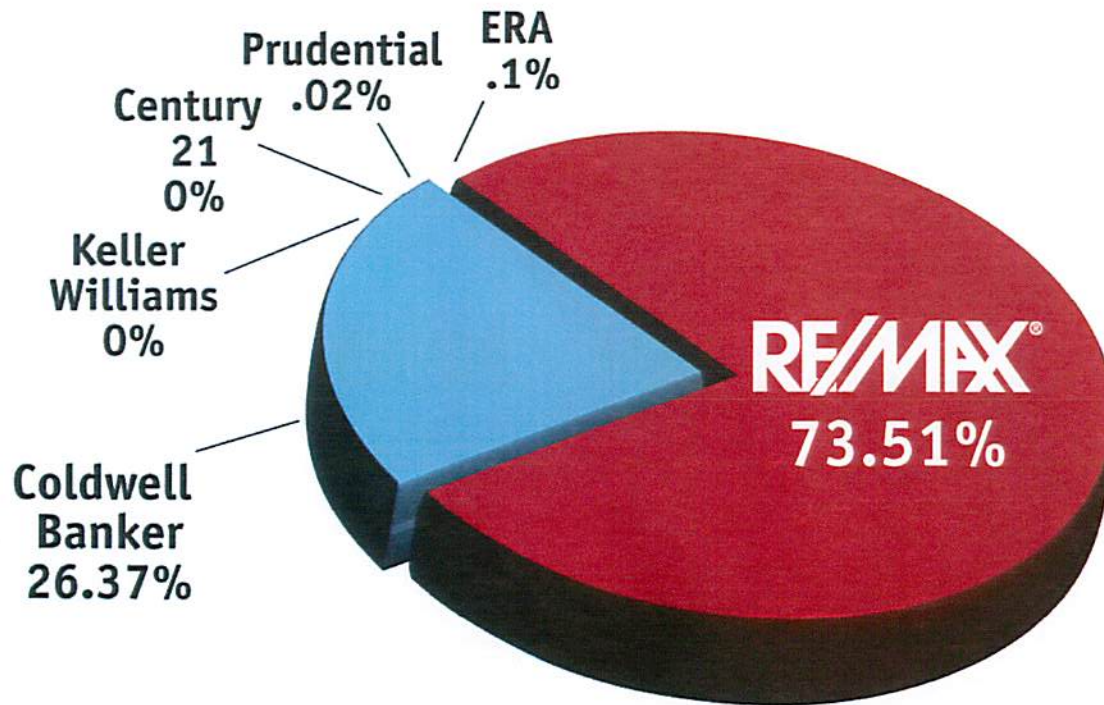


TV Share of Voice

RE/MAX percentage of total ad impressions
by national real estate franchises for ads
purchased through nationwide buys



Adults 25-54/1-3Q 2009

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