



RE/MAX® Value Comparison Checklist

Does your brand measure up?



Below are a number of benefits we've found to be valuable to agents. Check off which ones apply to your brand, and see how they compare to RE/MAX.

BRAND	RE/MAX	YOUR COMPANY
RE/MAX Leads the Industry in Brand Awareness		
Nobody in the World Sells More Real Estate than RE/MAX ¹	✓	
#1 in Brand Name Awareness ²	✓	
RE/MAX: The #1 Name in Real Estate ²	✓	
Most productive: 13.3 Transactions per Agent ³	✓	
RE/MAX teams outproduce competitor teams: 26.6 average transaction sides per Agent . ⁴	✓	
8 out of 10 Homebuyers and Sellers know of RE/MAX ⁵	✓	
Experienced individual agents: Average 15.7 Years in Real Estate ⁶	✓	
Loyal agents: 9.6 Average Years with RE/MAX ⁶	✓	
Referral fee free leads: The RE/MAX referral network allows agents to exchange referrals and obtain leads from around the globe.	✓	
Professional agent and team signage for residential, commercial and luxury.	✓	
Annual awards and recognition programs based on yearly commission levels and career achievements.	✓	
The RE/MAX Collection®: Distinctive branding exclusively for luxury properties.	✓	
RE/MAX Commercial®: Opportunities and branding for commercial real estate brokers.	✓	
RE/MAX Commercial: Consistently named to Lipsey's Top 25 CRE Brands Survey	✓	
Global presence: 110+ Countries and Territories and Over 140,000 Agents Worldwide ⁶	✓	
Media/Advertising & Communications		
Highly impactful national and local advertising campaigns, with premium placements across TV, digital, billboards and print.	✓	
Impressions delivered: Over 3.62 billion RE/MAX branding impressions to consumers in 2022 ⁷	✓	
Billions of dollars have been spent over the years promoting the RE/MAX brand and agents.	✓	

Customizable marketing that ties into the national advertising campaign available for our network to leverage across tv, outdoor, print, radio, digital and social media channels.	✓	
RE/MAX-owned social media channels offer engaging content that helps tell the brand story to consumers and allows you to share content to your own channels. 2.1 Billion+ Impressions Delivered in 2022⁸	✓	
Branded social media images ready to be shared for holidays, personal promotion and more.	✓	
RE/MAX News: Your single source for real estate content including industry news, consumer trends, network stories and corporate announcements. 1 Million+ Page Views Annually⁹	✓	
Keepin' It Real with Nick Bailey: A virtual broadcast hosted by RE/MAX CEO and President Nick Bailey discussing all things real estate with expert guests and audience participation.	✓	
Networking Events		
Annual R4® Global Convention: A collaborative event for agents from around the globe to learn, network and build their referral database.	✓	
In-region Agent Events: Agents can attend a variety of in-region events that could include hearing from industry leaders, masterminding and networking.	✓	
The Ultimate Teams Event: Teams leaders, team members and those wanting to build a team benefit from educational sessions, networking and mastermind.	✓	
The RE/MAX Collection Luxury Forum: Top luxury agents from around the world gather to discuss the luxury market, building their business and connecting with other top agents.	✓	
Commercial Symposium: Commercial Brokers gather to learn, inform and connect on the commercial real estate industry.	✓	
Elite Retreat: An exclusive retreat for the previous year's Pinnacle, Diamond, Titan and Chairman Award winners. The event honors individuals and teams who are at the top of their game with special activities, guest speakers, roundtable discussions and more.	✓	
Children's Miracle Network Hospitals®		
Make a difference in your community with exclusive donation programs and exclusive marketing materials.	✓	
RE/MAX is the exclusive real estate contributor: Affiliates have raised nearly \$200 million in U.S. and Canada since 1992 combined.	✓	
Miracle System allows agents to easily and securely make donations after each closed transaction.	✓	
Industry Associations		
Agents have an opportunity to serve in national policies, regulatory issues and legislation to reduce barriers to homeownership. This can play an integral part in trade missions or local chapter leadership.	✓	
Build relationships with peers serving specific markets, learn about cultural differences and embrace the opportunity to serve.	✓	
Participate in a variety of educational events through leading partners: AREAA, LGBTQ+ Real Estate Alliance, NAHREP, NAR, RESPRO.	✓	
RE/MAX Balloon Program		
Branding: The RE/MAX hot air balloon fleet is the largest in the world.	✓	
Recognition: The RE/MAX hot air balloon is recognized all over the world.	✓	
Promotion: May be available for large scale community events, fairs and festivals.	✓	

EDUCATION

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RE/MAX University®		
Helps agents level-up their professional skills through courses, streamlined technology trainings and access to brokerage-based resources.	✓	
Learning on the go and on demand: Over 2,000 training videos viewable on computers, tablets, smartphones or TVs, discounts on designations and certifications.	✓	
Track progress and discover new opportunities to learn. A virtual coach will also help keep your learning on track.	✓	
Access to global, regional and local sales conferences as well as niche events focused on teams, luxury, commercial and recognition.	✓	
Business-building education: Sales skills, technology, social media, productivity apps, goal setting, lead generation and more.	✓	
RE/MAX University offers courses to help teams develop and grow including Team Fundamentals, Developing High-Performing Teams and Momentum®: Master Team Builder.	✓	
The Certified REAL TEAMS® Team Leader certification, exclusive to RE/MAX, offers teams solutions to help build or improve a team of any size.	✓	
REAL TEAMS Specialty Training includes four agent training courses to support agents at any level to help reach their goals. (Included in Certified REAL TEAMS Team Leader enrollment).	✓	
RE/MAX 101: Liftoff Starts Now. A virtual session that provides an in-depth look at the tools, people and resources to help you grow your business.	✓	
Learning Tracks: Specific education modules for new-to-RE/MAX agents to help them onboard at their own time and pace.	✓	
Coaches Corner: Gain exclusive insights from some of the top coaches in the industry, as well as top producers in the network.	✓	

