



Media Contact:

Sam Rotbart
Communications Manager, RE/MAX, LLC
(303) 796 3303 | srotbart@remax.com

Wednesday, August 5, 2020

RE/MAX Hires Established Broker/Owner as Next Growth Leader
*Industry veteran Amy Lessinger will head up Business Growth
in the West Region; Long-time RE/MAX executive Kevin Northrup to lead
Northeast Region*

DENVER - RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, today announced the hiring of Amy Lessinger as Vice President, Business Growth, West Region.

"As a successful RE/MAX Broker/Owner, Amy has been an active voice and contributor in our network for more than 20 years," said [Josh Bolgren](#), RE/MAX Senior Vice President, Business Growth. "Amy brings real-life, from-the-trenches experience to the Business Growth Vice President role with her first-hand experience in recruiting, retention, office management and meeting the day-to-day demands of a successful RE/MAX brokerage. We will benefit from her unique perspective in growing our business."

As a founding principal and Broker/Owner of RE/MAX Realty Affiliates in Nevada, Lessinger built an elite team of 130 entrepreneurial agents in three offices over 22 years. For the last 16 years, the brokerage ranked as Northern Nevada's highest-producing real estate office by per agent productivity.

"One thing is certain, the RE/MAX network is agent-centered and driven to help people succeed," said Lessinger. "I'll never work with another brand and I wanted to do more, specifically for the brokers who are leading the charge and developing our network of top-producing agents. This next chapter in my career is an opportunity to help brokers create solid operational real estate brokerages with systemized structure. There's been a marked change in the RE/MAX recruiting and retention strategy over the last year and I'm excited to be a part of that continued evolution."

The RE/MAX West Region comprises 13 states stretching from Washington to Montana and California to New Mexico, and includes Alaska and Hawaii. Lessinger and her husband, Brian, recently sold their interest in RE/MAX Realty Affiliates and merged with RE/MAX Gold as part of her decision to join RE/MAX, LLC.

FOR IMMEDIATE RELEASE

In addition to Lessinger's hiring, [Kevin Northrup](#) has been named as Vice President, Business Growth, Northeast Region, which encompasses New York, New Jersey, Pennsylvania, Delaware, Ohio, West Virginia, Virginia, Maryland and the District of Columbia. Northrup began his RE/MAX career as a Franchise Development Consultant in the Central Atlantic states nearly 20 years ago. Prior to accepting the Northeast Region position, Northrup successfully managed the RE/MAX West Region since January 2019.

"Kevin is returning to his roots by transitioning to a new leadership role in a region where he began his career with RE/MAX," said Bolgren. "He has a proven track record of success in the West Region and we believe that experience will help catapult our growth in the Northeast."

###

About the RE/MAX Network

As one of the leading global real estate franchisors, RE/MAX, LLC is a subsidiary of RE/MAX Holdings (NYSE: RMAX) with over 130,000 agents in more than 110 countries and territories. Nobody in the world sells more real estate than RE/MAX, as measured by residential transaction sides. Dedicated to innovation and change in the real estate industry, RE/MAX launched Motto Mortgage, a groundbreaking mortgage franchisor, in 2016 and acquired booj, a real estate technology company, in 2018. RE/MAX agents have lived, worked and served in their local communities for decades, raising millions of dollars every year for Children's Miracle Network Hospitals® and other charities. To learn more about RE/MAX, to search home listings or find an agent in your community, please visit www.remax.com. For the latest news about RE/MAX, please visit news.remax.com.
