



## INDUSTRY VISIONARY CHRIS LIM TO JOIN RE/MAX AS EXECUTIVE VICE PRESIDENT AND CHIEF GROWTH OFFICER

*Lim, former President of Christie's International Real Estate and founder of Climb Real Estate, to spearhead U.S. growth, strengthen affiliate support and enhance affiliate experience for the real estate franchisor.*

**DENVER** — RE/MAX Holdings, Inc. (the "Company" or "RE/MAX Holdings") (NYSE:RMAX), parent company of RE/MAX, one of the world's leading franchisors of real estate brokerage services, today announced industry veteran Chris Lim will be joining RE/MAX as Executive Vice President and Chief Growth Officer on February 3. With over 22 years of experience in real estate sales, franchise development, market expansion and strategic growth, Lim brings a wealth of expertise to the role. As a seasoned real estate executive, his proven track record of leadership and innovation will help RE/MAX attract the industry's best talent while elevating the overall affiliate experience and, ultimately, the homebuyer and seller experience.

Lim's extensive career includes serving as the former President of Christie's International Real Estate, where he played a key role in accelerating the brand's agent growth and expanding the network globally. He also held leadership roles as President of @properties, Brand President at Realogy Holdings, and Founder & CEO of Climb Real Estate. Throughout his career, he has demonstrated an unparalleled ability to execute franchise strategies that have fueled and increased brand visibility and strengthened network relationships.

"Chris is a visionary leader who brings a unique combination of strategic insight, operational excellence and relationship-building to the table," said Erik Carlson, CEO of RE/MAX Holdings. "His unique and expansive experience will be invaluable as we continue to expand the RE/MAX footprint and provide even more support to affiliates. He's the right person to help us grow and lead the charge into the future."

As Executive Vice President and Chief Growth Officer at RE/MAX, Lim will oversee the teams dedicated to supporting franchise growth and strength in U.S. company-owned regions, ensuring franchisees receive customized support that aligns with their needs, and driving the Company's objectives of increasing agent count and expanding market presence. Lim's role is a key part of the Company's ongoing commitment to evolve, adapt and further solidify the brand's position as a leader in the real estate industry.

"I am thrilled to join the RE/MAX team and help shape the future of this iconic brand," said Chris Lim. "I'm inspired by Erik's vision for the Company and the direction RE/MAX is taking. The future of the real estate landscape is about innovation, growth and adaptability, and the best is yet to come for RE/MAX as we lead the way. I look forward to working with our franchisees and agents to drive growth strategies across the network."

Lim's recognition in the industry includes being named to the Swanepoel Power 200 and Trendsetter lists, as well as being honored as an Inman Innovator and RISMedia Newsmaker.

Carlson adds, "Bringing Chris on board is an important part of enhancing the services and resources available to RE/MAX affiliates. We are committed to elevating the support our network needs to thrive, both now and in the future, as RE/MAX continues to redefine what it means to be the real estate leader worldwide."

## **About RE/MAX Holdings, Inc.**

RE/MAX Holdings, Inc. (NYSE:RMAX) is one of the world's leading franchisors in the real estate industry, franchising real estate brokerages globally under the RE/MAX® brand, and mortgage brokerages within the U.S. under the Motto® Mortgage brand. RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. Now with more than 140,000 agents in nearly 9,000 offices and a presence in more than 110 countries and territories, nobody in the world sells more real estate than RE/MAX, as measured by total residential transaction sides. Dedicated to innovation and change in the real estate industry, RE/MAX launched Motto Franchising, LLC, a ground-breaking mortgage brokerage franchisor, in 2016. Motto Mortgage, the first-and-only national mortgage brokerage franchise brand in the U.S., has grown to over 225 offices across more than 40 states.

## **Forward-Looking Statements**

This press release includes “forward-looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements are often identified by the use of words such as “believe,” “intend,” “expect,” “estimate,” “plan,” “outlook,” “project,” “anticipate,” “may,” “will,” “would” and other similar words and expressions that predict or indicate future events or trends that are not statements of historical matters. Forward-looking statements include statements related to attracting the industry's best talent and elevating the overall affiliate experience and, ultimately, the homebuyer and seller experience, expanding the RE/MAX footprint, providing more support to agents, increasing agent count, expanding marketing presence, growth strategies, and RE/MAX's position as a leader in the real estate industry. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily accurately indicate the times at which such performance or results may be achieved. Forward-looking statements are based on information available at the time those statements are made and/or management's good faith belief as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. These risks and uncertainties include, without limitation, (1) changes in the real estate market or interest rates and availability of financing, (2) changes in business and economic activity in general, (3) the Company's ability to attract and retain quality franchisees, (4) the Company's franchisees' ability to recruit and retain real estate agents and mortgage loan originators, (5) changes in laws and regulations, (6) the Company's ability to enhance, market, and protect its brands, (7) the Company's ability to implement its technology initiatives, (8) risks related to the Company's leadership transition, (9) fluctuations in foreign currency exchange rates, (10) the nature and amount of the exclusion of charges in future periods when determining Adjusted EBITDA is subject to uncertainty and may not be similar to such charges in prior periods, and (11) those risks and uncertainties described in the sections entitled “Risk Factors” and “Management's Discussion and Analysis of Financial Condition and Results of Operations” in the most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q filed with the Securities and Exchange Commission (“SEC”) and similar disclosures in subsequent periodic and current reports filed with the SEC, which are available on the investor relations page of the Company's website at [www.remaholdings.com](http://www.remaholdings.com) and on the SEC website at [www.sec.gov](http://www.sec.gov). Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they are made. Except as required by law, the Company does not intend, and undertakes no obligation, to update this information to reflect future events or circumstances.

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