

# Operation RE/MAX Newsletter



# IN ACTION

The Quarterly Newsletter of Operation RE/MAX,  
a Program of RE/MAX International, Inc.

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Operation RE/MAX  
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Denver, CO 80237



### Active Duty RE/MAX Associates Share Their Success Stories

"I participated in a job fair at Fort Sam in September (along with RE/MAX of Texas). We spoke with several interested candidates, one of whom has started real estate classes. I think this is a great program. I am very happy with the results so far and look forward to the future potential."

*Molly E. Wahrheit, RE/MAX Realty Advantage, San Antonio, Texas*

"Being a RE/MAX agent and also an Army spouse, it was a pleasure to see RE/MAX acknowledging our soldiers and our families. My husband has been in Iraq recently and was also part of two crews that rescued 1,400 victims off rooftops after Hurricane Katrina. If there are other agents who are in the same situation – balancing real estate with military life – please let me know the best way to communicate with them."

*Laura Freeman, RE/MAX Showcase, Spring Hill, Fla.*

There was still a little skepticism, but I didn't try and talk to any of the job seekers about buying or selling homes. I had a very nice banner that said Operation RE/MAX 'Career Opportunities.' I have tried my own for years to get my foot in the door, and all attempts failed until Operation RE/MAX opened the door."

*Brad Becker, RE/MAX Real Estate Solutions, Jacksonville, N.C.*

It was great because we were face to face with probably 2,000 individuals. Being a retired Marine, I was totally comfortable around my fellow Marines. I had a blast.

"Yesterday I participated in my first career fair at Camp Lejeune, N.C. – the largest location of Marines in the world with more than 40,000.

## News From the Field

Welcome to In Action, the quarterly newsletter of Operation RE/MAX.

Launched in August 2006, Operation RE/MAX focuses the network's recruiting efforts on U.S. military spouses, retirees and those injured in the line of duty. The program was created to match highly qualified individuals interested in real estate careers with RE/MAX offices that will coach, train and mentor them.

Since its inception, the program – in conjunction with the U.S. Department of Defense – has helped hundreds of military spouses and retirees find success as administrators, assistants and real estate sales professionals in RE/MAX offices across the United States.

Participating RE/MAX regions and offices have gained access to potential recruits through career fairs and spouse employment centers on military installations, via

the *military.com* website, and through the use of other recruiting tools and events.

In some areas of the country, grassroots hiring programs have formed around the Operation RE/MAX model.

"There are ideas developing around Operation RE/MAX we never thought of," says LaVerne Bintner, RE/MAX International Vice President, Training. "Other companies are seeing what we've accomplished, and they want to help.

They're creating hiring programs around military installations using the Operation RE/MAX logo to let people know they're ready and willing to hire military families. We haven't even begun to see the impact this program will have – not only for RE/MAX but also on communities throughout the United States."



## Extra! Extra! Read all about Operation RE/MAX

Have you read about Operation RE/MAX in your local newspaper? In the near future, you just might. A syndicated article focused on Operation RE/MAX is being reprinted in newspapers across the United States.

The story, "Career Opportunities," (see inside) was generated by RE/MAX International as part of an effort to spread the word on the benefits of Operation RE/MAX. To date, the article has appeared in 388 newspapers, reaching almost 25 million people.

## Strides

- More than 950 RE/MAX offices have registered with the program.
- More than 510 military installations are participating in the program.
- Operation RE/MAX has had more than 1,000 inquiries. The program receives 25 calls and e-mails a month.

## Active Duty Success Stories From the Operation RE/MAX Program

Army National Guard Specialist Courtney Lynn Hughey loves stretching her imagination and putting her design skills to work. But Hughey, a member of the HHC 151st Signal Battalion in South Carolina since 2000 and deployed to Baghdad from 2003-2004, is not creating materials for the military.

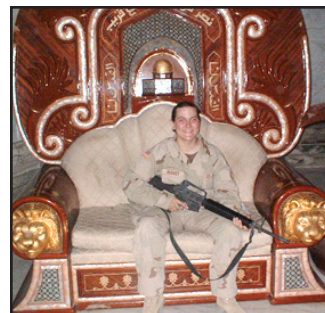


As a newly hired graphic designer, she's taking care of the marketing needs of the more than 80 Affiliates of RE/MAX Foothills in Greenville, S.C.

"Hiring Courtney was a great decision," says Operation RE/MAX participant Jim Fritzsche, Broker/Owner of RE/MAX Foothills. "She's a wonderful person, but the thing that clinched it for me was that she was in the military, and I have a passion for people that serve. She was a great find for our office."

Hughey offers this advice to fellow military when looking for a job: "Network. Network. Network," Hughey says. "Join local Chambers of Commerce or military groups."

Constantly check back on every job website you can. Keep good track of everywhere you apply and above all, don't give up. There is a reason you don't get the first, second, or third job you want. The one you get will be your dream!"



Hughey recommends looking into RE/MAX and the Operation RE/MAX program to spouses as well as other



military personnel.

