



*Dave Liniger, Chairman and
Co-founder of RE/MAX*

STRONGER THAN EVER

RE/MAX Helps Agents Stay Ahead in a Changing Market

by Maria Patterson

Real estate agents want to align themselves with an organization that can help them stay ahead in an ever-evolving market. With 40 years of success and continuous leadership behind it, RE/MAX is a perfect fit for many of them.

Leadership. Guts. Passion. Drive. Heart. Agents with these qualities know how to get the job done, especially as the real estate market continues to improve. These agents get results for their clients. They like being in the driver's seat and in control of their success. And they're exactly the kind of entrepreneurs Dave Liniger, RE/MAX chairman and co-founder, wants—and has—in his organization.

For 40 years, Liniger and his wife, Gail, have built a real estate empire on the simple notion that agents should be in business for themselves but not by themselves. The Linigers' leadership has inspired legions of real estate professionals to look for opportunities amid the challenges.

That's why RE/MAX, a force of more than 90,000

agents in more than 90 countries, is so well positioned to help professional, productive real estate agents elevate their careers and capitalize on the positive momentum in today's real estate market.

Inspiration to All

The RE/MAX story can't be told without mentioning the leadership of Dave Liniger, one of the most vocal advocates on matters that improve the industry for professionals and consumers. After working as hard as anyone to help agents, brokers and distressed buyers and sellers through the difficult days of the economic downturn, Liniger entered 2012 on an optimistic high note. He knew the recovery was beginning to gain steam. What he didn't know was that he'd soon be fighting for his life.

In February 2012, a life-threatening staph infection nearly killed him; on Valentine's Day, he actually flat-lined for a short time. He endured months of hospitalization and multiple surgeries, partially paralyzed for much of the time. Told he might never walk again, the extremely active and tough RE/MAX leader fell into despair.

Liniger ultimately leaned on the optimistic, goal-oriented mindset that had guided his own success, and that of RE/MAX. He knew he couldn't give up, and shouldn't give up, so he decided he wouldn't give up.