



Marketing Studio FAQ

June 30, 2026

What is Marketing Studio?

Marketing Studio is a new REMAX platform launching that features the premier listing material on the market. Powered by AI, it generates professionally designed marketing materials for REMAX affiliates in the U.S. and Canada. The platform's initial offerings, which will expand over time, include automated marketing packages for new and active property listings. A base, no-cost package includes postcard templates, digital and social image and video materials. Users can also access a menu of advanced ad campaign options – such as targeted social ads, Google placements, and/or listing platform boosts – available for purchase, with shareable performance tracking.

When does it launch?

Marketing Studio is live.

Who has access to Marketing Studio?

All affiliates in the U.S. and Canada, including U.S. affiliates in Independent Regions.,

How does someone access Marketing Studio?

Affiliates with a MAXCenter account are automatically enrolled in Marketing Studio and will receive emails when new marketing opportunities for their listings and/or themselves become available. Marketing Studio can also be accessed through a tile in MAXCenter.

What can affiliates do to make sure they receive their listing materials?

Affiliates should make sure they have the MLS ID(s) entered into their MAXProfile on MAXCenter so they are correctly associated with their listings.

What is currently included in Marketing Studio?

Digital options available for purchase for increased exposure include:

- Targeted Facebook, YouTube and/or Instagram ads
- Google display ads
- Google search ads
- AI-generated listing videos

- Custom video promotions
- Realtor.com Spotlight Listing promotion
- REMAX Boosted Listing promotion
- Exclusive REMAX marketing subscriptions
 - REMAX+Canva
 - MAX AI-assistant
 - Automated promotions
 - Easy Reviews & Local Market Reviews (coming soon)

How does an affiliate engage in Marketing Studio?

When an agent's or team's new listing is uploaded to the MLS, they'll receive an email from Marketing Studio (MarketingStudio@notifications.remax.com) that includes information for launching an ad campaign and a direct link to the campaign assets.

From there, agents and teams can preview the campaign, make edits and select the exact package they want. They can download the free assets and/or choose from robust, paid digital campaigns to extend the reach of a listing even further. Once confirmed, the campaign runs automatically with no additional steps needed.

Each campaign uses AI to customize ad copy and targeting.

What will be coming later?

Part of the beauty of Marketing Studio is its ability to evolve continually to fit the marketing needs of Broker/Owners, agents and teams.

Coming soon are:

- Turnkey print campaigns
- Print mailers
- Lead generation campaigns
- Dynamic integrations
- Recruiting campaigns
- Much more

What can Broker/Owners expect from Marketing Studio in the future?

Broker/Owners will soon have the flexibility to customize Marketing Studio to their brokerage, where they can control branding, messaging, cost coverage (who pays for premium services), and what's available for each office, team or agent.

What value does Marketing Studio provide for Broker/Owners, agents and teams?

Marketing Studio consolidates the best marketing listing assets REMAX has into one simple agent checkout experience. It replaces the need for agents to learn and navigate multiple marketing platforms. Broker/Owners, agents, and teams can produce ready-to-go paid and organic digital and print campaigns with just a few clicks.

Driven by powerful REMAX data from remax.com and remax.ca, Marketing Studio delivers the best possible performance for marketing campaigns. Combining AI and REMAX data, campaigns automatically market to likely prospective buyers of a seller's home.

The easy-to-access dashboard within Marketing Studio provides agents and teams with easily digestible analytics. With a click they can share the dashboard directly with their sellers, who can see live-time analytics on campaigns.

Marketing Studio helps agents continue to focus their time on winning more listings and building strong, lasting businesses – and also helps brokerages become more profitable.

Marketing Studio isn't just another marketing platform. It's a faster, smarter solution built for the way agents actually work.

Are there any “done for you” type of service offerings with Marketing Studio?

Yes, automation is a key part of the program. When there is a new listing, the agent will get an email to remind them to promote it with social and/or web ads. More offerings are to come soon via that same listing trigger.

There are also automated property and personal promotional advertisement opportunities, where a user can choose the program they want to run for all listings or on a monthly basis. A reminder email to make any edits or select add ons will be sent 24 hours prior to campaign launch.

Can brokers designate a manager/staff/marketing person to manage Marketing Studio for agents?

Not currently. Agents receive the email and have the option of selecting the free assets or the paid social campaigns for the listing. This will be part of broker customization soon.

What designs are available?

At launch, the system will offer a single template design, which the affiliate or team can customize. As Marketing Studio expands, more templates will be added.

Can the template be customized for teams?

Yes. The picture and name can be changed to make the assets easily useable by teams.

Do all the materials have the refreshed REMAX branding?

Yes.

Are materials available in languages other than English?

Currently, all materials are available only in English. Language translations are planned for the future.

Can campaigns be changed once live?

No. Once a campaign is live, it can no longer be adjusted. To make any changes, the affiliate or team would simply stop the first campaign and launch a new one.

Can an affiliate or team use Marketing Studio on a listing that's already on the market?

Yes. Although agents won't receive an email for a listing already on the market, they can access the platform via the Marketing Studio tile in MAXCenter to build a campaign for it.

How long does it take for a campaign to go live?

The free assets will be available for download shortly after the listing gets to the MLS. For purchased packages, the timeline is:

- Facebook, YouTube and Instagram Ads: within 24 hours
- Google Display Ads: within 48 hours
- Google Search Ads: within 48 hours

Once a campaign is live, can an affiliate or team track its metrics?

Yes! The link affiliates use to purchase or download listing assets also enables them to access a landing page with detailed analytics on the social campaigns they have purchased.

If affiliates don't see the link or email, they can log in through the Marketing Studio tile in MAXCenter. After signing in, they'll be directed to their dashboard and will be able to view analytics via the 'Campaigns' button on the left hand menu.

What reporting is available?

The dashboard shows campaign delivery, participation and results – including impressions, clicks, and performance by the listing or agent.

Can a campaign be shared with the seller?

Yes. Agents will receive an email when the campaign goes live with a link to a real-time dashboard. Inside the dashboard, agents can invite their seller to view the campaign's performance metrics.

What happens if the property sells before the campaign is completed?

All active campaigns end as soon as the property changes status.

How will affiliates and teams know when a campaign is live?

Affiliates will receive an email from Marketing_Studio@notifications.remax.com when the campaign is live. Most campaigns go live instantly or within a few hours.

What happens if an affiliate or team has not received the email for a new listing?

Once a listing hits the MLS it can take a few hours for the data to populate and be ready for the custom marketing assets and campaigns. If the affiliate does not receive an email within one business day, they should contact REMAX Customer Support.

How does an affiliate or team request a refund?

All requests for refund must be sent to REMAX Customer Support (customersupport@remax.com) within 24 hours of the campaign going live.

Where can an affiliate find additional support?

Affiliates can contact REMAX Customer Support in the following ways:

- **Online:** [MAXCenter](#) > Customer Support (link in left column) > "Chat with an Expert" or "Submit a Case"
- **Email:** customersupport@remax.com
- **Text/Call:** (888) 398-7171