

DoD REGISTERED LOBBYIST CONTACT DISCLOSURE FORM

Complete this form by typing into the fields below and saving a copy to your computer. Please forward the form to Mr. Joe Doyle at joseph.doyle@osd.mil.

Date and time of contact: 51,320,090,915	Name, Title, Organization of the Employee(s) Contacted HQUSACE - CEMP-CR	Brief description of the contact: (attach separate sheet if necessary) Advise USACE how RE/MAX may be able to assist: short sales, education, property valuation, etc.
Name of the Employee(s) who prepared this form: Ilse Merryman		Date: May 21, 2009

Registered Lobbyist(s) Name:	Title:	Firm or Organization (if applicable):	Client(s):
Ethan Saxon	Federal GPA Associate	R&R Persuasion	RE/MAX International

This form is to be completed by DoD employees who are contacted by Federally registered lobbyists regarding **policy issues** concerning the Recovery Act. Policy issues include discussions supporting funding of certain general populations, categories of projects (e.g., roofing, paving, energy efficiency), or broad geographical areas (e.g., a particular state, district, or county).

Reminder: The DoD employee(s) contacted must fill out this form. If multiple DoD employees are involved in a particular meeting or a conversation, then only one form is required. Simply list the names below.

For additional information and instructions, please see the DoD Recovery Act website:

<http://www.defenselink.mil/recovery/>

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April 14, 2009

Joseph F. Calcara
Deputy Assistant Secretary of the Army
Office of the Assistant Secretary of the Army
110 Army Pentagon Room 3E464
Washington, D.C. 20310-0110

Dear Secretary Calcara:

Thank you for your leadership in coordinating an expansion of the Department of Defense Homeowners' Assistance Program (HAP). This is a much needed program, providing assistance to relocating military service members, civilian employees, and their families, who face financial difficulties due to the ongoing housing crisis.

RE/MAX International may be able to provide helpful insights to the U.S. Army Corps of Engineers in the design and implementation of the expanded HAP program, especially in four key areas of today's unique marketplace; homeowner education, property valuation, short sales, and asset management/disposition. Additional details on these topics are presented in the attached memorandum.

I would like to have an opportunity to brief you, or your designee, on the critical real estate issues that can impact military families. RE/MAX International is one of the largest real estate organizations in the world and has a proud history of actively supporting our military personnel.

An in-depth discussion of relevant real estate issues could assist in the timely and effective implementation of a revitalized HAP. The housing situation that military families now face is a challenging burden, one that is a direct result of their dedication to our country. All of us at RE/MAX are committed to honoring their service by placing the full resources of our organization at your disposal.

We are proud of our past record of working closely with military personnel and their families, and look forward to the possibility of assisting you in this endeavor.

Again, your efforts and leadership are greatly appreciated.

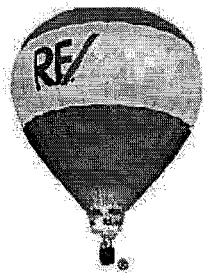
Sincerely,

A handwritten signature in black ink that reads "Mike". The signature is written in a cursive, flowing style.

Mike Ryan
Senior Vice President
RE/MAX International, Inc.

encls: HAP Services Memorandum and RE/MAX International Military Support

The RE/MAX logo, consisting of the letters "RE/MAX" in a bold, sans-serif font. The "RE" and "MAX" are in a larger font size than the "M", and the "M" is positioned between the "RE" and "MAX".



1. Asset Management & Sales Services

Given the anticipated expansion of the *Homeowners' Assistance Program*, there is a greater likelihood that the Army Corps of Engineers will need to manage a sizable real estate inventory until final sales are transacted. HAP will be able realize the highest loss recovery and avoid foreclosure if careful consideration is given to three critical factors; accurate valuation, appropriate property maintenance and effective marketing that provides for a quick sale as close to market pricing as possible.

These activities are collectively referred to as "Asset Management." Other federal agencies commonly retain outside contractors to provide these management and sales services. Because today's housing market has been characterized by numerous distressed and foreclosed properties, it is essential to develop an asset management strategy that can effectively compete in the marketplace.

If the property must be vacated, asset managers can ensure that the property is kept up; grass will be mowed, critical repairs made, and normal maintenance completed. In this way, the home will retain its value and will be kept in a condition that potential buyers will appreciate. An asset manger should report regularly on these maintenance activities, and marketing/sales initiatives, as well.

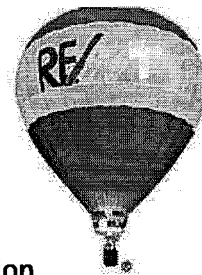
In considering a contractor to assist with these services, the Corps should evaluate standard measurement metrics associated with successful asset management. A potential contractor should be able to demonstrate an above average track record in these areas that demonstrate superior asset management; volume of properties, number of closed transactions, monthly turn-rate, loss recovery, list-to-sale time, real-time reporting capabilities and competitive rankings among other asset management organizations.

To obtain the most beneficial results in the current market environment, successful asset management companies have had to react to the contemporary dynamic and have adopted revised best practices. Whereas, some asset management companies are still conducting business as they have for several years. The key is to differentiate between these two desperate business models.

2. Forward-looking Asset Valuation Services

In today's difficult real estate environment, the most critical tool in marketing a home is an accurate valuation. There are a number of methods that can be used to arrive at a valuation that reflects a property's true market value, but it is critical to utilize a well conceived and accurate valuation process.

