



Build Your Business With RE/MAX[®]

Unstoppable Starts Here



join.remax.com



Together We're a Powerhouse

In-market broker support, a big brand, education, a referral database, user-friendly tools — if it's on your wish list, we likely have it. And when it comes to building your personal brand, the sky's the limit. You can be part of residential, commercial and luxury real estate networks that each hold long-established reputations for delivering results.

RE/MAX: The #1
Name in Real Estate.¹

RE/MAX is in More Countries than
Any Other Real Estate Brand.²
(more potential referral opportunities)



Most Trusted Real Estate Agents
in the U.S. and Canada.³



¹Source: MMR Strategy Group study of unaided awareness.
²RE/MAX has a presence in over 110 countries and territories, more than any of its competitors. ³Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study years 2022-2024 and 2019. Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2021-2024, 2019 and 2017.



Brush Shoulders With the Best

When you walk among top producers, feeling motivated to grow your business is only natural. You'll learn faster. You'll strive for more. And you'll find yourself serving clients with a fresh perspective. See how being part of a hardworking team can energize your career.

In the U.S., RE/MAX agents average **38% MORE** in commissions after their third year with the network, as compared to their first year. After five years with RE/MAX, average productivity is up **64%¹**.

RE/MAX® agents,
on average, outsell
the competition

2 to 1²

RE/MAX®

11.8

transaction sides
per agent²

Competitors 5.2 sides per agent

RE/MAX® Teams

18.1

transaction sides
per agent³

¹2023 analysis of more than 38,000 active U.S. RE/MAX agents who joined RE/MAX on or after 1/1/2012. ²Source: Transaction sides per agent calculated by RE/MAX based on data from 2024 RealTrends Verified Best Brokerages, citing 2023 transaction sides for the 1,327 participating U.S. brokerages that closed 500 transaction sides, excluding 65 who did not report or publish active licensees. RE/MAX average: 11.8. Competitors: 5.2. ³Source: 2024 RealTrends Verified Top Agents and Teams, based on 2023 residential transaction data from participating U.S. agents. Comparing RealTrends Network Affiliation breakouts, brands with 150 agents in each team category are included. "Independents" include affiliates of Leading Real Estate Companies of the World.

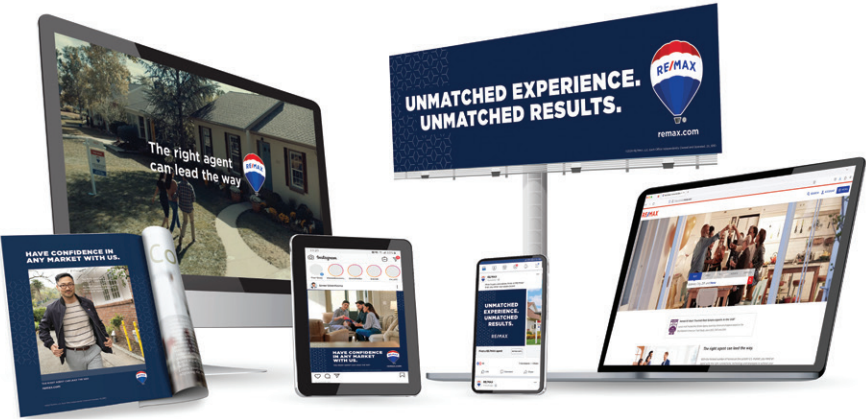
Grow Your Business Locally or Globally

For more than 50 years, the RE/MAX network has helped agents run their businesses in any market condition. Whether it's a recession, low inventory or a global pandemic, RE/MAX agents continue to support and serve buyers and sellers all over the world. In addition, the RE/MAX global network can help you tap into the lucrative international market, giving you access to provide local expertise to global clients, as well as help your local clients buy their dream home abroad.



