

RE/MAX, LLC
FRANCHISE AGREEMENT

This Franchise Agreement (this "Agreement") is effective as of June 12, 2019 (the "Agreement Date"). The parties to this Agreement are you, [REDACTED], a sole proprietor, as Franchise Owner, us, RE/MAX, LLC, a Delaware limited liability company and, if you are a partnership, corporation, limited liability company or other business entity, your "Owners" (defined below). This Agreement is for a RE/MAX® real estate services office to be located at: 1412 Broadway, 16th Floor, New York City, New York 10018 (the "Premises") and operated under the trade name to be mutually agreed upon and approved in writing by RE/MAX, LLC.

I. INTRODUCTION.

This Agreement has been written in an informal style in order to make it more easily readable and to be sure that you become thoroughly familiar with all of the important rights and obligations this Agreement covers before you sign it. In this Agreement, we refer to RE/MAX, LLC, as "we," "us," or "RE/MAX, LLC." We refer to each franchisee who signs this Agreement as "you," "Franchise Owner" or "Franchisee." If you are presently a corporation, partnership, limited liability company, or other business entity (collectively "Business Entity"), or if you, as an individual or individuals, make a subsequent assignment or transfer of this Agreement to a Business Entity under Section 12 of this Agreement, you will notice certain provisions that are applicable to the individual owner(s) of the Business Entity. Depending on the type of Business Entity, these individual owners would be the shareholder(s), partner(s), member(s), or other individuals who have a legal or equitable ownership interest in, or who otherwise have the right to control, the Business Entity. We have relied on the qualifications, business skill, financial capability and personal character of these individual owners in entering into this Agreement with, or in permitting such assignment or transfer to, the Business Entity. These individual owners will be referred to in this Agreement as "Owners." If you are a Business Entity that is owned, in whole or in part, by one or more other Business Entities (each a "Parent Entity"), reference to Owners in this Agreement also means the individual or individuals who own or who otherwise have a legal right to control, any Parent Entity.

Through the expenditure of considerable time, effort and money, we have devised and promoted for the benefit of RE/MAX subfranchisors and franchisees (collectively "RE/MAX Affiliates") a system (the "System" or "RE/MAX System") for the establishment of offices ("RE/MAX office or offices") offering high quality real estate services under the name "RE/MAX®," the RE/MAX Balloon, branded property listing sign designs and certain other service marks, trademarks, trade dress and other commercial symbols, as RE/MAX, LLC has developed or may develop, acquire, or license for RE/MAX Affiliates' use from time to time (the "RE/MAX Marks"). These high quality real estate services are provided under the RE/MAX Marks through a network of RE/MAX franchisees and their affiliated independent contractors (the "RE/MAX Network"). The RE/MAX System contains both mandatory elements and recommended practices that exist as a resource for you to control the manner and means of your independently owned and operated franchise business. Specifically, in addition to compliance with all of the terms of this Agreement, you must strictly adhere to the mandatory elements of the System. The mandatory elements of the System are set forth in the most current edition of RE/MAX Brand Identity: Trademark and Graphic Standards or its successor (the "Trademark Manual"), which is designed to protect the RE/MAX Marks, the goodwill they reflect, and the reputation of the RE/MAX Network.

The distinguishing characteristics of the System include, but are not limited to:

- (1) Common use and promotion of the RE/MAX Marks;
- (2) Distinctive sales and promotional materials;
- (3) Standardized supplies and other materials used in RE/MAX offices;
- (4) Centralized advertising, promotional and referral services;
- (5) Recommended procedures for operation of RE/MAX offices providing efficient, high quality and courteous services to the public;