

# RE/MAX HIGHLIGHTS | DECEMBER 2016



## REPORTS & ANNOUNCEMENTS

## CONSUMER VALUE

## APPROVED SUPPLIERS

## EVENTS

## EDUCATION

### NATIONAL HOUSING REPORT

DECEMBER 2016 | VOLUME 100  
Based on MLS data in 53 metro areas

#### NOVEMBER HOME SALES DEFY SEASONAL TREND

The continued decline of inventory and talk of rising interest rates may have contributed to November's surge of home sales. Over the past 11 months, the majority of markets have seen home prices return to their pre-recession levels, reaffirming that 2016 has been the best year for the housing market since the recession.

**home sales**  
↑ **19.1%** year-over-year  
**median sales price**  
↑ **8.9%** year-over-year

Top home sales increases: Seattle, WA (+12.1%, 1.8 months), San Francisco, CA (+3.3 months), Las Vegas, NV (+4.2%), San Diego, CA (2.1 months), Honolulu, HI (+17.1%), Dallas/Ft. Worth, TX (+15.0%), Tampa, FL (+15.9%), Burlington, VT (+30.7%), Billings, MT (+38.1%), Boston, MA (+31.1%).

**closed transactions**  
November 2016: +19.1%  
October 2016: -1.0%  
November 2015: -1.5%

**months supply**  
4.0 months (November 2016)  
3.9 months (October 2016)  
5.0 months (November 2015)

**days on market**  
59 (November 2016)  
58 (October 2016)  
65 (November 2015)  
↓ 6 days from last year  
↑ 1 day from last month

**median sales price**  
↑ 8.9% year-over-year  
↑ 1.4% month-over-month

**THE MIRACLE HOME® and MIRACLE PROPERTY GUIDEBOOK**

### November Home Sales Defy Seasonal Trend

RE/MAX National Housing Report on MLS Data from 53 Metro Areas

RE/MAX, Dec. 16, 2016 - Despite the typical winter slowdown, November home sales finished 19.1% above a year ago and gross revenue rose 14% over October. All but one of the 53 metro areas in the RE/MAX National Housing Report posted an increase in sales over November 2015, with nearly half of the markets at least 20% higher. In all, last month saw more homes sold than any other November in the eight-year history of the report.

With one month to go, 2016 is on pace to exceed what was a strong 2015. Year over year, 2016 has posted percent increases in closed transactions of 19.1% in November, 1.4% in October and 1.5% in November. November posted the largest percentage year over year sales increase this far in 2016.

Last month, the Median Sales Price among the 53 markets edged above October at \$220,000 and finished 8% higher than November 2015. As in the first 10 months of 2016, owners continued to drop year-over-year, with a decline of 1.0%.

November's Months Supply of inventory was 4.0, compared to the 5.0 months supply reported in November 2015. Stay On Market averaged 53, compared to 58 in October and 65 a year ago. For the month's housing report infographic, visit [RE/MAX/2016](#)

"The continued decline of inventory and talk of rising interest rates may have contributed to November's surge of home sales," said Dave Lingler, RE/MAX CEO, Chairman of the Board and Co-Founder. "Over the past 11 months, the majority of markets have seen home prices return to their pre-recession levels, reaffirming that 2016 has been the best year for the housing market since the recession."

**Global Transactions**  
Of the 53 metro areas surveyed in November, the average number of home sales rose 13.1% compared to one year ago, which marks the second highest increase in the eight-year history of the report. The most, only one of the 53 metro areas saw a year-over-year decrease in sales per year. Markets, in all, 11.4% while the remaining 21 saw an increase. The largest with the largest increase in sales include Billings, MT +38.1%, Las Vegas, NV +34.8%, Boise, ID +31.1%, Burlington, VT +30.7%, Honolulu, HI +28.2%, Phoenix, AZ +23.5%.

**Median Sales Price - Median of 53 metro median prices**  
In November, the median of all 53 metro Median Sales Prices was \$220,000, up 14% from last month and up 8.9% from November 2015. Of the 53 metro areas surveyed, all but one (Burlington, VT) and two (Boston, MA, San Diego, CA) saw a year-over-year increase with respect to Median Sales Price. 15 metro areas posted double-digit gains. The largest double-digit increase was seen in Honolulu, HI at 27.7%, Tampa, FL at 15.9%, Dallas, TX at 15.0%, Seattle, WA +13.2% and Billings, MT, +13.1%.