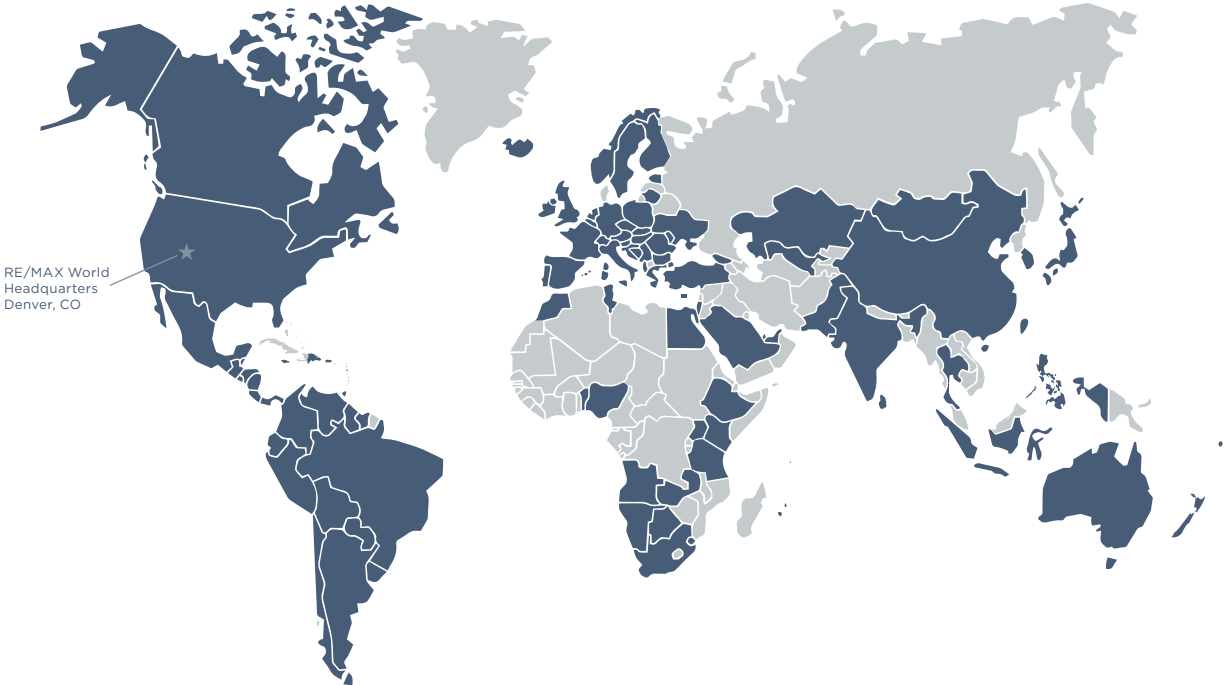
Top-Producing Agents Deserve a Top-of-Mind Brand

RE/MAX is #1 in brand awareness.¹ And when people watch a RE/MAX commercial, click an online ad or see a sky-high sign in a sports arena, they'll think of you — the agent they know. See what that visibility, credibility and trust can do for your business.



4.9 Billion²

Total Media Impressions Expected in 2024



RE/MAX World Headquarters
Denver, CO

9,000+
Offices Worldwide
(As of year-end 2023)

140,000+
Agents Worldwide
(As of year-end 2023)

A Presence in
OVER 110
Countries & Territories
(As of year-end 2023)



¹Source: MMR Strategy Group study of unaided awareness. ²2024 performance estimates based on third-party projection data as well as past performance data. RE/MAX, LLC does not guarantee, and is not in any way responsible for, the accuracy of estimates and third-party data. Data is current as of 1.5.2024. The advertising information provided in this document is subject to change at any time without prior notice. ³RE/MAX first party data for full year 2023. ⁴More visits than any other real estate franchisor website, according to ComScore report of 2023 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. ⁵Global, Agent app, Agent website, MAX/TechSM, MegaphoneSM by RE/MAX, RE/MAX app, remax.com and remax.ca. Internal data, Google Marketing platform, full-year 2023.

REMAX.com: The site consumers see.
Over 138 Million Visits³

RE/MAX

#1 Real Estate Franchisor Site⁴

Compass

75% Fewer Visits⁴

Coldwell Banker

83% Fewer Visits⁴

Keller Williams

85% Fewer Visits⁴

January – December 2023

1.37 million leads generated worldwide
in 2023 for RE/MAX agents.⁵



Open the Door to a New World of Luxury

Better serve your clients who expect a luxury presence with their listing.