Accurate pricing of the property will provide for a quicker sale and a maximization of profit, which are both critical to the sale of a property owned by military personnel, who need quick resolution to their housing situation. Most comprehensive valuation models make use of a combination of these valuation tools; Comparative Market Analysis (CMA), Automated



Valuation Models (AVM), Broker Price Opinions (BPO), and Appraisals. Combining valuation technologies with a broker's personal experience and on-the-ground impressions, provides the most accurate picture of a property's true condition, current value, and future value.

Real estate agents commonly perform a Comparative Market Analysis (CMA) for their clients, but in the case of a distressed property they can also perform a more detailed Broker Price Opinion (BPO) to provide both an "as is" price and a refurbished price. Automated Valuation Models can obtain a price quickly through the use of computer software that can access existing real estate data bases. Appraisals are provided by licensed appraisers and make use of a property visit and comparable sales data obtained from county or MLS records.

The RE/MAX concept for property valuation incorporates a strategic mix of valuation methods along with a proprietary, forward looking "Volatility Index." This index provides both a current valuation and a projected valuation over a given time frame.

The Volatility Index technology produces a highly granular valuation with micro-resolution down to specific neighborhood blocks. It produces detailed information based upon sources such as, tax assessor records, geo-spacial, demographic, social and economic data. The Volatility Index leverages this diverse data-set to produce historic, current and projected market movement 1 to 4 quarters into the future. This unique technology platform can value tens of thousands of distressed and non-performing assets in a matter of hours. This market information has become a standard that is relied upon by national media like The Wall Street Journal, Bloomberg, Housing Wire and Associated Press, to report on significant housing trends.

A reliably accurate valuation process, is the first step toward ensuring that that the Army Corps of Engineers will be able to act with the necessary market data to quickly expand the *Homeowners' Assistance Program*.

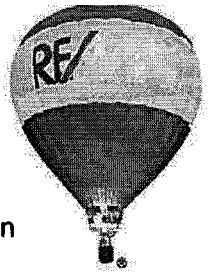
3. Short Sales

Perhaps the real estate industry's most useful strategy for distressed homeowners today is the Short Sale. If a family must move, due to a transfer or relocation, and their mortgage has a higher value than the property, they are a candidate for a Short Sale.

A Short Sale occurs when a lender is willing to accept a pre-determined sales price for a property that is lower than the outstanding mortgage. In these cases, the lender realizes that it is a wiser business decision to accept the Short Sale today rather than wait months for a final resolution and pay the added expenses associated with a foreclosure. Additionally, Short Sales will not have the negative impact on an individual's credit rating that a foreclosure would have.

Because a Short Sale is a more complicated transaction than the usual real estate closing, it is critical that the homeowner seek the advice of a trained professional. Real estate agents

trained to complete Short Sales will know how best to approach the lender, the information that will be required and the most effective means of marketing and selling the property.



Today, most lenders realize that Short Sales will provide a greater loss recovery than having to foreclose on the property. However, some lenders are not facilitating quick responses to Short Sale offers, and experienced real estate agents have a proven track record of obtaining quicker responses and a higher rate of success with accepted offers.

Many military families can benefit from the Short Sale process and avoid the stigma of foreclosure, if they are aware of this option and they rely on the advice of a trained professional to expedite the process.

4. Education Resources

Effective implementation of the expansion of the *Homeowners' Assistance Program* will require increased homeowner education for military personnel and their families. Realtors will also need to learn about how to serve the interests of participants in the program.

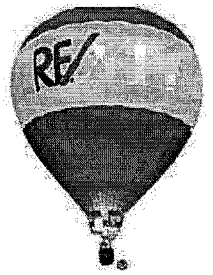
Relevant educational resources are a key ingredient to both understanding these difficult situations and arriving at reasonable solutions. Program participants should be provided with relevant information about the market, sales options, and lender policies. Once provided with the facts, they can make informed decisions and, when possible, actively assist with the sale of their home.

Because the transactions involved with distressed properties can be more complicated than traditional closings, real estate agents also need to be properly educated about the options, alternatives and process. Agents need to be informed about how to provide appropriate assistance to military families dealing with these difficult issues.

Training and education for both homeowners and real estate agents should be specifically designed for the *Homeowners' Assistance Program*. Well developed educational resources and the means for implementing them will be critical to providing the appropriate information necessary to make HPA successful.

5. Military Involvement

Because the successful Contractor would be working very closely with military personnel and their families, there should be a strong preference in the selection process for an organization that has a demonstrated commitment to military personnel. The concerns and situations that military families deal with on a regular basis are unique to their service to our country, and it would be extremely beneficial if the Contractor has documented experience addressing these concerns. Additionally, many military families have traumatic issues to deal with that complicate their need to move or relocate. The selected Contractor should have an understanding and sensitivity to these very personal situations.



RE/MAX COMMITMENT TO THE U.S. ARMED FORCES

1. "Operation RE/MAX" is a program providing career counseling and real estate employment opportunities to military spouses and retirees.
2. In May 2007, RE/MAX International was awarded *The Office of the Secretary of Defense Exceptional Public Service Award* for its programs that assist military personnel and their families.
3. RE/MAX is a key corporate sponsor of *The Sentinels of Freedom Foundation*, helping severely wounded members of the Armed Forces.
4. For the last two years, RE/MAX International has been named as a "Top 10 Military Spouse Employer."
5. RE/MAX is a member of the *America Supports You* organization, which provides members of the Armed Forces with information about programs and organizations that offer resources and support to the military personnel.
6. The "RE/MAX Tour for the Troops" featured displays of the refurbished Hummer, "Warrior One," to raise awareness and donations for organizations supporting wounded service members.