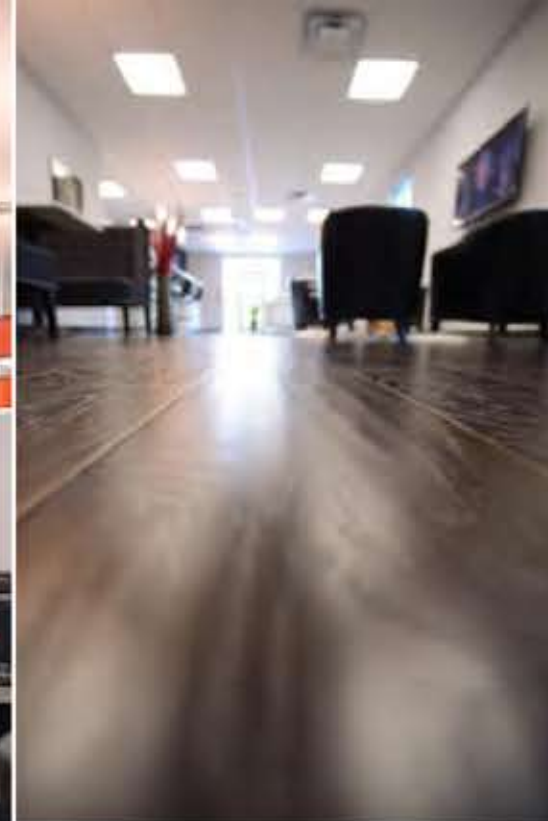


RE/MAX FINE PROPERTIES:

INNOVATIVE REAL ESTATE FOR SARASOTA AND MANATEE'S MOST DISCERNING CLIENTELE

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"...WE HAVE CULTIVATED AN ENVIRONMENT THAT FOSTERS CREATIVE, SOLUTION-ORIENTED BUSINESS WITH AN EMPHASIS ON EXCEEDING EXPECTATIONS AT EVERY TURN..."

As one of the world's best-known real estate firms, RE/MAX has cultivated a reputation as an organization built by accomplished and experienced sales professionals with a focus on providing exceptional customer care. Founder and Broker Shaun Peens has taken this concept to a new level, creating a brokerage that has emerged as an innovative and exciting presence in the marketplace. RE/MAX Fine Properties offers an upscale experience for agents and consumers alike.

"We've set new standards," says Peens of his high-end brokerage. "By incorporating a café-style atmosphere into the business,

we have cultivated an environment that fosters creative, solution-oriented business with an emphasis on exceeding expectations at every turn." REAL's publisher Ed Bertha shares, "When I first walked into the office I had to stop and do a double take. The environment Shaun created is nothing like I have seen before in the real estate world. It portrays the 'Wow' factor."

RE/MAX Fine Properties' sleek space is defined by clean lines and an environment that's charged with the energy of success. "We're ahead of the curve in every aspect of our business," Peens asserts. "Our office

is unique, our lead generation systems are superior, and our use of technology is beyond the industry standards."

Top producing agent, Tina Ciaccio, reveals, "The technology we agents have access to is astounding. At my fingertips, I have the power to run an entire transaction, collaborate with all parties and maintain exact record keeping without a single piece of paper. This morning my buyers reviewed, initialed and signed their paperwork, even though they were in different states, by simply tapping on their phone screens ... never having to download, upload or print a single thing."

No detail has been left to chance; even the RE/MAX Fine Properties messaging commands attention. The firm utilizes an elegant greyscale design that speaks to the brokerage's focus: luxury home buyers and sellers who look beyond the everyday. Notes Peens, "Our agents are established top producers whose price points are higher than the regional average."

A quality experience includes an array of gourmet coffees, a European-inspired atmosphere, and a technologically-advanced business model. RE/MAX Fine Properties agents take advantage of paperless transactions and seamless systems designed with their needs in mind. "It's intuitive and efficient," says Peens. "We're completely supporting our agents in managing their business in our office or in the field. As today's market continues to evolve, we're maintaining a position at the cutting edge of technology while providing a concierge-level of attention to our agents and their clients alike."

Staying ahead of the curve resulted in RE/Max Fine Properties partnering with Well Fargo's number one home mortgage team in Florida, Rob Stettler and David McLaughlin. This partnership yields two key benefits. For the Fine Properties agent all inquiries are prequalified before they receive them. For the buyer they experience a streamlined mortgage process, typically receiving a mortgage commitment in seven or eight days.

In a highly competitive marketplace, savvy agents strive for a professional edge. Peens states that his company's investment in the nation's top lead generation firm has yielded tremendous results. "We're capturing clients with a comprehensive Internet presence and proven marketing and advertising systems, and retaining them with live, attentive and well-trained support staff. What we offer hasn't been duplicated in Sarasota and Manatee Counties. The average RE/MAX agent sells 17.8 transactions a year, should agents decide to take advantage of our state of the art lead generation system they can expect to enjoy countless leads which should result in additional sales." It is projected that Fine Properties agents will receive enough qualified leads to result in 15 plus transactions each per year based upon industry standards.

RE/MAX agents have long been known as an elite group of accomplished professionals; Peens has continued to raise the bar, attracting agents who understand the importance of differentiating themselves among the masses. "We are selective in our growth," Peens acknowledges. "RE/MAX Fine Properties is a brokerage focused on excellence. Not every real estate agent shares our vision." Those who do, he notes, have the opportunity to expand their businesses and increase their presence in the high-end market, and to take advantage of a wealth of resources and amenities.

RE/MAX Fine Properties hosts a cultured and well-regarded group of agents who meet the needs of a diverse local and international population. Individuals fluent in Spanish, German, Italian and Greek cater to a worldwide clientele who recognize the Gulf Coast as a lauded and enviable destination. And as consumer demands continue to evolve, so will RE/MAX Fine Properties. "We are actively seeking to expand our office, to bring in a select group of agents for whom quality matters," says Peens.

The corporate office houses agents averaging over \$4 million in annual closed transactions, and Peens continues to challenge the industry's most talented agents to realize their full potentials. "We've been successful at taking people to the next level in their businesses," he says. "That's the appeal of RE/MAX Fine Properties. We're beyond the ordinary; come join us for a cup of gourmet coffee and see for yourself."

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