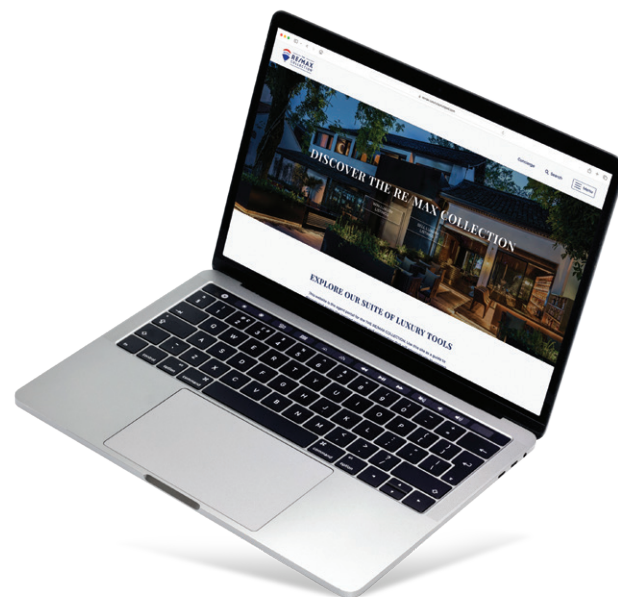
Enjoy access to:

- The RE/MAX Collection® distinctive signage and branding.
- Dedicated luxury website — remax.com/luxury.
- Luxury listings automatically syndicate to [WSJ.com](https://www.wsj.com) and listings \$1M+ also syndicate to [MansionGlobal.com](https://www.mansionglobal.com).
- Certified Luxury Home Specialist™ (CLHMS) designation.
- Luxury Listing Specialist (LUXE) designation.
- Luxury Forum is an annual event that hosts luxury broker/owners and agents to innovate, strategize and hone specialized skills.



The Luxury Launchpad

The launchpad helps luxury agents streamline their business with customizable marketing materials, seamless advertising and a listing planner.



Go Commercial With Confidence

A network founded on freedom and entrepreneurship, RE/MAX Commercial® brokers are free to work any property type in any market.

Enjoy access to:

- MAX/TechSM Commercial
- Commercial Tools and Systems
- Global Referral Network
- Custom Content and Digital Advertising
- Commercial Symposium Event



RE/MAX
COMMERCIAL

60,000+

Worldwide Transactions in 2023

\$17.5 Billion+

Commercial Sales and Lease Volume in 2023¹

14,786

Commercial Brokers²
(As of year-end 2023)

602

Commercial Offices and Divisions
(As of year-end 2023)



OFFICE



RETAIL



INDUSTRIAL



MULTIFAMILY



HOSPITALITY



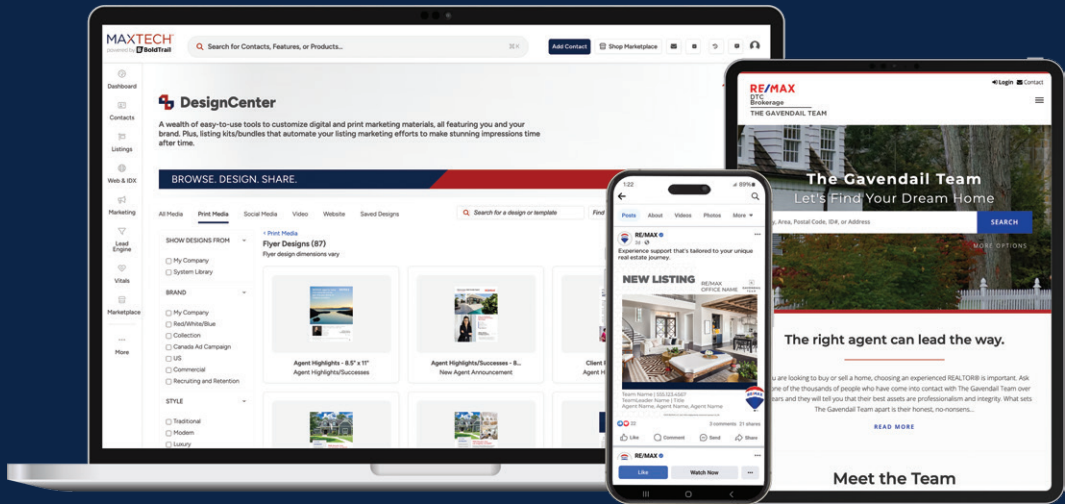
LAND

¹Commercial transactions, sales and lease volume. ²Individuals with the COM or COMRES designation.

Where Teams Go To Be Unstoppable

Whether you're building a team brick-by-brick, or your team is fully established, RE/MAX is the place to set up shop. Why? It's simple: RE/MAX is where teams thrive. From world-class education and networking opportunities to tech and branded marketing, RE/MAX has the resources for teams of any size to find success.

