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TORCHx by Web.com named RE/MAX Approved Supplier

Real Estate Marketing Platform to Reach 111,000+ RE/MAX Agents, Improve Sales Leads

JACKSONVILLE, Fla., Aug. 18, 2017 (GLOBE NEWSWIRE) -- Web.com Group, Inc. (Nasdaq:WEB), a leading global provider of a full range of Internet services and online marketing solutions for small businesses, today announced that it is an Approved Supplier for RE/MAX and its more than 111,000 real estate agents. Web.com is the parent company of TORCHx by Web.com, a marketing platform designed specifically to help real estate professionals generate new business online.

"The lifeblood of successful agents in today's competitive landscape is relevant and timely leads," said RE/MAX Executive Vice President Mike Ryan. "We're excited to add TORCHx to our program to help those agents generate more quality leads and turn those leads into business."

"This strategic alliance with RE/MAX further reinforces Web.com as a leader in online marketing for real estate professionals," said Jesse Friedman, business development at Web.com and TORCHx co-founder.

Built with more than 20 years of industry experience, TORCHx is an easy-to-use internet platform designed to provide brokers and agents with quality new business leads that turn into clients who are happy and engaged with their agents and brokers from start to finish.

TORCHx helps real estate professionals:

- 1 **Get found:** TORCHx builds customized websites that encourage would-be home buyers and sellers to connect with agents and engage online. The websites include content that is automatically generated for every neighborhood, city and county in a real estate professional's database of listings.
- 1 **Gain high-quality leads:** TORCHx is a Google Premier Partner, meaning it is certified in providing expert search marketing support. The team works directly with Google, Yahoo and Bing to help bring the highest quality traffic to an agent's site.
- 1 **Build and maintain client relationships:** TORCHx includes powerful tools to help users manage their relationships with new and existing customers. The platform can send automatic emails and texts to clients based on their online search behavior, and it tracks those interactions so that users are always armed with complete records of their relationships.
- 1 **Work from anywhere:** The platform's powerful tools and features can be used on any device, giving agents and brokers constant access to vital information — in the office, on the road, at an open house or anywhere they may need it.

Web.com will demonstrate TORCHx capabilities at booth #117 during the RE/MAX Broker Owner Conference in San Francisco on August 20-22, 2017. For more information on the conference, please visit [here](#).

ABOUT THE RE/MAX NETWORK

RE/MAX 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. Over 110,000 agents provide RE/MAX a global reach of more than 100 countries and territories. Nobody sells more real estate than RE/MAX, when measured by residential transaction sides. RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, is a wholly-owned subsidiary of RMCO, LLC, which is controlled and managed by RE/MAX Holdings, Inc. (NYSE:RMAX). With a passion for the communities in which its agents live and work, RE/MAX is proud to have raised more than \$157 million for Children's Miracle Network Hospitals® and other charities. For more information about RE/MAX, to search home listings or find an agent in your community, please visit www.remax.com. For the latest news about RE/MAX, please visit www.remax.com/newsroom.

ABOUT TORCHX

TORCHx is a best-in-class solution that combines the most important real estate tools essential to the day-to-day activities for real estate agents, teams and brokerages with a focus on lead nurturing and brand identity. The system includes a beautiful front-end website that features Multiple Listing Service (MLS) data integration, responsive design, market statistics and more. Real estate professionals can also utilize the integrated customer relationship management complete with lead tracking, email marketing, drip campaigns, automated search updates and other utilities. The team at TORCHx also handles the real estate professional's online marketing, including search engine marketing and lead generation, which is managed by Google certified online marketing professionals. The TORCHx platform is being used by some of the highest producing real estate professionals in the United States. For more information about TORCHx, visit <http://torchx.com> or call [877-293-3543](tel:877-293-3543).

ABOUT WEB.COM

[Web.com Group, Inc.](#) (Nasdaq:WEB) is a global provider of a full range of Internet services to small businesses to help them compete and succeed online. Web.com meets the needs of small businesses anywhere along their lifecycle with affordable, subscription-based solutions including domains, hosting, website design and management, search engine optimization, online marketing campaigns, local sales leads, social media, mobile products, eCommerce solutions and call center services. For more information, please visit www.web.com; follow the company on Twitter [@webdotcom](#) or on Facebook at www.facebook.com/web.com.

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