



REMAX MOURNS LOSS OF CO-FOUNDER GAIL LINIGER

Liniger was a pioneering leader whose vision shaped the real estate industry.

DENVER — REMAX, part of the Real REMAX Group family of brands, announces with deep sorrow the passing of REMAX Co-Founder Gail Liniger. She was 81.

Gail was a business visionary and a force of nature whose courage, brilliance and compassion helped shape the real estate industry and the lives of countless professionals around the world. Alongside her husband and co-founder Dave Liniger, Gail launched REMAX in 1973, building a brand that now has a presence in over 120 countries and territories with more than 145,000 agents.

“Gail was my partner in every sense of the word,” said Dave Liniger. “She was crucial to the success of REMAX, and in many ways was the steady force behind everything we built.”

Dave and Gail Liniger transformed the real estate landscape by pioneering a business model that empowered agents through a maximum commission structure paired with robust support services. Their vision elevated professional standards and created new opportunities for entrepreneurial success across the industry. The REMAX model, introduced in 1973, revolutionized how real estate brokerages operated – attracting experienced, top-producing agents committed to excellence in sales performance and professional development. Today, that model remains a cornerstone of the brand’s global success and enduring appeal.

Gail’s strength and determination became defining traits after surviving a near-fatal plane crash in 1983. Her recovery was nothing short of extraordinary, and her return to leadership served as a powerful example of perseverance to those around her. In 1991, she stepped into the role of CEO, guiding REMAX through a period of bold international expansion and cultural transformation.

“Gail Liniger was a rare and remarkable leader,” said Abby Lee, Chief Marketing Officer of Real REMAX Group. “She led with grace and grit, and her influence on the REMAX brand and real estate industry is immeasurable. Gail built a culture of excellence, generosity and perseverance. Beyond her professional impact, Gail was known for her warmth and ability to connect with REMAX affiliates around the world. We are forever grateful for her vision and voice but also her friendship. Her support and example have helped shape me, as well as so many other leaders, both personally and professionally.”

Though she stepped back from day-to-day operations in 2018 and retired from the then RE/MAX Holdings Board of Directors in 2023, Gail remained a guiding presence in REMAX leadership. Her legacy of collaboration, gratitude and giving continue to shape the brand.

REMAX extends its deepest condolences to the Liniger family and all those who were privileged to know and work with Gail. Her influence will endure as a beacon of strength, innovation and humanity.



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About the REMAX Network

As one of the leading global real estate franchisors, RE/MAX, LLC is a subsidiary of Real REMAX Group (NASDAQ: REAX) with more than 145,000 agents in nearly 8,500 offices and a presence in more than 120 countries and territories. Nobody in the world sells more real estate than REMAX, as measured by residential transaction sides. REMAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. REMAX agents have lived, worked and served in their local communities for decades, raising millions of dollars every year for Children's Miracle Network® and other charities. To learn more about REMAX, to search home listings or find an agent in your community, please visit www.remax.com. For the latest news about REMAX, please visit news.remax.com.

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