



# Value Comparison Checklist

## Where does your brand stand?

In today's competitive market, aligning with the right brand can be the difference between growth and stagnation. Use this checklist to compare your current brand's value proposition with that of REMAX Canada — the country's #1 name in real estate\*.

| Brand Power                                                                                                                                                                                                | REMAX | YOUR COMPANY |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------------|
| Canadian executive leadership and national head office.                                                                                                                                                    | ✓     |              |
| <b>#1 brand in residential sales volume</b> in 2025. <sup>1</sup>                                                                                                                                          | ✓     |              |
| <b>#1 brand in residential transaction sides</b> in 2025. <sup>2</sup>                                                                                                                                     | ✓     |              |
| <b>#1 brand in agent productivity</b> with an average of 13.8 sides per agent. <sup>3</sup>                                                                                                                | ✓     |              |
| <b>#1 brand for total brand awareness.</b> <sup>4</sup>                                                                                                                                                    | ✓     |              |
| <b>#1 brand for agent count in Canada.</b> <sup>5</sup>                                                                                                                                                    | ✓     |              |
| Global brand with a presence in over 120 countries and territories.                                                                                                                                        | ✓     |              |
| REMAX® agents are <b>Voted the #1 Most Trusted Real Estate Agents in Canada, year after year.</b> <sup>6</sup>                                                                                             | ✓     |              |
| <b>Nobody in the World Sells More Real Estate than REMAX.</b> <sup>7</sup>                                                                                                                                 | ✓     |              |
| REMAX: <b>Voted the Most Reputable Real Estate Company in Canada.</b> <sup>8</sup>                                                                                                                         | ✓     |              |
| <b>REMAX is 3x more likely to be recommended than other real estate brands.</b> <sup>9</sup>                                                                                                               | ✓     |              |
| <b>REMAX is 3x more likely to be considered than other real estate brands.</b> <sup>10</sup>                                                                                                               | ✓     |              |
| Productive Teams: <b>Average Transaction per Agent on a REMAX Team: 11.2</b> <sup>11</sup>                                                                                                                 | ✓     |              |
| <b>Over 90% of homebuyers and sellers know of REMAX.</b> <sup>12</sup>                                                                                                                                     | ✓     |              |
| Most Experienced: <b>Average 13.7 Years in Real Estate.</b> <sup>13</sup>                                                                                                                                  | ✓     |              |
| Loyal Agents: <b>Average 10.2 Years with REMAX.</b> <sup>13</sup>                                                                                                                                          | ✓     |              |
| <b>Remax.ca is the most visited real estate franchisor website.</b> <sup>14</sup>                                                                                                                          | ✓     |              |
| <b>REMAX has the highest search interest on Google.com among real estate brokerage brands in Canada for over eight years.</b> <sup>15</sup>                                                                | ✓     |              |
| Professional agent and team yard signage for residential, commercial and luxury.                                                                                                                           | ✓     |              |
| Annual awards and recognition programs based on yearly commission levels and career achievements.                                                                                                          | ✓     |              |
| The REMAX Collection®: Distinctive branding exclusively for luxury properties.                                                                                                                             | ✓     |              |
| REMAX Commercial®: Opportunities and branding for commercial real estate brokers.                                                                                                                          | ✓     |              |
| REMAX Commercial: Consistently named to Lipsey's Top 25 CRE Brands Survey.                                                                                                                                 | ✓     |              |
| <b>Media/Advertising &amp; Communications</b>                                                                                                                                                              |       |              |
| <b>REMAX is the voice of real estate in Canada, with 2.5 billion PR impressions expected in 2026.</b> <sup>16</sup>                                                                                        | ✓     |              |
| REMAX Blog: Dozens of articles covering a range of topics, including industry updates, brand wins, PR reports, market trends and more. <b>2.5 million total page views expected in 2026.</b> <sup>16</sup> | ✓     |              |

