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RE/MAX Debuts ‘Reinvented’ RE/MAX University®

A dramatically upgraded learning platform aims to help agents and brokers grow their professional expertise

DENVER – RE/MAX®, the #1 name in real estate*, today announced a comprehensive reinvention of its RE/MAX University platform, an exclusive-to-RE/MAX learning hub designed to help each agent level-up their professional expertise. Built on intuitive new technology, RE/MAX University offers affiliates a modern, simplified experience as they access relevant educational resources via desktop or mobile devices.

Designed for RE/MAX professionals at any stage of their career, the platform leverages artificial intelligence to recommend learning courses and materials based on each affiliates’ learning interests. The enhancements advance the strong educational foundation at RE/MAX, which disrupted the industry by unveiling its one-of-a-kind RE/MAX Satellite Network in 1994. The original RE/MAX University grew from that RSN innovation, and RE/MAX has been a leader in learning ever since. In fact, RE/MAX has found that agents who engaged with RE/MAX University, on average, closed 29%-38% more transactions and earned 31%-233% more in commissions**.

“This is a major enhancement to our industry-leading services. We’ve built an app and system that helps make great agents even better at helping homebuyers and sellers achieve their real estate goals,” says RE/MAX President Nick Bailey. “The reinvented RE/MAX University puts agents in control of when, where, what and how they learn. Like never before, they’re in the driver’s seat when it comes to building their business and sharpening their skills in the areas they find most important. At RE/MAX, we believe the more you learn, the more you earn.”

With the reinvented RE/MAX University, RE/MAX agents and brokers can:

- Access thousands of educational videos, downloadable resources, webinars and more.
- Browse courses and other content by the task or goal they would like to improve, such as:
 - Marketing their expertise
 - Generating and handling leads
 - Caring for buyers and sellers
 - Nurturing repeat business and referrals
- Organize and share courses, uploaded content and streaming links in training playlists. Brokers can even coach individual agents with content recommendations and monitor agent progress through private coaching reports.
- Receive support from a virtual coach to keep their learning on track.
- Experience intuitive search. The new RE/MAX University search engine makes it easy for agents to find what they’re looking for by topic or description, even if they don’t know what the course or resource is called.

Because a big challenge with education is cutting through the noise, the new platform recognizes each visitor and presents content that is relevant to them and their location. For instance, Canadian affiliates will see content applicable to laws and systems in their country rather than having to dig through U.S. programming. The result is a better experience and deeper engagement with education that matters most.

Adds Bailey: “Having been a leader in the real estate industry for decades, RE/MAX understands markets are constantly fluctuating. Ensuring our affiliates have the resources available to them to be successful in any type of market is our top priority as it is the key to their long-term success. The RE/MAX University we’ve had for years has always been great, but this reinvented RU is off the charts. It’s going to make a real difference to our affiliates and the consumers they work with.”

* Source: MMR Strategy Group study of unaided awareness

** Agents included in the study participated in at least one RE/MAX University course during their first year with RE/MAX. As measured across 4 agent cohorts relative to the remaining agent population. A statistically significant correlation for agent retention was found in 3 of the 4 cohorts.

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About the RE/MAX Network

As one of the leading global real estate franchisors, RE/MAX, LLC is a subsidiary of RE/MAX Holdings (NYSE: [RMAX](#)) with more than 140,000 agents in more than 110 countries and territories. Nobody in the world sells more real estate than RE/MAX, as measured by residential transaction sides. 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. RE/MAX agents have lived, worked and served in their local communities for decades, raising millions of dollars every year for Children's Miracle Network Hospitals® and other charities. To learn more 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 news.remax.com.
