

## Continuing Education Gives RE/MAX Continued Success

“Distance learning gives real estate giant RE/MAX International a distinct competitive advantage,” said Mike Ryan, Vice President of RE/MAX International. The company uses its RE/MAX Satellite Network (RSN), one of the largest business television networks in the world, to offer continuing education and professional designation programming to its sales associates. More RE/MAX real estate associates have obtained their professional designations than anyone in the industry. “RSN has given the opportunity for more and more of our members to obtain designation and continuing education credits in the comfort of their offices and homes,” said Keith Katte, RSN Education Manager.



Starting in 1994, RSN began broadcasting with a system that used a one-meter antenna and a variety of satellite receivers. In October 2001, the network began to standardize using DISH Network Business Solutions (DNBS). More than 42,000 RE/MAX associates and staff members receive educational broadcasts in 1,600 North American locations, and with help from DNBS, will likely grow to around 1,700 by the end of 2002. The network broadcasts 60 hours each month, and develops all of its live programming internally.

### Training to the Home

One of the advantages DISH Network Business Solutions brings to the RE/MAX Satellite Network is its flexibility. Unlike solutions using large proprietary dish antennas, DNBS lets RE/MAX sales associates receive RSN broadcasts both at work and at home. “More than 1,600 of our associates have activated the RE/MAX Satellite Network at home over the past few months,” Mike said. He estimated 10 associates sign up for DISH Network systems at their homes every day.

RSN brings the very best professional speakers into associates’ homes. “With DNBS, we can offer the best presenters pretty much to every square inch of the U.S.,” Mike said. That’s an advantage to associates who live in smaller towns where speakers might not normally stop to present. Not only can they experience the seminar, but it limits the amount of time and money they have to spend traveling. In addition, RSN broadcasts seminars featuring niche designations offered by the National Association of REALTORS® that might not be offered as frequently in person.

In addition to the formal education courses, RSN broadcasts an international news program, panel discussions from the international convention, and a live call-in program where people can ask RE/MAX corporate officers questions about different real estate areas. Other programming includes shows focusing on technology, advertising and other commercial areas, and software.

### DNBS Advantages

Using DISH Network gives RE/MAX associates the opportunity to receive entertainment programming in addition to RSN. That opens up a number of possibilities. Offices can subscribe to children’s programming to entertain kids while their parents work with real estate professionals, or associates can sign up for business programming for their own uses. “The average real estate professional makes more than \$114,000 a year. Obviously there’s quite an interest in the DISH Network financial packages,” Mike said.

Among other reasons RE/MAX chose DNBS over its competitors was its use of digital video recording (DVR) technology, which records

programs digitally on a hard drive, rather than using videotape. “Needless to say, successful real estate agents have hectic schedules. For years our members’ viewing opportunities were limited by our broadcast window.

Now with the convenience of DVR technology, we can easily accommodate personal schedules,” Keith said. Each RE/MAX office using DNBS is equipped with a DISH DVR receiver. In addition, the RE/MAX corporate rewards program offers DISH Network home systems to successful associates. “We very much encourage them to get the DVR receivers,” Mike said.

### The Bottom Line

As a franchise organization, RE/MAX International has a goal of recruiting, retaining and selling franchises. Distance education has played an important part in helping the company set records in achieving its goals over the past three years. DISH Network Business Solutions and RSN are committed to helping the business grow like never before. Mike said RE/MAX is very aware of the value that continuing education brings to its members. “Two years ago, the co-founders of our company felt it was such a valuable tool that we went from a subscription service to a system where the programming is now offered free to every office that joins RE/MAX International.

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— Mike Ryan, Vice President, RE/MAX International

*Clearly a better way to communicate.*

