RE/MAX

Who They Are: Coldwell Banker is the oldest national real estate brand in the United States, founded in 1906. It closes the third-most U.S. transaction sides, after RE/MAX and Keller Williams. Nearly half of Coldwell Banker's agents work in offices operated by Realogy subsidiary NRT which is consistently ranked as the largest brokerage in the U.S. Most of NRT's CB offices use the name, "Coldwell Banker Residential Brokerage." NRT has been called a "test kitchen." NRT's Coldwell Banker offices thus can, and do, operate differently than CB's franchised offices.

COLDWELL BANKER

By the Numbers

- Markets: 49 countries (RE/MAX: Over 100 countries and territories)
- Sales force: 88,400 agents and 3,000 offices (RE/MAX: 111,915 agents, 7,343 offices)
- 2016 Production (U.S.): 727,415 residential transaction sides (RE/MAX: 1 Million+)
- 2016 Agent Productivity (U.S.): 8.4 sides per agent (RE/MAX: 17.2) Based on brokerages in the 2017 REAL Trends 500. Coldwell Banker and NRT were combined for the calculation.

RE/MAX®

RE/MAX VS. Coldwell Banker

HIGH-QUALITY, PRODUCTIVE AGENTS. LEADING BRAND AWARENESS.*
UNMATCHED GLOBAL PRESENCE. RE/MAX IS THE CLEAR CHOICE IN REAL ESTATE.

AMONG THE COUNTRY'S LARGEST BROKERAGES, RE/MAX AGENTS AVERAGE

17.0
Transaction Sides

Compared to **8.2** Transaction Sides for Coldwell Banker agents

Source: Transaction sides per agent calculated by RE/MAX based on 2018 REAL Trends 500 data, citing 2017 transaction sides for the 1,752 largest participating U.S. brokerages and where agent counts were reported.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

15.0%
Coldwell Banker

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?

Online presence:
remax.com
#1 real estate franchise website

211% More Traffic than coldwellbanker.com

Source: Hitwise data, Jan.-Dec. 2017.

Global presence:
RE/MAX
More than
100 Countries and Territories

47 Coldwell Banker

*MMR Strategy Group study of unaided awareness. ©2018 RE/MAX, LLC. Each RE/MAX office is independently owned and operated. 18_253733

2018 ★USA

RE/MAX VS THE INDUSTRY

You have a choice in real estate. Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence. Choose RE/MAX.

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS					
	TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY)[1]	U.S. TRANSACTION SIDES[2]	BRAND AWARENESS (UNAIDED)[3]	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	17.0	1,036,000	30.2%	100+	7,841	119,041
Realty Executives	11.1	Not Released	0.4%	11	500	8,000
Berkshire Hathaway	9.4	Not Released	4.5%	1	1,400	45,000
ERA	8.8	133,225	1.3%	32	2,300	39,900
Coldwell Banker	8.2	731,486	15.0%	47	3,200	94,300
Century 21	7.8	417,337	21.0%	80	8,000	118,600
Better Homes	6.8	72,424	0.8%	3	350	11,500
Sotheby's	6.6	122,475	2.1%	69	950	21,900
kw Keller Williams	6.6	1,041,948	8.0%	30	930	177,000
Compass	5.2	10,543	0.1%	1	45	2,043
HomeSmart	3.9	50,000	0.1%	1	127	14,500
eXp	3.8	24,655	0.1%	2	46	6,417

©2018 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2017, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2017; Keller Williams, Realty Executives, Berkshire Hathaway HomeServices, Compass, HomeSmart and eXp Realty data is from company websites and industry reports. [1]Transaction sides per agent calculated by RE/MAX based on 2018 REAL Trends 500 data, citing 2017 transaction sides for the 1,752 largest participating U.S. brokerages for which agent counts were reported. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. [2]Compass and eXp Realty totals are for residential transactions only and do not include commercial transactions; totals for all other brands include commercial transactions. [3]MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? 18_253733

RE/MAX

Talking Points:

- Coldwell Banker deducts a 6% royalty from the agent's side of the commission split (8% at some brokerages). Splits rise with the volume sold.
- remax.com has generated more than 16 million fee-free leads since 2006.
- Agent productivity is much lower at Coldwell Banker than at RE/MAX, where agents also average higher commission splits.
- Their leads typically carry high fees and seem to be directed to agents by insiders.
- CB University offers less training courses than RE/MAX and the CBU courses are more targeted to beginner agents.
- Nobody in the world sells more real estate than RE/MAX. That's the culmination of billions of advertising impressions, learn-more-to-earn-more training and the most productive agents in the industry.
- RE/MAX is agent-centric, not broker-centric. At RE/MAX, the agent is widely supported, not closely managed.

RE/MAX

Commissions

Coldwell Banker agents work under a scale of graduated commission splits, with 60/40 being the most common. The company has changed the way it deducts the 6% royalty fee. Until recent years, the fee was taken out of the total commission before the split. Now brokerages are encouraged to take the entire royalty fee from the agent's share of the commission after the split.

In addition, brokerages can charge another 2% to bolster their profitability.

