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## New Resources, Bold Initiatives, Modern Branding Take Center Stage at Annual RE/MAX R4 Convention

*The event in Las Vegas showcased the power of trusted, productive professionals and the modernization of the real estate industry's leading brand*

**Denver** – At this year's R4® convention, RE/MAX®, the #1 name in real estate\*, unveiled bold new resources to elevate its value proposition and reinforce its commitment to over 145,000 agents around the world. With a focus on helping its network of affiliates win more listings in today's competitive landscape, RE/MAX is expanding and modernizing its services, technology and strategic programs.

The convention kicked off on Monday, February 24, with thousands attending an Opening General Session focused squarely on professionalism. Throughout the session, RE/MAX Holdings CEO Erik Carlson emphasized that RE/MAX is a network of trusted, productive professionals armed with a growing number of modern, forward-looking competitive advantages. That point was brought home in a discussion between Carlson, RE/MAX EVP of Marketing, Communications and Events Abby Lee and host Brian Buffini, the legendary founder of Buffini & Company.

"We are reintroducing the RE/MAX brand and improving the value proposition," said Carlson. "We're leaning in to support this great network. Most importantly, we are helping agents win more listings, make more money, do it in less time and bring broker profitability back to this business."

Announcements made during the Opening General Session include:

- **Digital-First Branding:** RE/MAX unveiled a refresh of its logotype and balloon logo – designed to modernize the branding online and on social media. The dynamic visual identity will help RE/MAX affiliates present themselves in a contemporary way across all digital platforms.
- **Leveling Up Professionalism:** Through a deeper relationship with Buffini & Company, RE/MAX affiliates will have greater access to the 100 Days to Greatness foundational course, which will be integrated into the MAX/Tech<sup>SM</sup> powered by BoldTrail CRM, and the Certified Full-Service Professional (CFSP) designation.

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- **MAX/Engage:** An easy-to-use social influencer platform, which provides trending content and shareable posts, features a reward and competition component. It aims to amplify the brand across social channels and throughout the RE/MAX network, encouraging agents to embrace the brand's tools, culture, and education.
- **MAX/Marketing:** Exciting new marketing tools are available for RE/MAX, including the successful MAX/Tech Lead Concierge, AI-powered website enhancements, and automated newsletters through Keeping Current Matters. New features will include an expansion of design center automation, a marketing platform for listing ads and branding, and the HomeView<sup>SM</sup> app for easy communication and post-sale engagement with clients.
- **MAX/Refer:** Coming soon, a new, full-service global referral system will be available with AI layered in to easily enable an agent to find the right referral partner and track everything, including the referral fee being paid.

Also emphasized was a focus on the optimization of MAX/Tech<sup>SM</sup> powered by BoldTrail. The platform will expand with several integrated partnerships to help agents win listings, increase earnings, save time, and enhance brokerage profitability.

"Being good isn't good enough. We're about being the greatest in the real estate profession. We are truly the only ones who can fill the void of trusted, professional and productive," said Lee.

"One thing that is so important is how you show up online," Lee added. "Ninety-seven percent of consumers start there, and 75% of consumers rate a company on how they show up online. We did a lot of hard work to see how we could show up differently – how our agents could show up better day in and day out on socials and in digital advertising."

Carlson said, "The reputation and the trust people have in us is real; it's built family by family, dream by dream, and life changing transaction by life changing transaction – built over decades of showing up, doing right, being great and treating this profession as the calling it is."

Equally important to leading the real estate industry is the commitment from RE/MAX to give back. The event also celebrated the RE/MAX network's partnership with Children's Miracle Network Hospitals, which has donated more than \$218 million since 1992, including more than \$4.9 million USD in the U.S. and \$5.5 million CAD in Canada in 2024. The RE/MAX Miracle Home and Miracle Property Program enables agents to donate a portion of every sale to their affiliate of Children's Miracle Network Hospitals in their clients' names, making a positive impact on communities.

There were also annual awards celebrations recognizing agents, teams and brokerages for their outstanding contributions to their clients, communities and the RE/MAX network.

The four-day event concluded February 27 with an exclusive concert performance by OneRepublic, the Grammy Award-nominated pop band.



\* Source: MMR Strategy Group study of unaided awareness.

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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 145,000 agents in nearly 9,000 offices and a presence 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](http://www.remax.com). For the latest news about RE/MAX, please visit [news.remax.com](http://news.remax.com).

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