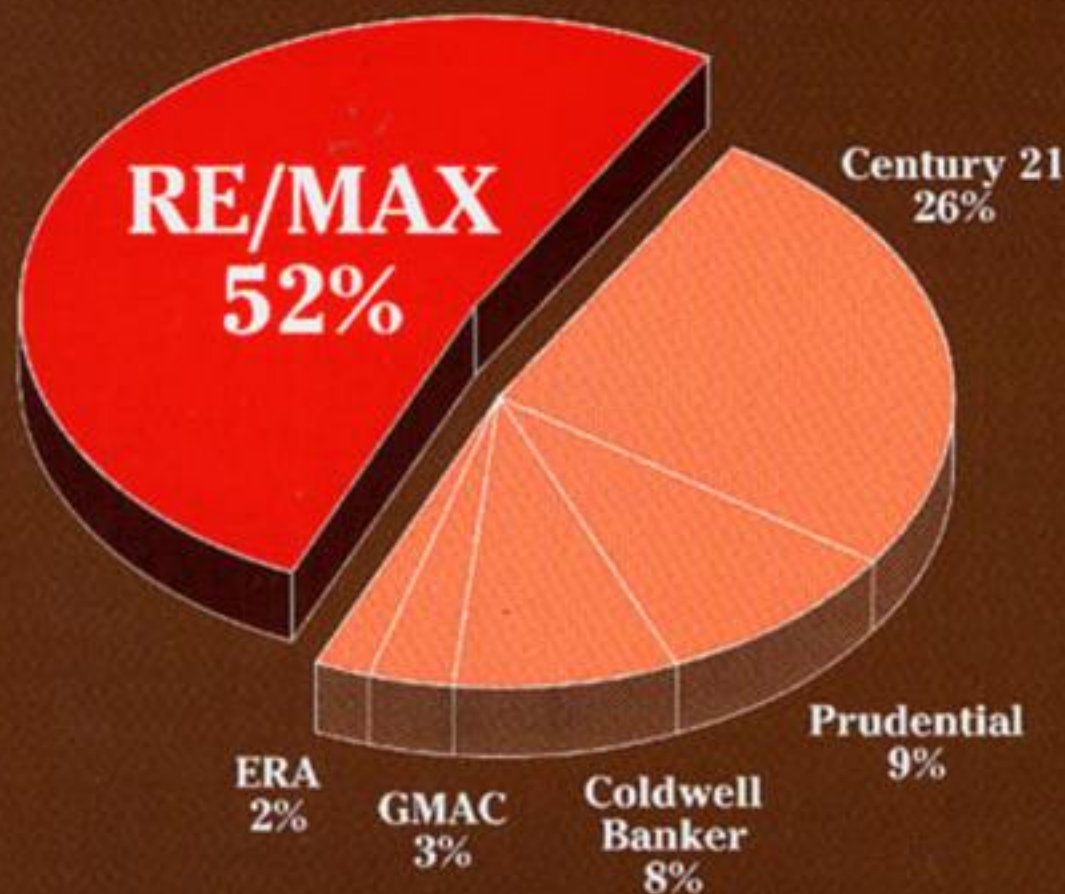


# TV Share of Voice / Adults 25-54 / 1Q-4Q 2005



**Realty Executives and Keller Williams had no national TV presence.**

Source: Nielsen Monitor-Plus / A25-54 GRPs Unequalized

When RE/MAX started advertising on national television in 1999, we had some catching up to do. At the time, our competitors, backed by multi-industry corporations, had long been airing their commercials.

**F**ast forward to 2006, and a different picture emerges. Our national TV campaign outpaces all others in the industry. The RE/MAX share of voice reaches higher than 50 percent, meaning we're airing more ads than all of our competitors combined.

This year's ad campaign asks "Where Do You Want to Be?" The question positions RE/MAX as the answer not only for customers wanting to find their dream home, but also for prospective agents with lofty goals in business, and life.

Like all RE/MAX ads, the new campaign has undergone close scrutiny by consumer test groups, regions and individual Sales Associates.

More than 9,200 TV spots are scheduled to run in the first three quarters of 2006 alone, generating an estimated 8 billion impressions in the United States. This is not to mention the worldwide TV exposure from RE/MAX ads airing in Europe, Southern Africa, Australia and elsewhere.