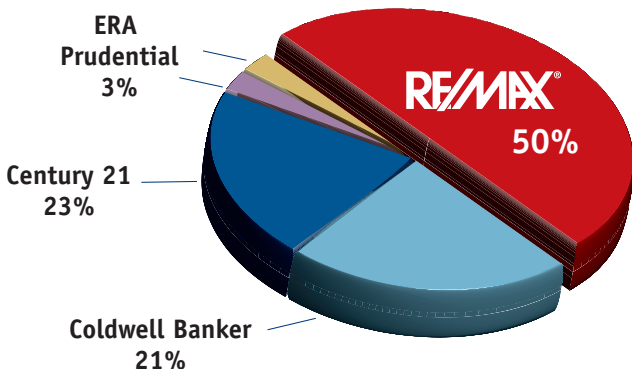


TV Share of Voice

Share of voice expresses RE/MAX ad impressions as a percentage of total ad impressions generated in the U.S. by all national real estate franchises

TV Share of Voice



Adults 25-54/1-4Q 2008

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