### FOR IMMEDIATE RELEASE

Monday, November 28, 2016

#### RE/MAX, LLC Agrees to Purchase Group of Three Independent Regions

Georgia, Kentucky/Tennessee, and Southern Ohio RE/MAX Franchise Company-Owned Regional Operations

RE/MAX, LLC, headquartered in Denver, Colo., has signed an agreement to purchase the RE/MAX Franchise for the Georgia, Kentucky/Tennessee, and Southern Ohio Regions owned and managed for many years by the independent RE/MAX Regional Service Group. The agreement to purchase the regions was signed last week after RE/MAX agreed to purchase RE/MAX of New Jersey.

"When Howard McPherson purchased RE/MAX of Georgia in 1976, he took a risk based on the potential of a strong real estate brand that had about 1,000 agents, who over the last 40 years grew the region into a four-state operation with over 250 offices and almost 4000 agents," said Dave Lingler, RE/MAX CEO, Chairman of the Board and Co-Founder of RE/MAX, LLC. "Howard had been successful in growing the RE/MAX brand in Georgia, Kentucky, Tennessee and southern Ohio and we think we can do the same for these other three states. It's a great fit for us, and a reward to the outstanding leaders, owners and staff who have helped build the brand in these four states. We look forward to working with them, providing the services they need, and growing our market presence over time."

The acquisition of the RE/MAX Regional Service Region is expected to close before the end of the year, bringing the total of U.S. company-owned regions to 18. In 2016, RE/MAX, LLC has purchased or agreed to purchase the Master Franchise rights for New York, Alaska and New Jersey.

"It's been a real pleasure to work with so many great brokers and agents in Georgia, Kentucky, Tennessee and Southern Ohio," said Dave Lingler, RE/MAX Regional Services CEO. "They're in good hands, moving forward, and we believe RE/MAX member presence will continue to grow. Their what? Agents who grow agents just the way we do."

Susan Ginter, Region Vice President of RE/MAX Franchise, will oversee services in Georgia, while Jeff LaFollette, former Region Vice President of RE/MAX Franchise and RE/MAX, Alaska, will lead the regional team supporting Kentucky/Tennessee and Southern Ohio.

RE/MAX has a worldwide network of over 100,000 agents in over 100 countries and territories, a global footprint larger than any of its competitors.

For investor relations information, please [click here](#).

### FOR IMMEDIATE RELEASE

December 5, 2016

#### RE/MAX HOSTS ANNUAL ULTIMATE TEAMS EVENT IN DALLAS

Conference to Promote Team Development and Foster Team-Friendly Brokerages

DALLAS - RE/MAX, the world's most productive real estate network, is once again hosting its annual Ultimate RE/MAX Teams Event. More than 500 RE/MAX affiliates from around the country have assembled at Hyatt Regency Dallas for the event designed to transform teams and enhance team development.

"Teams allow individual agents to combine their talents and diverse skillsets in an effort to be more successful and provide a greater level of service to their clients," said Amy Semmel, RE/MAX Vice President of Education and Training. "The Ultimate RE/MAX Teams Event will give our agents and teams the training, tools and resources necessary to be more effective as well as ensure they deliver exceptional customer service."

During the intensive one-and-a-half day session, comprehensive instruction will be given on how to create proper structure and business plans for teams to thrive. RE/MAX brokers, agents and team leaders will gain valuable perspectives from many of the industry's most respected coaches and experts including Buffin & Company Chairman and Franchisee Brian Buffin, Buffin & Company Vice President of Coaching and Mentorship/Don McGraw, The Real Estate CEO and Franchisee Peter Mueller and Creator of Mentorment and Architect of Complete Business Development David Scott.

Recognizing that agent teams can play a significant role in assisting homeowners and sellers, this year's Ultimate RE/MAX Teams Event is one of many sessions that RE/MAX has sponsored to significantly promote the development of production teams. A team structure allows agents to focus on the areas of their expertise while creating synergy with agents who have complementary strengths. Topics that will be discussed during this year's Ultimate RE/MAX Teams Event will include goal setting, financial modeling, building sustainable operations and organizational development.