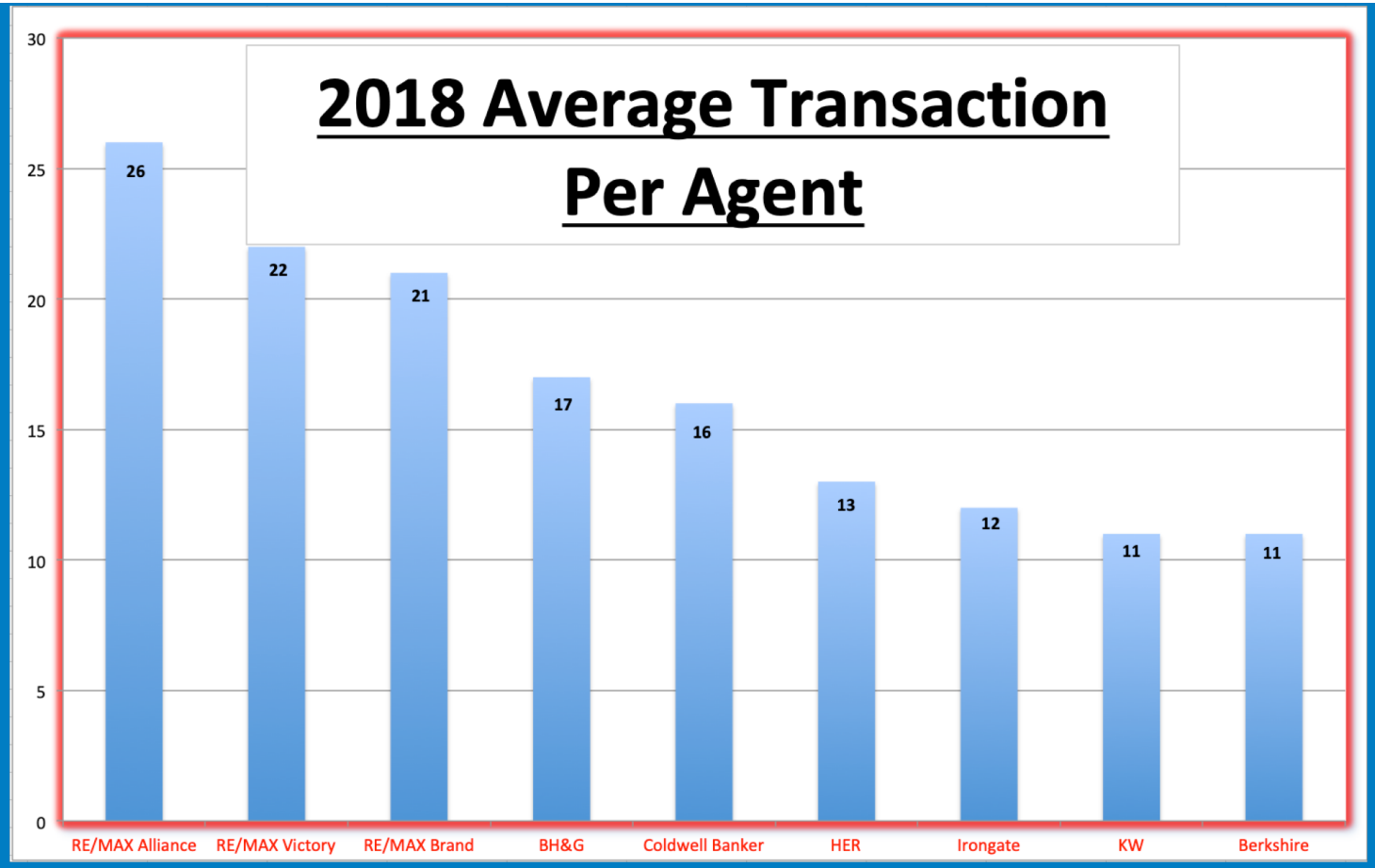
Transaction fees are becoming more widespread, at the brokerage's discretion.

RE/MAX

Key Areas

- **Internet Leads** – Coldwell: A 25% to 35% fee is typically charged for leads that are believed to be directed to favored agents. Some brokerages don't subscribe to the brand's online lead system. And in offices that do, only designated agents receive the leads. RE/MAX: Over 16 million fee-free leads have been generated by remax.com. Online leads are distributed referral-free and equitably using specially designed algorithms.
- **Brand** – Coldwell: Though more than a century old, the "Coldwell Banker" name is often mistaken for that of a bank. RE/MAX: The #1 name in real estate.
- **Agent productivity** (2015 stats from 2017 REAL Trends 500) – Coldwell: 8.4 sides per agent. RE/MAX: 17.2 sides per agent. RE/MAX Alliance 26 sides per agent
- **Commission Negotiation** – Coldwell: The brokerage sets the commission rate. RE/MAX: Agents typically negotiate their commissions with clients.
- **Placing Agent Referrals** – Coldwell: The brokerage places the referrals and may tack an additional fee onto the referral fee. RE/MAX: Agents choose the agent who will receive their referral, and then negotiate the referral rate.
- **Training/Education** – Coldwell Banker University offers 300 courses and continuing education online and in classrooms. RE/MAX University offers over 1,000 courses on-demand 24/7 online, on television, on smartphones and in classrooms around the world.
- **Technology –** Coldwell: Technology fees are charged for a few offerings. RE/MAX – Comprehensive package. No monthly fee.
- **Global reach** – 49 countries and territories. RE/MAX: Over 110 countries and territories.

