



WHY RE/MAX?

More Visibility. More Support. More Benefits.



RE/MAX + YOU THE POWER OF THE BRAND



BRAND POWER

No. 1 name in real estate*

When people see RE/MAX, they think of you – the agent they know.

The best agents

You're in good company with the most productive real estate network.**

Worldwide referral network

Trade referrals with more than 110,000 Associates in over 100 countries and territories.



NAME RECOGNITION

Global brand awareness

People everywhere know about RE/MAX and the quality it represents.

National advertising

Widespread, consistent campaigns help bring business to the local level.

Regional strategies

Your regional team delivers targeted messages that resonate in your area.

Personal promotion

Your marketing helps you build personal relationships and connections.



LEADS

remax.com*

It's the most visited real estate franchisor website, generating leads through tens of millions of visits a year.***

LeadStreet*

It turns remax.com visits into leads sent directly to you, with no corporate referral fees.

global.remax.com

A worldwide connection to potential buyers and sellers anywhere and everywhere.



ENRICHMENT OPPORTUNITIES

RE/MAX University*

On-demand education available 24/7, with a mix of guided and self-directed content.

R4* Convention

Your chance to network, learn and celebrate with thousands of colleagues.

ABOVE* and Weekly emails

A constant stream of business-building updates, ideas, news and resources.

MAX/CenterSM

One-stop portal to access RE/MAX services.



MARKETING TOOLS

RE/MAX Design Center

You control the message, mixing brand elements with your own marketing style.

Ad Marketplace

A one-stop shop for billboards and other outdoor marketing.

Social media

Like, pin and retweet key messages to put yourself in the online conversation.

The Dashboard

A monthly collection of marketing, PR and social assets.



GROWTH OPPORTUNITIES

RE/MAX Commercial*

Strength in commercial real estate means more business for everyone.

The RE/MAX Collection*

Distinctive, high-end branding is the perfect choice for marketing your luxury listings.

Children's Miracle Network Hospitals*

The longtime partnership lets people know you care about kids.

*Source: MMR Strategy Group study of unaided awareness. **As measured by residential transaction sides.

***Source: Hitwise data, full-year 2016. 'Real Estate Franchisor websites' identified by RE/MAX.



SUPPORT SERVICES

Approved Suppliers & Shop RE/MAX

More than 100 selected vendors provide products and services you can rely on.

Industry advocacy

Constant efforts on behalf of agents and consumers, at all levels of government.

Strategic partnerships

Aligning with industry groups and others to drive business and provide solutions.



Public relations

Valuable information and tools empower you to build local visibility and credibility.

Trademark enforcement

Ongoing legal efforts to ensure your brand is protected.

TAP INTO THE POWER OF RE/MAX THROUGH THESE INCREDIBLE ONLINE TOOLS

remax.com

LeadStreet

global.remax.com

theremaxcollection.com

remaxcommercial.com

RE/MAX Mobile App

MAX/Center

RE/MAX University

RE/MAX Design Center

shop.remax.net

Ad Marketplace



Visit joinremax.com to learn more about RE/MAX.