"I've never in my life felt as appreciated as I do at this job," she says. "Before I even started here, there was already a sense of belonging and appreci-

ation. I have a lot of creative freedom and everyone has gone out of their way to make sure I'm comfortable and that I have what I need to do my job. I respect the people I work with – and for – and enjoy them more each day. I've never had that and RE/MAX has truly been a blessing for me."



## Pointers Tips for Kicking Your Office's Operation RE/MAX Program Into High Gear

- Attending career fairs on military installations is key. A list of career fairs in your area can be found by using the websites listed below.
- Hold a "60 Minutes With RE/MAX" event at your office. Advertise the event in places and businesses frequented by military personnel and their families.
- Contact the Family Resource Center on your local military base and give presentations. Personal contact is what Operation RE/MAX is all about and will fire up any program.
- Create information sheets with the Operation E/MAX logo, the name of your office and what jobs are available. Fax the information to your local military base for posting on job boards.
- Join the Chamber of Commerce, Lions Club and other local business organizations to get the word out.



## Career Opportunities Military Spouses, Retirees Sign Up for Real Estate Careers

Like so many veterans, DeWayne Gamble, wasn't sure what to do with his life after serving his country. Discharged from the Marine Corps with a medical disability, being a Marine was all he knew for thirteen years. He never finished college, and didn't know if any civilian job could utilize his military skills.

After many conversations with another former Marine and real estate broker, DeWayne decided to get his real estate license. After two months of classes and he was a licensed agent. Just over a year later, with a six figure income, he says it was the best decision he ever made.

DeWayne says his success is due to a huge referral base, consisting of all active duty and former military personnel from nearby Camp Lejeune. The work ethic and organizational skills he learned in the military finally paid off. Now, he strongly believes real estate is the perfect career for ex-military personnel. He also

believes any veteran can do what he's done, and "not only be successful in real estate, but be very successful."

Working in the same RE/MAX Real Estate Solutions office with DeWayne is Deana Bowen, the wife of a Marine who just returned from Iraq. She's also convinced that she's found the perfect career. Two years ago, she took a nine-week course, got her license and now brings home significantly more income than her previous job provided.

For a military wife, real estate is a natural choice. "Who knows more about moving than we do?" She asks confidently, while stating that she sold ten homes last year to individuals in her husband's unit. She's also certain that her skills are portable. "If my husband is stationed elsewhere, I won't have to give up my profession." Deana says she could be re-licensed and back on the job very quickly in a new community.

In two years, her husband, Master Sergeant Norman Bowen, will retire with 20 years of service in the Marine Corps. His retirement plan? He wants to make her business a husband-and-wife team.

Many military spouses and retirees recognize that real estate is ideal. A real estate career does not require a college degree. A license can be earned in a convenient time frame, and job experiences can be taken with you if you're relocated. Most importantly, real estate agents depend on referrals, and valued personal relationships. Anyone in the military knows many people who relocate frequently. To assist military personnel and their spouses learn about possible careers in real

estate, RE/MAX International, in cooperation with the Department of Defense, has created "Operation RE/MAX."

Interested individuals are directed to RE/MAX offices in their local community, where volunteer brokers provide specific information about licensing requirements, as well as, the prospects for unlicensed positions.

Dave Liniger, Co-Founder and Chairman of RE/MAX International, Inc. is also a Vietnam veteran who knows how to be successful in both business and military service. He believes that "a career in real estate is ideal for many in the military," and proudly adds, "RE/MAX is honored to be working with the Department of Defense to develop second career opportunities for those who serve our country."

The Department of Defense is delighted that spouses are responding to Operation RE/MAX's career outreach. "The kind of career opportunity that RE/MAX has offered represents a model for other employers," says Deputy Under Secretary of Defense Leslye Arsht. "Military spouses are a key employee resource. RE/MAX already understands this. For spouses, this program offers a range of opportunities to work in real estate -- thousands of spouses are ready to put their life's experience to work."

Anyone involved with the U.S. Armed Forces can obtain further information about Operation RE/MAX by visiting [www.military.com/spouses](http://www.military.com/spouses) or [www.remax.com](http://www.remax.com). Specific inquiries can also be directed to 800-826-7720 or [operationremax@remax.net](mailto:operationremax@remax.net).

## Unite Important Links

- [gijobs.net/jobfairs](http://gijobs.net/jobfairs)
- [morejobfairs.com](http://morejobfairs.com)
- [militarystars.com](http://militarystars.com)
- [military.com/careers](http://military.com/careers)
- [military.nationalcareerfaairs.com](http://military.nationalcareerfaairs.com)

Military personnel can view a list of job openings by going to [military.com](http://military.com). RE/MAX offices can post job listings – free of charge – on [military.com](http://military.com) by using the form available on RE/MAX Mainstreet

The form is available under "Downloads" on RE/MAX Mainstreet. Type "Operation" in the "browse downloads" box, then click "keyword search" button. You can also find the job posting form, as well as logos on MTOD in the *In Focus* channel, downloads section under the video screen.

**TO CONTACT**  
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Submit future stores for the newsletter or register your office at

[operationremax@remax.net](mailto:operationremax@remax.net)