



RE/MAX and Bank of America Continue Marketing Agreement Through 2016

Bank Services Easily Accessible to RE/MAX Agents and their Clients

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DENVER, May 1, 2014 /PRNewswire/ -- RE/MAX and Bank of America will continue to cooperate under a marketing agreement that connects RE/MAX brokers and agents with a variety of Bank services. As a preferred mortgage lender, the Bank provides RE/MAX Affiliates in the U.S. with access to personal banking, home loans, distressed property support, commercial banking, merchant services and much more.



Both RE/MAX and Bank of America operate through a regional structure with cooperating leadership that provides optimum service to local offices and their clients. Implementation of marketing activities is supported from the highest level of executive leadership.

"Our agents and brokers around the country are confident that when they choose a Bank of America service they also receive a commitment of value straight from Bank management," says Mike Ryan, RE/MAX Executive Vice President. "With this marketing agreement in place, we encourage our Affiliates to leverage the Bank's many services to build on their current level of customer service."

The agreement is now expanded to feature the luxury listings of The RE/MAX Collection® on the Bank of America [Real Estate Center website](#). Fine homes and luxury properties offered by RE/MAX agents appear under the "Search Luxury Homes" link.

RE/MAX and Bank of America have enjoyed a productive relationship for over 10 years. Through their marketing agreement, RE/MAX promotes Bank of America's services within the organization and externally, while connecting the RE/MAX network of brokers and agents with the great variety of banking services and wealth management products offered by Bank of America. The agreement continues through August 2016.

About the RE/MAX Network:

RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. Over 93,000 agents provide RE/MAX a global reach of more than 95 countries. Nobody sells more real estate than RE/MAX.

RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, is a subsidiary of RE/MAX Holdings, Inc. (NYSE:RMAX).

With a passion for the communities in which its agents live and work, RE/MAX is proud to have raised more than \$130 million for Children's Miracle Network Hospitals®, Susan G. Komen® and other charities.

For more information about RE/MAX, to search home listings or find an agent in your community, please visit www.remax.com.

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