



RE/MAX CREATES PSA PROGRAM EDUCATING CONSUMERS ON \$8,000 TAX CREDIT, FHA LOANS AND THE HOME BUYING PROCESS

Natick, MA – *August 26, 2009* – **RE/MAX of New England** today launched a series of public service announcements (PSAs) geared toward educating consumers during the home buying process. The series is the direct result of first-time homebuyer focus groups that showed that consumers lacked general knowledge about the home buying process and the tax incentives available to them.

The collective program of PSAs is aimed at connecting first-time homebuyers with experienced RE/MAX agents for education about the home buying process and to learn how they can become eligible for an FHA loan and for the tax credit before it expires on November 30, 2009.

“First-time homebuyers are a critical component of the housing market recovery,” said Jay Hummer, Executive Vice President and Regional Director at RE/MAX of New England. “The more homebuyers who know about the process and the tools available to them, the more likely they’ll take advantage of the buyers market and the more stable the housing market will become.”

The PSA program includes four videos on www.youtube.com/remaxne and www.remox-newengland.com that promote the First-time Home Buyer Tax Credit, FHA Loans, the Buying Process and the Selling Process.

In addition, RE/MAX offers its agents a wealth of educational materials, through the award-winning RE/MAX University, with detail about the tax credit incentive and FHA loans. RE/MAX is leveraging its extensive communications network, including corporate social networking accounts on Facebook, You Tube and Twitter, to promote the videos and corresponding collateral material.

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About RE/MAX of New England

RE/MAX of New England is affiliated with RE/MAX International. Since its inception in 1985, RE/MAX of New England has grown to over 250 offices with more than 3,000 sales associates throughout Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, providing residential and commercial real estate. Visit the RE/MAX of New England blog at remax-newengland.com. The RE/MAX web site is www.remax.com.

RE/MAX is proud to help raise millions of dollars and support charitable organizations like, Susan G. Komen Race for the Cure and Children's Miracle Network.