say about us simply isn't true.

TRUTH

VS

MYTH

If you're considering a move to RE/MAX Metrolina, the question is simple: Is the fear of change greater than the pain you currently feel because of policies, procedures and restrictive business practices beyond your control?

With a clear purpose, RE/MAX agents guide their clients toward the best results. Their talent and vision, combined with many brand advantages, help them discover the success they always envisioned.

**Maybe it's time for you to
look at the truth behind
the myths about RE/MAX.**

TRUTH MYTH

“I can’t afford the monthly fee at RE/MAX.”

The Truth:

RE/MAX fees are much more affordable than they seem. When people call us “FEEMAX,” they either (1) don’t understand the model or (2) have a vested interest in you never seeing the truth. The fact is, you’re probably paying more at your current office than you realize. Why would you accept that when you have such a strong alternative in RE/MAX?

Sales Associates under the RE/MAX maximum commission model pay their fair share of office expenses and are able to keep more of their commissions. They control their financial investment. So can you.



Ask for a confidential career evaluation. When you do, you’ll see that the return is far greater than the investment. Interested enough to see the numbers in writing? Is the future you’ve always dreamed of worth the time?



seeMetrolina.com

TRUTH MYTH

“There’s no support at RE/MAX.”

The Truth:

Ridiculous. You receive several levels of support at RE/MAX. Your Broker/Owner understands the market dynamics of your community and knows how to help you stay ahead of local trends. Regional advertising adapts national messages for buyers and sellers in your area. And you also get the substantial benefits of being aligned with a global network and the No. 1 name in real estate*.

You can and should expect support in all forms at RE/MAX. But it doesn’t come at the cost of your independence. You maintain the freedom to run your business as you see fit.



Reach out today to learn more about the tools and resources offered at RE/MAX. Nobody in the world sells more real estate than RE/MAX. Effective, efficient support is a big reason for that.



seeMetrolina.com

TRUTH MYTH

“RE/MAX provides no education to agents.”

The Truth:

This one doesn't even deserve to be called a myth; it's a flat-out lie. The RE/MAX Satellite Network (RSN) debuted in 1994 and was unmatched in the industry; nothing ever came close. In 2007, RSN evolved into the digital RE/MAX University®. The 24/7 RU programming mix – including Tom Ferry, Brian Buffini and other coaching heavyweights, the most relevant designation and certification courses, and more than 1,000 on-demand videos – can help transform careers.

You can access RU content instantly from your computer or mobile device, with the vast majority of programming available at no additional charge. It's education that fits your lifestyle and your work style.



Seeing is believing. Request a look at the RE/MAX University Guide or, better yet, a tour of the system.

The more you learn, the more you earn.®



seeMetrolina.com

TRUTH MYTH

“RE/MAX agents are sharks.”

The Truth:

Yes they are. RE/MAX agents are hunters who swim harder than anyone. But don't be afraid. They don't bite. And they certainly don't harm each other. A combination of competition and cooperation forms the heart of the culture here.

If you're going to swim, why not swim with the best? When the REAL Trends 500 ranked U.S. brokerages by sides-per-agent production last year, 40 of the top 50 firms were with RE/MAX. So yes, RE/MAX offices are filled with highly focused sharks always on the hunt for business. Get to know them, though, and you'll find friendly people who care deeply about their profession, communities and colleagues.



Examine the company you currently keep. Do you work with the best? Ask yourself whether your current situation is holding you back. Take the next step when you realize it is.



seeMetrolina.com

TRUTH MYTH

“At RE/MAX, it’s all about the brand, not me.”

The Truth:

The first part of that statement is true: It is about the brand. But the second is way off because, when you’re with RE/MAX, you *are* the brand. And everything, from the advertising to the lead generation to the annual convention, is focused on you and your success.

When you link your professionalism, leadership and integrity to the No. 1 brand in real estate,* you gain instant access to a 40-year legacy of credibility and high achievement. RE/MAX is a natural step up for professionals with the vision to see more for their careers.



Consider what aligning with a powerful, global brand could do for you. Explore the possibilities and see why truth is always better than fiction.



seeMetrolina.com