In addition to team training, RE/MAX University (RU) provides courses on a diverse range of topics from professional designations to personal marketing. RU has its roots in the 1994 launch of the RE/MAX Satellite Network, the original estate training platform to broadcast via satellite. RU has built a training library of over 1,000 titles and is now a 24/7 on-demand resource delivered on the internet to computers, tablets, smartphones and tablets.

### Centerpiece Day? Neighbors

### LET'S TALK SHOP

Approved Supplier Program

### ONE WORLD

ONE RE/MAX

R4  
FEBRUARY 27 - MARCH 2, 2017  
RE/MAX REALTY GROUP • LAS VEGAS, NEVADA

### RE/MAX university

RU Video

- Success Inside of Momentum
- Facebook Profiles

December 2016 National Housing Report

RE/MAX, LLC Agrees to Purchase Group of Three Independent Regions

RE/MAX Hosts Annual Ultimate Teams Event in Dallas

The RE/MAX Blog

The RE/MAX Approved Supplier Catalog

Register Now: 2017 RE/MAX R4  
2017 RE/MAX R4 Brochure

RU Video

- Success Inside of Momentum
- Facebook Profiles

## BRAND VALUE

## UPDATE EMAILS

## COMMERCIAL

## LUXURY

### 2016 Why RE/MAX Brochure

### WHY RE/MAX?

### GLOBAL REFERRAL GUIDE

Global Referral Guide

### RE/MAX UPDATE

December 14, 2016

The 2017 R4 Convention is February 27 - March 2 at the Mandalay Bay Resort and Casino in Las Vegas | Register now!

The 2017 R4 speaker lineup is OUT OF THIS WORLD!

RE/MAX BLITZ: Would you like to close more deals each month in 2017? ONLY \$799 For RE/MAX Agents \$1,000 off retail

SIGN UP NOW - NEW PROGRAM KICKS OFF JANUARY 16

The Zillow Group Report on Consumer Housing Trends: New housing sales in more than 10,000 people is full of useful insights for 2017 planning. Download for free!

Zillow, Trulia

### RE/MAX COMMERCIAL UPDATE

December 1, 2016

Welcome to the RE/MAX Commercial Update, a new bimonthly email devoted solely to resources and news for the RE/MAX Commercial brand! I hope you enjoy the first edition, and as always, feel free to contact me at any time with ideas or questions.

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RE/MAX Commercial Global Deal Call Presentation: Did you miss yesterday's Global Deal Call? Download the presentation [here](#). The next Deal Call will be Jan. 25.

RE/MAX Commercial Practitioners stand out as industry leaders: Professional organizations continue to recognize RE/MAX Affiliates as leading the charge in commercial real estate. Congratulations to these Practitioners on their honors and new roles!

Commercial real estate forecast in 2017 is strong: Sustained by improving job growth and strong demand for multifamily housing, commercial real estate has been steadily recovering in recent years. Read more from

### SHIFT WITH THE TIMES

RE/MAX Commercial Ads: Shift with the Times

Turn the Tide

### 4-Part Starla West Video Series:

- 5 Simple Steps to Wiring Your Mind for Success
- Using Visualization to Enhance Market Presence
- Managing Client Expectations Like a Pro
- Key Strategies for Enhancing Visibility

December 2016 National Housing Report Infographic

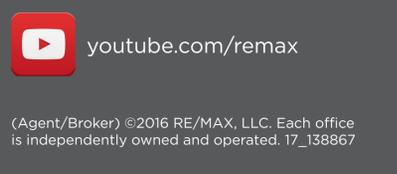
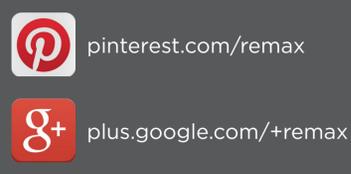
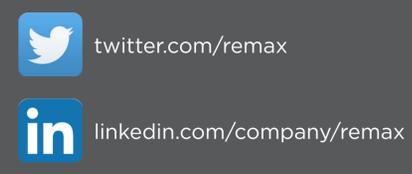
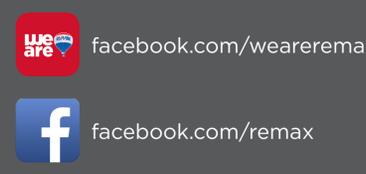
The Miracle Home® and Miracle Property Guidebook

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December 28

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RESAAS Access

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