- Personalized Team Website, CRM and Lead Routing (MAX/Tech powered by BoldTrail Team Add-On)
- Team Signage
- Customizable Marketing Materials
- National, Regional and Local Events
- Team-Specific Education, Designations and Certifications



MAXEDUCATION

Learn More and Go Further

At RE/MAX, you'll gain access to world-class content on RE/MAX University® that will help you expand your expertise, diversify your portfolio and take your career to new heights.

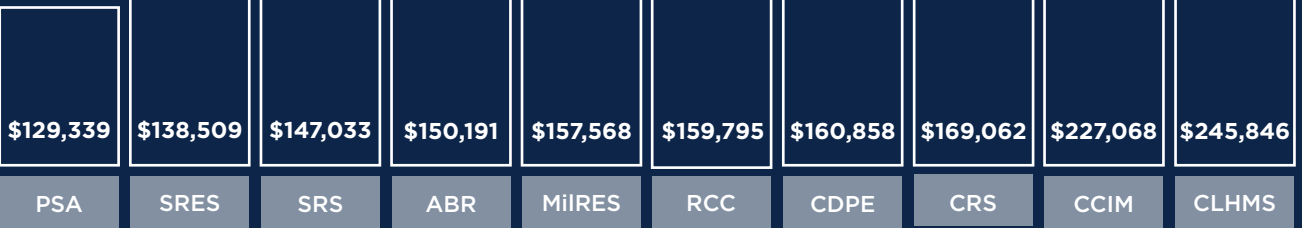
- Strategic relationships with top education organizations.
- Access to a range of certifications, designations and courses.
- Virtual and in-person classes, workshops and events.
- Exclusive RE/MAX Learning Tracks.
- Content from top industry coaches.



The More You Learn, The More You Earn®

The real dollars and cents value of education.

Average
RE/MAX
Commission
Income
\$115,269¹



New agents who engaged with RE/MAX University on average: Closed 44% more transactions and earned 130% more in commissions from year one to year two.²

¹Source: 2024 RealTrends Verified Top Agents and Teams, based on 2023 residential transaction data from participating U.S. agents. Comparing RealTrends Network Affiliation breakouts, brands with 150 agents in each team category are included. "Independents" include affiliates of Leading Real Estate Companies of the World.

¹2023 average commission income for RE/MAX designees in the U.S. ²Based on a study of agents who participated in at least one online RU course during their first year with RE/MAX.

A Culture of Giving

RE/MAX recognizes one integral truth about the real estate business. It's not about buying and selling properties, it's about people. Every transaction is an opportunity to connect with a person, understand their needs and desires and help them achieve their goals. Our commitment to making a difference extends far beyond the real estate market. Whether it's through our longstanding partnership with Children's Miracle Network Hospitals® or the local initiatives and charitable causes supported by our offices and agents, we are dedicated to making a positive impact on the world around us.



Since 1992, the RE/MAX Network has donated over \$200 million¹ to Children's Miracle Network Hospitals. RE/MAX agents and offices have been instrumental in supporting and helping millions of children annually across North America.

12 Million+
Kids and Families
Helped Each Year

170
Hospitals Supported
Across North America

32
Year Partnership

¹Since 1992, U.S. and Canada combined.



