



FOR IMMEDIATE RELEASE

RE/MAX Town Centre goes “International” and is looking for local sales executives.

Orlando, FL, August, 2011: RE/MAX Town Centre, a world-class leader in real estate, has launched its “Global Agent” initiative and the expansion of the marketing efforts of its International Sales Division, according to Charlie Orden, CEO-Broker and founder.

Less than 2 years ago, Charlie Orden commenced the Global Initiative to represent Florida condo communities, which are part of our Builder Service Division, throughout Canada. The outreach started in October of 2009 in Toronto by utilizing the RE/MAX International network of professionals. The results were outstanding and today, Charlie is proud to say “We’ve Gone International ! In 2011 we sold almost 200 condos to Canadians and expect to double that number this year. “Last year was a learning curve, but we understand the market and have partnered with the RE/MAX network and key Brokers throughout Canada.” Says Orden. Today, RE/MAX Town Centre has representatives on location and is marketing coast to coast in 12 cities throughout Canada, including Toronto, Ottawa, Vancouver and Montreal.

Reaching out of market is not new to Charlie Orden. In 2006, RE/MAX Town Centre’s traveling team sold over 150 properties after making presentations to residents of California through local brokers in various west coast cities. “It just makes sense” says Orden. **“Everyone wants a deal and Florida definitely has them.”** With the Canadian loony at par with the US dollar and property values at record low, it’s a “NO BRAINER”. In the last 24 months, Charlie and his team made over 100 flights to Canada, including 19 over a 16 day period this past December.

Stretching a little further, Charlie expanded the RE/MAX Town Centre outreach program and venture into South America through alliances that we have put in place in Brazil and Argentina. “It’s an amazing opportunity,” said Orden, who has been in the real estate industry for the past 28 years. “It’s about as far from ordinary as we could get”. Thousands of foreigners are looking to purchase in Florida and with our ONE STOP SHOP of properties, as well as leasing and management services to support the initiative, IT WORKS!”

To learn more about RE/MAX Town Centre visit: www.FloridaDreamLiving.com

To learn more about RE/MAX International visit: www.remax.com

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