TECHNOLOGY

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Comprehensive Listing Exposure		
remax.com: #1 Real Estate Franchisor website¹⁰ generating over 120 million visits in 2022.¹¹	✓	
Lead generation: 1.76 million+ leads generated worldwide in 2022 for RE/MAX agents - referral fee free!	✓	
global.remax.com: Listings in 50 languages and 69 currencies; 625,000+ RE/MAX-only listings per month¹²	✓	
remaxcommercial.com: Over 200,000 listings.	✓	
remax.com/luxury: Exclusively for luxury properties listed at twice the average local sales price.	✓	
Lead-generating, customizable agent, team and office websites with real-time IDX home search, rich community pages, home valuation pages, and more to maximize lead capture.	✓	
RE/MAX agent branded mobile app: Make the listings your own and generate leads on any connected device.	✓	
Listings syndicated to: The RE/MAX Collection, The Wall Street Journal, Trulia, Zillow, Homes.com, global.remax.com.	✓	
MAX/Center®		
Centralized location for all RE/MAX systems, profiles and resources: technology, tools, news, logos, marketing resources, global referral network and more.	✓	

MAX/TechSM Powered by kvCORE*		
Lead generation tools allow you to generate new ideas organically or supercharge results with built-in paid advertising.	✓	
An AI-powered smart CRM provides lead validation and scoring, plus follow-up via email, text and phone.*	✓	
Manage all your listings from one central location with built-in social media marketing to maximize exposure while capturing new leads.	✓	
Deep integration into industry leading transaction management platforms makes closing the deal streamlined.	✓	
Behavioral nurturing delivers unique, relevant and timely content, driving engagement across both new leads and personal sphere of influence contacts.	✓	
A branded open house app captures visitors while kicking off follow-up campaigns.	✓	
Over 50 seamlessly integrated add-on solutions like paid advertising, PropertyBoost lead generation, vanity domains and more allow you to customize the platform to meet the unique needs of you and your team.	✓	
Repeat & Referral Business (First®)		
Identify potential sellers most likely to sell in the next 12 months from people you already know.	✓	
Advertising & Marketing (Megaphone by RE/MAX®)		
Easily create and deploy digital ads on special interest websites and social media to promote yourself and your listings.	✓	
Promote active listings with organic social media posts through automation.	✓	
Create template-based marketing materials for download or print.	✓	
Track effectiveness and share results: Metrics available for leads, engagement and awareness.	✓	
Receive real-time notifications when prospects engage with an ad.	✓	
Creatively connect with other agents, buyers and sellers using a full array of RE/MAX-branded animated stickers.	✓	
Video Marketing & Infographics (remaxhustle.com)		
Create, edit and share your own professional quality videos for every need through the RE/MAX Hustle Video Editor.	✓	
Personalize national ad campaign commercials with your name, face and contact information.	✓	
Market listings with customized, eye-catching videos to highlight the home's features.	✓	
Share digital welcome mats and Hustle graphics easily to social channels.	✓	
Social Media Templates & Graphics (Photofy™)		
Share customizable RE/MAX-branded content on social media and in digital marketing through the app-based tool.	✓	
RE/MAX MarketplaceSM		
One-stop shop for the tools, tech and resources to run your business. Approved suppliers offer RE/MAX-branded materials: business cards, yard signs, branded swag, and much more at a discounted rate.	✓	

rem.ax URL Shortener		
Convert long URLs into shorter, cleaner and easily shareable links.	✓	
Measure and track link traffic to continuously improve marketing efforts.	✓	
RE/MAX Product Support		
Timely, professional support.	✓	
Support available via online portal, email, text message and live chat.	✓	



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Current as of May 2023. Offerings are subject to change.

*Telemarketing laws vary from state to state, and it is the caller's responsibility to be aware of and comply with all state and federal telemarketing laws.

¹As measured by residential transaction sides. ²Source: MMR Strategy Group study of unaided awareness. ³Based on U.S. transaction sides per agent calculated from the T3 Sixty Real Estate Almanac Enterprises report, citing 2022 transaction sides, and agent counts, some of which are estimated by T3 Sixty. ⁴Source: RealTrends 2022 "America's Best Real Estate Professionals," based on 2021 residential transactions data from participating U.S. agents. Using RealTrends brand/affiliation breakouts, brands with at least 150 teams qualifying for transaction sides are included. ⁵Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. ⁶All figures are full year or as of year end 2022. ⁷2022 data combined from vendors, Arbitron, Nielson, Google Marketing Platform, other third parties and first-party data combined. Vendor data based on estimated traffic count and TAB (Transportation Audit Bureau). ⁸2022 first-party platform direct data combined with vendor data. Does NOT include numbers from We Are RE/MAX social pages. ⁹Google Analytics, Jan. 1 - Dec. 31, 2022. ¹⁰More visits than any other national real estate franchisor website, according to SimilarWeb report of 2022 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category. ¹¹RE/MAX first-party data for full-year 2022. ¹²Average listings, 2022. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_568