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# RE/MAX® TIMES

## Military aid

### New program enlists spouses, retirees

By Andrew Gmerek  
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The crowd at the 2006 RE/MAX International Summer Conference for Broker/Owners and Managers in Washington, D.C., greeted the network's newest recruiting and business-building program, Operation RE/MAX, with overwhelming enthusiasm.

Unveiled Aug. 14 by RE/MAX International Chairman and Co-Founder Dave Liniger (ABR, CRB), Operation RE/MAX focuses on offering positions to U.S. military spouses, retirees and those injured in the line of duty.

"A career in real estate is ideal for many military spouses," Liniger says. "It's a line of work that an individual can easily transport to a new location and become productive again very quickly. This program gives us another opportunity to show support for those who serve our country and help them establish a foundation on which to build a rewarding and productive career."

By participating, regions and registered offices gain access to potential recruits and clients through career fairs at military complexes, the [www.military.com](http://www.military.com) Web site, spouse employment offices and family centers on base, as well as a variety of other recruiting tools and events.

"Military people bring a lot to the table, and sometimes it's just a matter of letting them know how valuable they are," says program participant Walt Scott, a Sales Associate/Manager with RE/MAX Select Properties in Ashburn, Va.

Scott, who joined the network in 2005 after retiring from the military, has an insider's understanding of the operation's potential.

"I think many people tied to the military are afraid of civilian life," Scott says. "They're worried that nobody's in charge when they get out. I tell them that if nobody's in charge, then they have to take charge. That's why I think Operation RE/MAX is a wonderful idea. It will help them take charge of their lives."



The program has vast potential.

"We began discussions with the Department of Defense more than a year ago," says LaVerne Bintner, RE/MAX International Vice President, Training. "With more than 220 bases around the country, we feel that potentially 3,000 offices could be affected by Operation RE/MAX in just the first year. And with about 330,000 military personnel relocating every year, just about every U.S. office could be included eventually."

During several pilot career fairs held around the country,

Operation RE/MAX showed promising results.

"We're excited by the initial response," Bintner says. "The breakout session in Washington was almost completely filled, and we could barely keep up with offices registering at our booth. People are telling us that Operation RE/MAX will change the face of their business."

#### ● To CONTACT

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#### ► What's involved

To take part in Operation RE/MAX, an office must register and agree to:

- Participate in military career fairs in conjunction with regional offices.
- Sponsor a "60 Minutes with RE/MAX" recruiting event or participate in a "60 Minutes with RE/MAX" event hosted by the region or another office.
- Provide in-house training and mentoring opportunities or access to a program such as "Brian Buffini's 100 Days to Greatness, RE/MAX Edition."
- Collect and report quarterly statistics.