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| Sports Sponsorships: The only real estate brand that is the official sponsor of the WHL, Canucks, Flames, Whitecaps, Oilers and also the Official Real Estate Agents of the NBA in Canada. <b>597.8 million sports marketing impressions expected in 2026.</b> <sup>16</sup>                                                                           | ✓ |  |
| Official Real Estate Partner of INDYCAR team, Meyer Shank Racing. <b>320.7 million impressions expected in the U.S. and Canada combined in 2026.</b> <sup>16</sup>                                                                                                                                                                                     | ✓ |  |
| Highly impactful national and local advertising campaigns with premium placements across TV, digital, billboards and more.                                                                                                                                                                                                                             | ✓ |  |
| Impressions delivered: <b>4.6 million REMAX branding impressions to consumers expected in 2026.</b> <sup>16</sup>                                                                                                                                                                                                                                      | ✓ |  |
| Billions of dollars have been spent over the years promoting the REMAX brand and agents.                                                                                                                                                                                                                                                               | ✓ |  |
| The REMAX hot air balloon fleet is the largest in the world, with 106 balloons worldwide, expected to generate 9.5 million impressions and complete 310 flights in Canada in 2026. <sup>16</sup>                                                                                                                                                       | ✓ |  |
| Customizable marketing that ties into the national advertising campaign available for agents to leverage across TV, outdoor, print, video, digital and social media channels.                                                                                                                                                                          | ✓ |  |
| REMAX Contests: Ready-made campaigns you can use to create client touchpoints, drive engagement and build your pipeline.                                                                                                                                                                                                                               | ✓ |  |
| REMAX-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. <b>141 million impressions expected in 2026.</b> <sup>16</sup>                                                                                                                             | ✓ |  |
| Branded social media images ready to be shared for holidays, personal promotion and more.                                                                                                                                                                                                                                                              | ✓ |  |
| REMAX News: Your single source for real estate content including industry news, consumer trends, network stories and corporate announcements.                                                                                                                                                                                                          | ✓ |  |
| <b>Specialized Events &amp; Networks</b>                                                                                                                                                                                                                                                                                                               |   |  |
| Activate: Annual Canadian conference provides learning opportunities, brand updates and networking to help grow your business.                                                                                                                                                                                                                         | ✓ |  |
| Annual R4® Global Convention: Agents and teams increase their sphere through masterminding, educational workshops, networking and connecting with other agents from around the world.                                                                                                                                                                  | ✓ |  |
| In-Region Agent Events: Agents can attend a variety of in-region events that could include hearing from industry leaders, masterminding and networking.                                                                                                                                                                                                | ✓ |  |
| The REMAX Collection Luxury Forum: Top luxury agents from around the world gather to discuss the luxury market, network with other industry influencers and learn new ways to further their business.                                                                                                                                                  | ✓ |  |
| Commercial Symposium: Commercial brokers gather to learn, inform and connect on the commercial real estate industry.                                                                                                                                                                                                                                   | ✓ |  |
| Elite Retreat: An exclusive retreat for the previous year's Pinnacle, Diamond, Titan and Chairman Award winners. The event honours individuals and teams who are at the top of their game with special activities, guest speakers, roundtable discussions and more.                                                                                    | ✓ |  |
| REMAX Torchbearers: Each year, several top real estate agents under the age of 40 from the U.S. and Canada are honoured as REMAX Torchbearers based on transaction sides and gross commissions. Torchbearers can show off their success with a customizable graphic.                                                                                   | ✓ |  |
| Young Leaders Network: Encourages REMAX Canada agents aged 40 and under to share knowledge and support fellow agents in the evolving industry, aiming to foster leadership and deeper, more meaningful connections.                                                                                                                                    | ✓ |  |
| Vanguard Collective: Empowers seasoned REMAX agents and team leaders over 40 to join an exclusive circle of professionals to help shape the future of real estate - while offering them a chance to become an ambassador and lead their local contingent on behalf of REMAX Canada.                                                                    | ✓ |  |
| Affiliations with AREAA, CCIM, CREA, NAIOP, LGBTQ+ Real Estate Alliance and various Real Estate Boards across Canada. Agents have an opportunity to work at various levels of these associations to help increase integrity in best practises, learn about cultural differences of serving specific markets and increase opportunities for homeowners. | ✓ |  |
| <b>Children's Miracle Network®</b>                                                                                                                                                                                                                                                                                                                     |   |  |
| Show your devotion to your community with exclusive donation programs that allow you to consistently give back after each closed transaction.                                                                                                                                                                                                          | ✓ |  |
| REMAX is the exclusive real estate brand contributor: Affiliates have raised over \$226 million in the U.S. and Canada combined since 1992.                                                                                                                                                                                                            | ✓ |  |
| <b>Quest for Excellence Scholarship Program</b>                                                                                                                                                                                                                                                                                                        |   |  |
| REMAX Canada offers \$40,000 in scholarships for students graduating high school each year.                                                                                                                                                                                                                                                            | ✓ |  |

