



RE/MAX[®]
Town & Country

Hudson Valley Home
Buying and Selling
Made Easy

Inside Front Cover Ad

About Hudson Valley

The Beginning

Along with Gail Main (Liniger), Dave founded RE/MAX in Denver, Colo., in January 1973. Naysayers and critics were everywhere, but Dave, Gail and their core group – people like Bob Fisher and Daryl Jespersen – proved them all wrong. They built the foundation of the network on hard work, belief and resolve.



And big things began to happen. In 1975, the network expanded outside Colorado, when Dennis Curtin purchased a franchise in Kansas City. Two years later, it went international, with the first Canadian brokerage in Calgary, Alberta. In 1978, the RE/MAX Hot Air Balloon made its maiden flight at the Albuquerque Balloon Fiesta, in a promotion conceived by the Regional Director in New Mexico. A year later, the balloon became the network's official logo; a global brand was born.

Steady Growth

Throughout the 1980s and '90s, the RE/MAX agent count grew literally every single month, as it had since 1973. Agent count hit vital milestones along the way: the 5,000 mark in 1984, the 10,000 mark in 1986, the 25,000 mark in 1989 and the 50,000 mark in 1998. Market share grew as well, and RE/MAX became No. 1 in many major markets across North America. In Canada, RE/MAX became No. 1 nationally in 1987, a position it has held ever since. In the U.S., RE/MAX closed more than 1 million transaction sides in 1997, becoming the first real estate brand ever to reach that level of annual production. The accomplishment cemented the slogan that "Nobody in the world sells more real estate than RE/MAX."

Bright Present and Future

Today, the RE/MAX network has more than 120,000 agents in over 100 countries and territories. RE/MAX China is among the newest regions, and it will take RE/MAX into an exciting new frontier. The global.remax.com property search site has helped connect this powerhouse network even more closely, offering buyers a central place to search for listings in dozens of countries, in their own language and currency. For many reasons, RE/MAX is viewed as the No. 1 brand in real estate. Whether measured by closed transaction sides, average agent productivity (as documented in several annual industry studies), brand name awareness, education, experience or an assortment of other key metrics, RE/MAX enjoys a top position in a very competitive landscape. And with innovative technology such as the redesigned remax.com, the RE/MAX Mobile Suite, the new eLearning platform, and the new RE/MAX Commercial website, the network continues to break barriers and stay ahead of ongoing trends. That's been an enduring theme throughout the network's history, which reached 40 years in 2013. In October 2013, RE/MAX Holdings Inc. became a publicly traded company, listed on the New York Stock Exchange as REMAX.

**Mission:**

RE/MAX Town and Country aspires to help our agents achieve the impossible. Our motto is "Im/Possible"!

Vision:

We aspire to be the place where real estate professionals turn houses into homes and customers become more than clients, they become family!

Core Values:

Integrity - We are honest, dependable and have strong moral principles. We are open in our communications

Respect - We are an office where diversity is valued, where individuals feel that their contributors are recognized and acknowledged. We've created a culture where expectations regarding behavior are clearly articulated and modeled by leadership.

Harmony - We have a working environment where all workers are treated with dignity and respect.

About Us

Howard Payson opened the first RE/MAX Town & Country office, located in Fishkill, in 2018. The office soon grew from seven to eighty agents. In 2021, Howard opened his second office, located in Yorktown Heights with a combined agent count of over 100. RE/MAX Town & Country is continuously seeking agents who want to create a life without limitations.

RE/MAX Town & Country is a service based company that lends support to all of our agents so that they can meet their clients' needs. Our coaching and training events have created a culture where 85% of our agents are in production within the first month. We serve Columbia, Dutchess, Putnam, Westchester, Orange, Ulster, and Greene County, as well as the Bronx. We are also licensed and service Connecticut.

RE/MAX stands for REAL Estate Maximums. That means maximum commissions, maximum career freedom, maximum image, maximum support, maximum service, maximum professionalism, maximum opportunity, maximum marketing options, and maximum technology.

Customer service - built on a foundation of drive, experience, and education - is the cornerstone of RE/MAX success. The RE/MAX track record built over the past 45 years is proof that a focus on the customer's need, backed by the ability to deliver, remains as important as ever.

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RE/MAX[®]

HOME BUYER'S GUIDE

A resource to help
guide you through the
home-buying experience,
from start to finish.



A photograph of a man and a woman embracing from behind, looking out over a suburban neighborhood at sunset. The man is wearing a red, yellow, and blue plaid shirt, and the woman is wearing a floral dress. The title 'The Road Home' is overlaid in large white text on the left side of the image.

The Road Home

You've heard it before: buying a home may be the largest purchase you will ever make. Does that make you nervous? Consider this: it can also be one of the best investments you will ever make.

From the pride you feel by being a homeowner to the tax deductions associated with home ownership, the benefits are plenty. If you're ready to travel the road toward home ownership, take your first step with the RE/MAX Home Buyer's Guide. This guide is a resource to help familiarize you with the home-buying process, and present you with relevant information, including a list of terms, things to consider when choosing a home, and a checklist to help you make the right decisions for you.



10 STEPS TO PURCHASING A HOME

1. Choose a real estate agent that's right for you.
2. Know your budget.
3. Explore mortgage options, get pre-approved.
4. Create a remax.com account and browse homes online.
5. Identify homes you like and schedule home tours.
6. Make an offer.
7. Get a home inspection.
8. Close the deal.
9. Update utilities and transfer services.
10. Move into your new home!

WHY CHOOSE A RE/MAX AGENT?

For over 45 years, RE/MAX has been building a global network of highly productive, full-time real estate professionals. RE/MAX Agents average more sales and more years in the business than agents from other companies.

What does this mean for you? It means that when you work with a RE/MAX Agent you are getting a dedicated real estate professional with access to a vast knowledge base, and the tools and support they need to help you find, and purchase, the right home for you.