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REMAX Expands Global Footprint with New Master Franchise in Côte d'Ivoire and Office Launch in Bahrain

New owners seek to leverage international presence of REMAX to connect their countries with global audience of buyers, investors.

Denver — REMAX®, the #1 name in real estate*, is proud to announce two new international milestones: the sale of master franchise rights in Côte d'Ivoire, furthering its prominence across Western Africa, and the opening of a franchised brokerage in Bahrain. These developments strengthen the brand's global footprint and worldwide network, which has a presence in over 110 countries and territories.

"We're excited to welcome Côte d'Ivoire into our growing global network. The entrepreneurs leading this promising region have clear vision for success and, under their guidance, many real estate professionals will have access to exceptional opportunities," says Shawna Gilbert, RE/MAX Senior Vice President of Global and Commercial.

The Côte d'Ivoire region will be led by Constant Tanflotien, Aboubacar Coulibaly and Tibo Guigma-Premillieu. Recognizing a unique opportunity to bring the REMAX brand to this evolving market, the trio aims to leverage the brand's globally recognized name, agent-centric business model, and cutting-edge technology to establish trust and credibility in the region's evolving real estate market.

"Seeing agents thrive with REMAX, deliver superior service and drive real economic impact in our communities is truly inspiring," says Tanflotien. "We also look forward to leveraging the REMAX global network to attract international investors and position Côte d'Ivoire as a prime real estate destination in West Africa."

In Bahrain, REMAX Premier officially opened on May 1 and is in the Seef District in Manama – one of the country's most dynamic commercial and residential hubs. Strategically located, the office is well-positioned to serve a wide range of clientele – from local homeowners to international investors.

REMAX Premier is owned by Dr. Khaled Mahmood Mohamed AlSharfaa and Mrs. Layla Ahmed Hasan AlAnsari who appointed Mr. Sarie Abukhalil – a seasoned real estate professional – to run and manage the office.

"Joining REMAX has been both a strategic and passionate decision for us," says Abukhalil. "Bahrain is a growing market with international appeal, and being part of a globally recognized brand like REMAX instantly elevates our credibility and reach."

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Though newly established, the REMAX Premier leaders have an ambitious growth strategy. They aim to recruit forward-thinking agents eager to merge local expertise with global tools. The office plans to explore cross-border collaborations and launch specialized divisions for residential, commercial and luxury real estate.

The news of Bahrain and Côte d'Ivoire follow the exciting announcement from REMAX about new master franchise rights sold in Cabo Verde, also in West Africa, in late 2024.

“People recognize REMAX all around the world – and it’s the network of outstanding professionals that make REMAX the trusted, productive and unstoppable brand it is,” Gilbert adds. “It’s our priority to provide global affiliates with the best resources, tools and support they need to build their businesses bigger than ever before.”

* Source: MMR Strategy Group study of unaided awareness

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About the REMAX 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 REMAX, as measured by residential transaction sides. REMAX 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. REMAX 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 REMAX, to search home listings or find an agent in your community, please visit [remax.com](https://www.remax.com). For the latest news from REMAX, please visit news.remax.com.

