

RE/MAX aligns with Realtor University

RE/MAX International Inc. recently announced that it has aligned with Realtor University, the online education destination of the National Association of Realtors, to give members of the global real estate network access to an additional 400 hours of online designation, certification and professional continuing education.

Combined with RE/MAX International's education platform, RE/MAX University, this alliance gives RE/MAX Affiliates the opportunity to be among the most trained and educated real estate agents today.

"Education, training and professional designations are critical for real estate agents in today's market. We know it makes a difference for a home buyer or seller," said Tom Kramig, vice president of Multi-Media and Education for RE/MAX. "Consumers value the RE/MAX brand, the technology and the resources available through the network, but it's the RE/MAX agents who outpace others in education and training, that help homebuyers and sellers navigate a complicated market," he said.

Through Realtor University, the national association offers a variety of professional designations and certifications which position real estate agents to be experts in certain niches of the market. RE/MAX Associates can sign up for several of these designation courses, such as e-Buyer and Real Estate Professional Assistant, and receive 5 percent off the total cost of the designation. RE/MAX University also delivers educational programs to its associates through classroom training, online streaming video, downloads, conferences and via the RE/MAX Satellite Network, the company's exclusive satellite TV network.

"Realtor University, along with its technology partner, Learning Library Inc., continues to raise the bar for Web-based real estate education," said Ken Burlington, NAR's vice presi-

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dent of education services. "We are pleased that RE/MAX will provide their agents with direct access to Realtor University and an enhanced online learning experience."

On the whole, RE/MAX associates have more advanced professional designations than agents from any other real estate net-

work. For example, more than 6,000 RE/MAX associates have earned the Certified Distressed Property Expert designation, which qualifies agents to manage foreclosures and distressed properties. No other real estate network has as many agents with this designation. And because nearly a third of the market is foreclosures and short sales, RE/MAX agents have the advantage in helping buyers and sellers navigate distressed properties.

Today, all the home listings in thousands of cities and towns can be found at www.remax.com, which three independent ranking systems have ranked as the most visited real estate franchise Web site.

