



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: 16.1 Transactions per Agent ³	✓	
8 out of 10 Homebuyers and Sellers know RE/MAX ⁵	✓	
Experienced agents: Average 15.3 Years in Real Estate ⁴	✓	
Loyal agents: 9.2 Average Years with RE/MAX ⁴	✓	
Referral fee free leads: The RE/MAX referral network allows agents to exchange referrals and obtain leads from around the globe.	✓	
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 practitioners.	✓	
RE/MAX Commercial: Named to Lipsey's Top 25 CRE Brands Survey for 9 consecutive years.	✓	
Global presence: 110+ Countries and Territories and Over 140,000 Agents Worldwide ⁴	✓	
Media/Advertising & Communications		
Highly impactful national and local advertising campaigns, with premium placements across TV, digital, billboards and print.	✓	
Impressions delivered: Over 3.3 billion RE/MAX branding impressions to consumers in 2021 ⁶	✓	
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. 559.2 Million+ Impressions Delivered in 2021 ⁷	✓	

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 Annually⁸	✓	
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.	✓	
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 over \$185 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, NAREB, 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

RE/MAX

YOUR
COMPANY

RE/MAX University®

Helps agents level-up their professional skills through courses, streamlined technology trainings and access to brokerage-based resources.	✓	
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Learning on the go and on demand: Over 1,000 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 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

RE/MAX

YOUR
COMPANY

Comprehensive Listing Exposure

remax.com: **#1 Real Estate Franchisor website generating over 105 million visits in 2021.**⁹

✓

Lead generation: **1.95 million leads generated worldwide** in 2021 for RE/MAX agents – referral fee free!

✓

global.remax.com: **Listings in over 50 languages and 68 currencies; 754,500+ RE/MAX-only listings**¹⁰

✓

remaxcommercial.com: Over 200,000 listings.

✓

remax.com/luxury: Exclusively for luxury properties listed at twice the average local sales price.

✓

Lead-generating, personally branded, customizable agent, team and office websites: rich, searchable, shareable and easy to use.

✓

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.

✓

Contact & Lead Management

Collect, organize and connect with your contacts and leads with this essential productivity tool.

✓

Integrated lead management with online sources.

✓

Campaigns: Stay in contact with your sphere through single send and drip email campaigns.

✓

Deal Manager: Automate routine tasks and stay on top of every deal-related detail.

✓

Listing Manager: Manage and edit details of your listings or control where your listings are syndicated.

✓

Repeat & Referral Business (First*)		
Identify potential sellers most likely to sell in the next 12 months from people you already know.	✓	
Advertising and Marketing (Megaphone SM 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 and 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 and Graphics (Photofy TM)		
Share customizable RE/MAX-branded content on social media and in digital marketing through the app-based tool.	✓	
RE/MAX Marketplace SM		
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.	✓	

BUILD YOUR BUSINESS WITH RE/MAX.

joinremax.com

Current as of April 2022. Offerings are subject to change. 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 2021 transaction sides, and agent counts, some of which are estimated by T3 Sixty. ⁴All figures are full year or as of year end 2021. ⁵Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. ⁶2021 data combined from vendors, Nielsen, Arbitron and other third parties. Vendor data based on estimated traffic count. 2021 Google Marketing Platform and first-party data combined. Excludes organic search impressions. ⁷Source: Socialbakers full-year 2021 data for combined social media impressions. ⁸Source: Quantum Metrics, Jan.1-Dec. 31, 2021. ⁹Source: RE/MAX first-party data for full-year 2021. ¹⁰Source: More visits than any other national real estate franchisor website, according to SimilarWeb report of 2021 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category. ¹⁰Average listings, 2021. ©2022 RE/MAX, LLC. Each Office Independently Owned and Operated. 22_304459