



Everybody Wins: The Story and Lessons Behind RE/MAX

Phil Harkins, Keith Hollihan

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An inside look at one of the world's most successful real estate companies

RE/MAX was founded over 30 years ago in Denver, Colorado, based upon a revolutionary idea for a new system of selling real estate. Since then, RE/MAX has experienced over 380 straight months of explosive growth. In *Everybody Wins*, authors Phil Harkins and Keith Hollihan reveal how RE/MAX has achieved such phenomenal success by examining the company's strategy, culture, and leadership. Harkins -- with the full cooperation of RE/MAX -- led a research team that closely studied RE/MAX as well as comparable fast-growing companies. The team observed critical meetings, attended conventions, dug through historical archives, and conducted extensive interviews with more than 50 key RE/MAX leaders. The outcome is an insightful and engaging account of one of the world's most successful companies. Order your copy today.

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