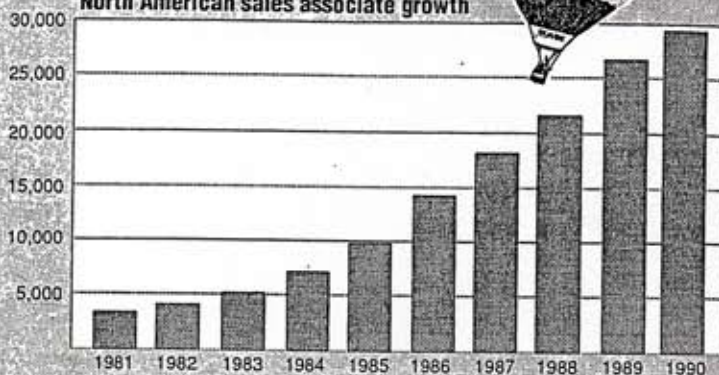


A look at Re/Max

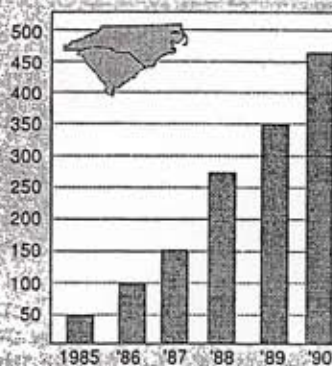
Re/Max is one of the nation's fastest growing real estate franchise firms.



North American sales associate growth



Re/Max Carolinas sales associates



National franchise firms' market share

Rank	Company	1990 share (Top 8)	1989 share (Top 7)
1.	CENTURY 21	10.0%	10.2%
2.	Re/Max	7.0%	6.1%
3.	Coldwell Banker	5.7%	5.5%
4.	ERA	3.4%	3.4%
5.	BH&G	3.0%	3.2%
6.	Prudential	2.6%	2.5%
7.	Realty World	2.0%	2.0%
8.	Help-U-Sell	2.0%	Not ranked

SOURCES: Re/Max; Real Trends newsletter

Staff G

Broker runs own agency again

Few in real estate field surprised about Walker's decision

For the third time in 15 years, Charlottean Alyce Walker is running her own real estate agency.

This time, she's broker/owner of Re/Max Masters Associates, a new five-agent office at 6739 Fairview Rd. in southeast Charlotte.

Few, if any, industry watchers are surprised.

Walker sold her Alyce Walker Realtors in 1987 to Merrill Lynch Realty, which was acquired about two years later by Prudential.



DOUG SMITH

Walker remained as a vice president and manager with the merged firms until June, when she joined Re/Max Metro Realty as a

broker.

"I needed to get back in touch," she says. "This really happened a lot sooner than I thought it would."

What convinced her to take the plunge for the third time?

"I was talking to Sue Hines of Sue Hines & Associates Inc., and I told her I'd like to start my own company," Walker recalls. "She was getting tired of the manage-

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Broker

Alyce Walker assumes tag of 'owner' again

Continued from page 1D

ment side of the business. She said she'd come with me as a sales associate if I started my own company."

Also, Walker says, Re/Max International Inc.'s business format and rapid growth intrigued her.

Founded in Denver in 1973, the company has 1,800 offices and 29,000 agents in the United States and Canada. Among the nation's franchise firms, its market share — based on number of transactions — is 7%, second only to Century 21's 10%.



Walker

Re/Max, which has 49 offices operating in the Carolinas — four in Mecklenburg County — is the dominant firm in some large metropolitan markets. Walker says she "wanted to be a major player when Re/Max reaches its zenith in the Charlotte market."

The firm operates differently from the traditional real estate agency.

It hires only experienced agents — "top producers," Walker calls them — and lets them keep about 95% of their sales commission. Typically, real estate agents split a commission 50-50 with their firm.

Re/Max agents pay a yearly management fee — \$15,000 to \$18,000 on average — to the franchise owner to cover overhead and services.

The concept attracted her, Walker says, because it lets experienced agents go into business for themselves, in effect, without having to launch their own businesses and become managers instead of sales people.

She plans to continue selling as well as managing.

In addition to Hines, Re/Max

Masters has signed Kathy Kreshon-Carver, Linda Harlan and Jack Gustafson.

"These five associates represent 53 years in real estate experience and annual residential sales volume of \$35 million," Walker says. The office also has four staff assistants.

Walker, a Valdese native and a 1954 graduate of Meredith College, worked as a secretary, a schoolteacher and children's show host (Princess Alyce on WBTV in the mid-1960s) before she began her real estate career with Townsend Realty Co. in 1971.

She left Townsend in 1976 to form Walker-Sherard and Associates Inc.

Two years later, she married George Poriotis and moved to his native Greece, but they returned to Charlotte after 10 months and launched Alyce Walker Realtors Inc.

Will this be Walker's last company?

Yes, she says. "This is the third and last one."

Sure, Alyce. Where have we heard that before?