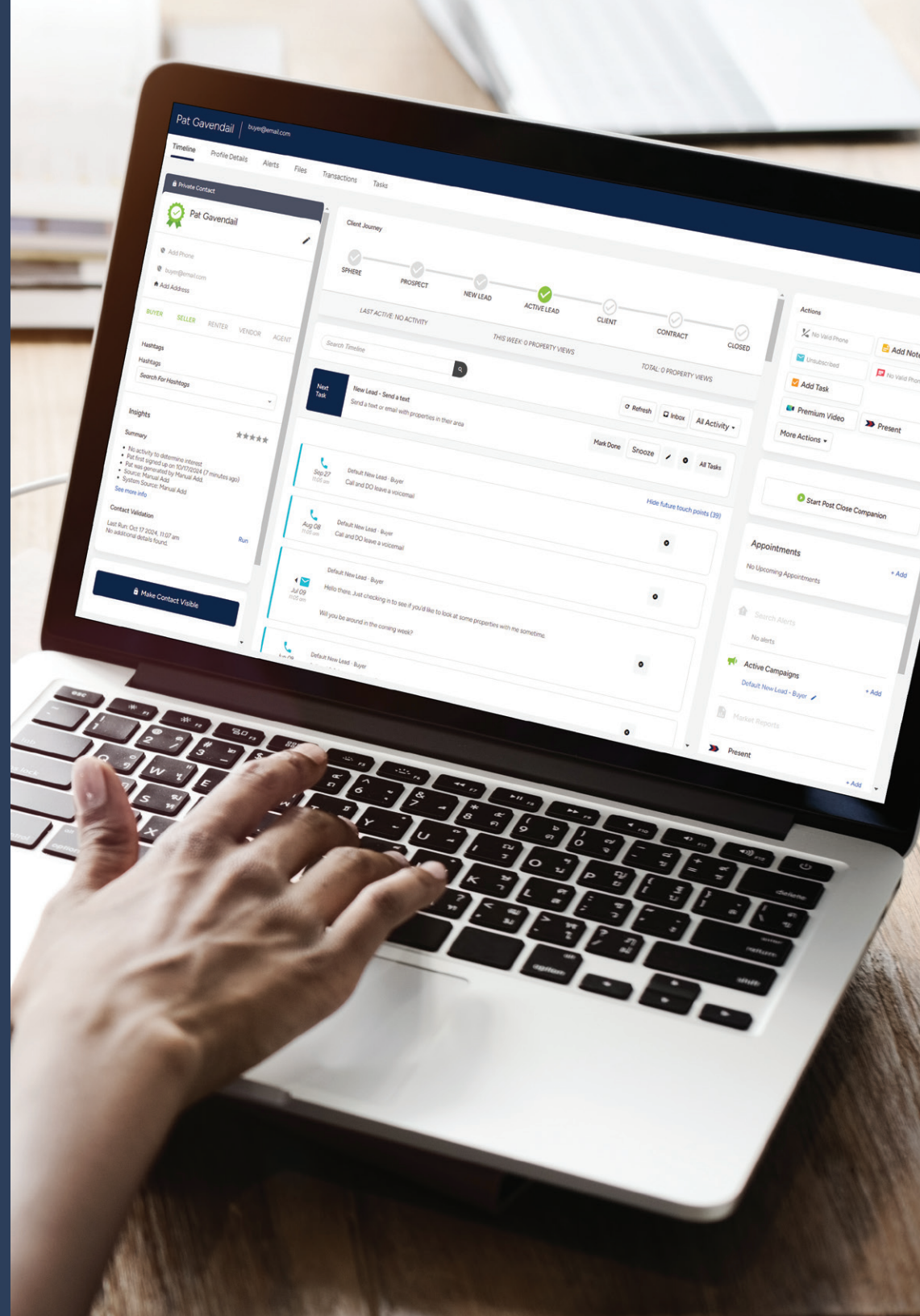
Through partnerships with these national organizations, you can better understand the changing demographics in our country and how they will impact your business.



MAXTECHSM

The RE/MAX Technology Suite Has You Covered

RE/MAX offers a super-sized suite of tools and technology to power your business, all under the umbrella of MAX/Tech. This advanced technology suite is offered exclusively to RE/MAX agents at no additional cost.



