

# RE/MAX COMMERCIAL RESOURCE GUIDE: SYSTEMS, TOOLS AND BRAND MARKETING



Access tools and services at the [RE/MAX Commercial Resource Center](#) by clicking "RE/MAX Commercial" tile within the MAX/Center Apps.

## COMMERCIAL WEBSITES



### [REMAXCOMMERCIAL.COM:](#)

Featuring over 200,000 commercial listings from around the world, the site also offers industry news, market research, access to top producers and much more. It's the go-to source for potential clients to connect with RE/MAX Commercial Practitioners.



### OFFICE AND AGENT PROFILES:

#### Powered by Buildout

All U.S. RE/MAX Commercial Offices, Divisions and Individual Agents can create customized profiles through the Buildout platform at no cost to them. [Learn more about Buildout.](#)

## OFFICE ESSENTIALS



### [RE/MAX COMMERCIAL LOGO:](#)

Download the RE/MAX Commercial logo and brand identity manual from [remaxmarketing.com/brand](#).



### [COMMERCIAL PROPERTY SIGNS:](#)

[Lowen Sign Company](#) • [Dee Sign Company](#)  
[Oakley Signs & Graphics](#) • [BuildASign](#)



### [XPRESSDOCS:](#)

[Office essentials](#), including branded letterhead, envelopes, business cards, labels and more.

## PRINT COLLATERAL



### [COMMERCIAL BROCHURES:](#)

These brochures make a compelling case for clients and practitioners to consider working with RE/MAX Commercial.



### PRINTED MATERIALS:

Materials such as posters and pocket folders featuring RE/MAX Commercial branding can be found through [Xpressdocs](#).

## PRESENTATIONS



### [COMMERCIAL POWERPOINT PRESENTATION:](#)

Brokers, this customizable PowerPoint presentation can help communicate the value of RE/MAX. The presentation highlights the many benefits of RE/MAX Commercial, including the entrepreneurial business model, global reach, CRE agent performance and more.

## TRAINING & EDUCATION



### RE/MAX UNIVERSITY

Specialized [training and educational resources](#) for commercial real estate professionals.

## MARKETING MATERIALS



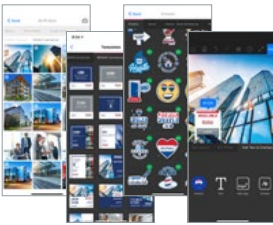
### **MEGAPHONE BY RE/MAX®** **AVAILABLE ON MAX/CENTER:**

Access a variety of customizable assets to promote your properties or services.



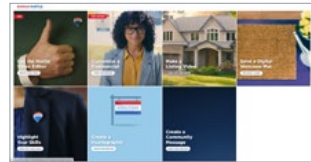
### **PRINT & SOCIAL ASSETS:**

With a modern look and compelling messaging, these ads promote RE/MAX Commercial and showcase the brand's website and online listings. Readers are encouraged to visit [remaxcommercial.com](http://remaxcommercial.com).



### **PHOTOFY:**

Easily create professional RE/MAX Commercial branded content for your social media and digital channels. Attract new clients, or stay in touch with existing ones with our library of customizable social-media-ready templates.



### **RE/MAX HUSTLE:**

Impress prospects and clients by highlighting your skills with the Hustle Video Editor, Hustlegraphic, Community Message to quickly create your own masterpiece.

## COMMERCIAL VIDEOS



### **WHY RE/MAX COMMERCIAL:**

This video highlights the network's market segment coverage and vast global footprint. View and share with potential recruits and clients!

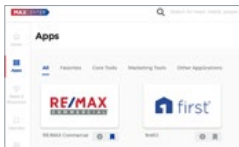


### **COMMERCIAL ADVERTISING CAMPAIGNS:**

With a modern look and compelling messaging, these ads promote RE/MAX Commercial and showcase the brand's reach.

Visit [remaxcommercial.com](http://remaxcommercial.com)

## RE/MAX COMMERCIAL DATA & NETWORKING RESOURCES



### **RE/MAX COMMERCIAL ON MAX/CENTER:**

Access the latest RE/MAX Commercial news, updates and tutorials and resources from the 'RE/MAX Commercial' tile on MAX/Center.



### **RE/MAX COMMERCIAL FACT SHEET:**

Provides RE/MAX Commercial facts at a glance.



### **SOCIAL MEDIA RESOURCES:**

Join the conversation and connect with fellow Practitioners through the official RE/MAX Commercial LinkedIn and Facebook groups.



### **MAX/CENTERGO:**

Stay up-to-date on the latest RE/MAX Commercial news, resources and updates.

## STRATEGIC ALLIANCES

**AREAA:** AREAA represents a broad array of commercial and residential real estate, mortgage and housing-related professionals. [areaa.org](http://areaa.org)

**Buildout:** A comprehensive, syndication-based commercial listing management platform offered to RE/MAX Affiliates at no additional cost. [buildout.com](http://buildout.com)

**CCIM (Certified Commercial Investment Member):** Commercial real estate's global standard for professional achievement. [ccim.com](http://ccim.com)

**ICSC (International Council of Shopping Centers):** The premier resource for the retail real estate industry. [icsc.org](http://icsc.org)

**NAR:** The National Association of REALTORS® is America's largest trade association, representing 1.3 million members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries. [nar.realtor](http://nar.realtor)

**Realtors Land Institute:** Membership organization created for and by land experts. [rliiland.com](http://rliiland.com)

**RPR (Realtors Property Resource):** Comprehensive data, powerful analytics and client-friendly reports for each of NAR's constituencies. [narpr.com](http://narpr.com)

**SIOR:** The Society of Industrial and Office Realtors. [sior.com](http://sior.com)

For more information, and to view other Strategic Alliances, visit the RE/MAX Commercial app on MAX/Center.

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