Average Transaction/Agent



Publicly Traded

Realogy Holdings Corp. (RLGY)
NYSE - Nasdaq Real Time Price. Currency in USD

Add to watchlist

12.53 +0.06 (+0.48%)
As of 1:01PM EST. Market open.

Buy

Summary | Chart | Conversations | Statistics | Historical Data

Previous Close	12.47	Market Cap	1.479B
Open	12.50	Beta (3Y Monthly)	1.57
Bid	12.50 x 1200	PE Ratio (TTM)	11.49
Ask	12.51 x 1000	EPS (TTM)	1.09
Day's Range	12.17 - 12.80	Earnings Date	May 1, 2019 - May 6, 2019
52 Week Range	12.17 - 28.07	Forward Dividend & Yield	0.36 (2.89%)
Volume	1,915,550	Ex-Dividend Date	2019-03-08
Avg. Volume	2,222,181	1y Target Est	17.41

Trade prices are not sourced from all markets

RE/MAX Holdings, Inc. (RMAX)
NYSE - Nasdaq Real Time Price. Currency in USD

Add to watchlist

39.01 +0.25 (+0.64%)
As of 12:58PM EST. Market open.

Buy

Summary | Chart | Conversations | Statistics | Historical Data

Previous Close	38.76	Market Cap	1.183B
Open	38.71	Beta (3Y Monthly)	1.10
Bid	38.81 x 900	PE Ratio (TTM)	25.66
Ask	38.86 x 800	EPS (TTM)	1.52
Day's Range	37.99 - 39.38	Earnings Date	May 1, 2019 - May 6, 2019
52 Week Range	27.84 - 61.27	Forward Dividend & Yield	0.84 (2.14%)
Volume	84,482	Ex-Dividend Date	2019-03-05
Avg. Volume	168,803	1y Target Est	43.36

Trade prices are not sourced from all markets

If you want to compare the stock market and what they say?

RE/MAX

Fee Structure

Based on $60k commissions & 11 deals)

			Projected			
	Gross Commissions Income:	$60,000	Transactions:	11		
	No Stress Plan		Director Plan		Executive Plan	
Monthly Fee	$0	$0	$250	$3,000	$750	$9,000
Split with Cap	70/30 95/5	$18,000	80/20 95/5	$12,000	95/5 97/3 99/1	$3,000 $0 $0
Transaction Fee	$150	$1,650	$150	$1,650	$100	$1,100
Total (Gross)		$19,650		$16,650		$13,100
Trans Fee Payback	$495 difference back to Agent	-$5,445	$495 difference back to Agent	-$5,445	$495 difference back to Agent	-$5,445
Total (Net)	Net Total for No Stress Plan	$14,205	Net Total for Director Plan	$11,205	Net Total for Executive Plan	$7,655

Remember we are allowing you to make more money per side with the $495 additional commissions. So you are making more money and driving down the costs. With CB you most likely paid them $20-24k on a commission of $60k

Value Proposition

Value Proposition!

- Culture - High-touch broker support. Mike is present in your business, and provides superior agent support.
- Training –
  - Monthly we offer 12-16 hours of Lead Generation & Lead Conversion class time
  - Increase in $30,000 GCI in first 12 mos. for agents that implemented Momentum training into their business.
- Mentoring –
  - Personal mentoring available. Includes accountability as to hit your goals.
  - Average transaction per agent in RE/MAX Alliance is 27 transactions. (compared to #2 at 14 transactions)
- Concierge services – Listing and Transaction Services offered to expand and grow with your business.
- Marketing – Services available to ensure you are receiving leads on your listings.

RE/MAX ALLIANCE

"Find your Passion, Find your Focus, Find your Wealth."

Agent Services

- Full use of RE/MAX tools , marketing & Brand
- MLS access – Dayton, WRIST, Columbus & Cincinnati
- Showingtime – Full service showing service for listings
- Full Service paperless Transaction Management
- Full time staff including 24hr commissions paid via ACH
- Momentum Training – Proven 12-16 hours monthly
- We partner to assist in developing your Business Plan and budget
- Marketing services – FREE leads!!
- Design Center – Full service marketing for your listings including virtual tours, flyers, e-postcards, etc.
- Agent website
- Motto Mortgage – In house mortgage originator for your use
- Affiliate relationships with Title Company and Home Warranty
- Hands on Broker
- Mentorship – Documented to increase your GCI
- COMING SOON! One of a kind CRM system customizable to your business.

Mike Seagraves, Broker/Owner
mikeseagraves@remax.net
937.603.7583

Locations:

Vandalia Centerville Urbana Tipp City

RE/MAX ALLIANCE

"Find your Passion, Find your Focus, Find your Wealth."