



RE/MAX launches advertising campaign across New York state

May 11, 2015 - Front Section

The RE/MAX of New York revealed that it will embark on an aggressive advertising campaign across New York state. The program will include television and for the first time RE/MAX branding on Jet Ways and signage at Rochester Airport.

RE/MAX has committed to a wide variety of advertising that will be seen alongside the messages offered by RE/MAX, LLC. The goal is to provide a consistent message across the state for consumer and for recruiting. In addition, the RE/MAX brand message will be seen on Yankee broadcast TV games.

Passengers traveling by air and using the Rochester Airport will see the remax.com logo on its jet ways. Flag poles in the airport's concourse will also display the logo along with the message "Nobody Sells More Real Estate Than RE/MAX."

"More elements of our plan will be implemented across New York state in the weeks and months to come. Effective advertising is a vital component in our support of our RE/MAX franchisees across New York state. The objective is to reinforce our highly recognized and respected brand name with audiences across the state," said Henry Weber, president and regional director of RE/MAX of New York, Inc.

"This opportunity to advertise and have a strong brand name presence in targeted markets is an important part of our growth strategy. The Rochester Airport advertising had never been available before. We believe this will be a 'WOW' in the Rochester area and certainly, no other real estate company will have this advantage as it is our exclusive," Henry Weber added.

The RE/MAX System allows individuals to be in business for themselves, but not by themselves. Nobody in the world sells more real estate than RE/MAX. For more information about RE/MAX and opportunities with the organization, visit www.remax-ny.com or www.remax.com.

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