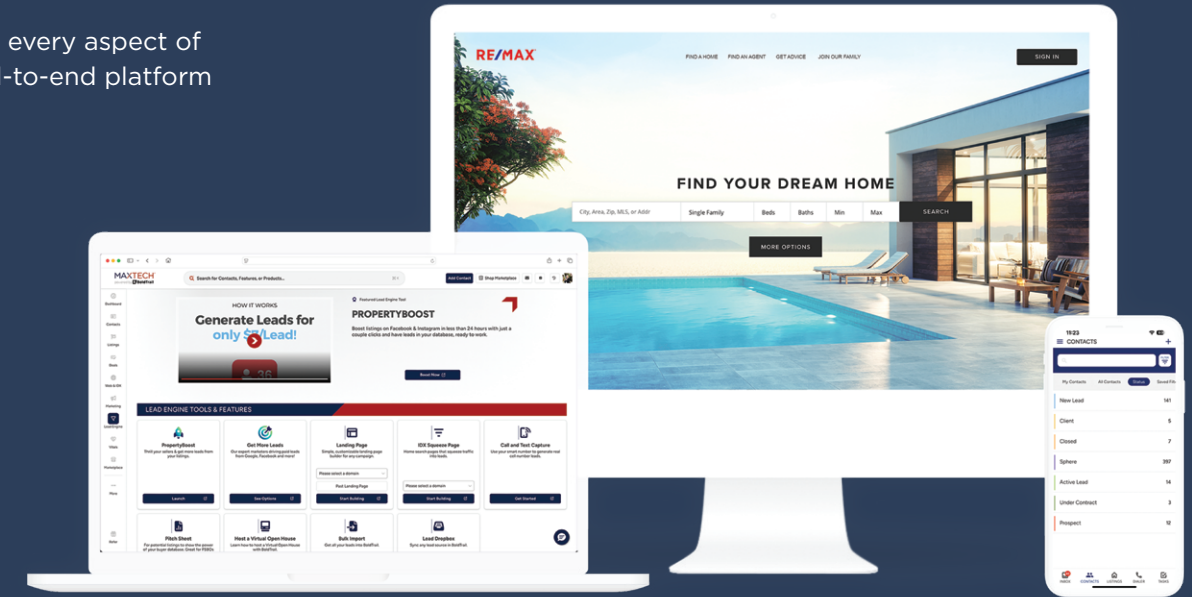
MAXTECHSM
powered by **BoldTrail**

Tools To Build and Operate Your Business

MAX/Tech powered by BoldTrail simplifies and streamlines every aspect of running and managing your business, creating a single end-to-end platform with many solutions for efficiency and growth.

- Customizable IDX Websites
- AI-Powered Smart CRM
- Listing Tools & Presentations
- Robust Marketing Tools
- MAX/Tech Lead Concierge*
- Transaction Management Integration (BackOffice)*
- Smart Email Assistant (Folio)*
- Homeownership Engagement App (CoreHome - new name coming 2025)*

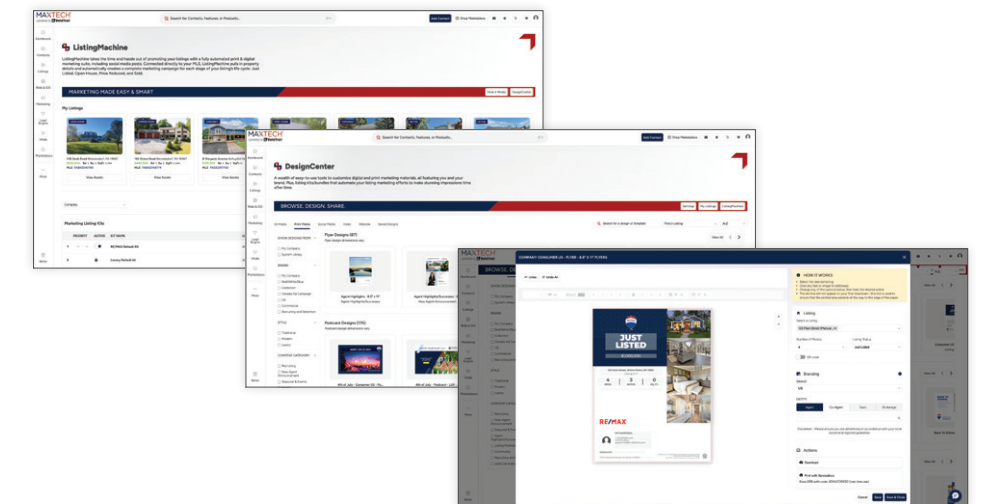
*Available in specific states in the U.S.



Deeper Dive Into Marketing

Build your personal brand, generate leads and market your listings with an array of tools.

- Video and Social Media Marketing
- Email Marketing Campaigns
- Listing Presentations
- Automated Listing Packets
- Customizable Brand Content



Network With the Best in the Business

At RE/MAX, you'll routinely brush shoulders with the best of the best at hundreds of events throughout the year. There's the unforgettable R4® Convention in Vegas, the RE/MAX Ultimate Teams Event, local and international niche events and so much more each year. RE/MAX agents are given the opportunity to get better by being together. Boost your contact list and your career as you mingle with industry leaders and top producers and enjoy next-level access to valuable insights from a worldwide network.



Become Unstoppable With RE/MAX

Experience a culture focused on the resources that lift your business and each other, like supportive broker/owners with relevant field insight, values that make a difference in our communities, worldwide exposure and connections with industry experts. And, of course, talented agents who will inspire you to work toward greatness. Join a local RE/MAX office that is independently owned and operated with a culture, mission and values all their own. To view an expanded and detailed version of each offering within this brochure, plus so much more, visit join.remax.com.





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