| Treat Accessibly                                                                                                                                                                                                                                                                                                      |   |  |
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| A program that encourages homeowners to bring “treats to the streets” in the name of inclusivity and accessibility during Halloween. Use the lawn signs in your relationship-building activities and increase your client base with this non-profit program that’s gaining momentum each Halloween.                   | ✓ |  |
| Treat Accessibly saw widespread media coverage last year, generating more than 46 million impressions and over 174 TV and radio segments on nation-wide channels.                                                                                                                                                     | ✓ |  |
| Education & Development Resources                                                                                                                                                                                                                                                                                     |   |  |
| REMAX University®: Provides affiliates at every level access to a wide range of easy-to-find courses, streamlined technical education and brokerage-provided resources.                                                                                                                                               | ✓ |  |
| Learning on the go and on demand: Over 1,000 courses viewable on computers, tablets and smartphones, plus discounts on designations and certifications.                                                                                                                                                               | ✓ |  |
| Track progress and discover new opportunities to learn. A virtual coach will also help keep your learning on track.                                                                                                                                                                                                   | ✓ |  |
| Business-building education: sales skills, technology, social media, productivity apps, goal setting, lead generation and more.                                                                                                                                                                                       | ✓ |  |
| REMAX University offers courses to help teams develop and grow including Team Fundamentals, Developing High-Performing Teams and Momentum® Master Team Builder.                                                                                                                                                       | ✓ |  |
| Agent Onboarding: Helps you start strong with a clear plan of action, practical skills and the confidence to build a thriving business as a self-motivated entrepreneur.                                                                                                                                              | ✓ |  |
| Learning Plans: Specific education modules for new-to-REMAX 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, including Buffini & Company and Verl Workman, as well as top producers in the network.                                                                                                                                          | ✓ |  |
| Team-Specific Coaching: Offerings from Buffini & Company and Workman Success Systems.                                                                                                                                                                                                                                 | ✓ |  |
| Tech Development: Ongoing learning through MAXTech Success Summit, Technology Foundations and Train the Trainer, equipping REMAX agents with the knowledge to get more from MAXTech.                                                                                                                                  | ✓ |  |
| Complete Agent Development: A comprehensive training program that helps agents shift their mindset into business-owner mode and establish an actionable Agent Business Plan that supports their long-term growth and profitability.                                                                                   | ✓ |  |
| REMAX Golf Lifestyles: Opens the door to a specialized niche built around golf communities. It blends six key pillars to empower your business: consumer lead generation, media partnerships, golf lifestyle certification program, in-club experiences and elevated technology and thought leadership. <sup>18</sup> | ✓ |  |
| Branding & Marketing Resources                                                                                                                                                                                                                                                                                        |   |  |
| Commercial: Providing commercial brokers access to Buildout Sync, commercial websites, listing presentations and educational programs.                                                                                                                                                                                | ✓ |  |
| Luxury: The REMAX Collection provides luxury agents with access to distinctive signage, dedicated luxury websites and courses.                                                                                                                                                                                        | ✓ |  |
| Luxury listings gain exposure across remax.ca/luxury, global.remax.com, The Wall Street Journal, Mansion Global and Barron’s, with opportunities for no-cost promotion in The Globe and Mail.                                                                                                                         | ✓ |  |
| Lead generation: <b>Over one million leads generated in 2025 for REMAX agents.<sup>17</sup></b>                                                                                                                                                                                                                       | ✓ |  |
| Boosted Listings: Gives eligible listings premium placement at the top of relevant remax.ca search results, helping increase visibility among active homebuyers.                                                                                                                                                      | ✓ |  |
| MasterPitch <sup>SM</sup> : Brings together strategy, solutions and presentation to give you a full-spectrum listing system. MasterPitch adapts to the home, the seller and your unique approach to the job. Physical and digital solutions combine to create a listing system built to help you win.                 | ✓ |  |
| Brand Boutique: Gives you access to premium REMAX-branded apparel, gear and MasterPitch products.                                                                                                                                                                                                                     | ✓ |  |
| Lead-generating, customizable agent, team and office websites with real-time IDX home search.                                                                                                                                                                                                                         | ✓ |  |
| AI Generated Videos: Turn listings into high-impact video content in minutes. Automatically generated, easy to customize and designed to stand out across social.                                                                                                                                                     | ✓ |  |
| REMAX Marketing Studio <sup>SM</sup> : A central hub to create, manage and run ads for your brand and listings — designed to expand your reach and maximize your impact.                                                                                                                                              | ✓ |  |
| Easy Reviews: Build credibility with verified reviews that showcase your results. Strengthen your reputation and give clients the confidence to choose you.                                                                                                                                                           | ✓ |  |
| REMAX + Canva: Create polished, on-brand marketing in minutes with ready-to-use templates and easy customization.                                                                                                                                                                                                     | ✓ |  |

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| Present: A next-generation CMA and presentation builder that helps you guide clients through an interactive and compelling pricing discussion. Available in regions where MLS provides sold data.                                                                                                                                                                           | ✓ |  |
| ListingMachine: Connects directly to the MLS to automatically pull listing details and generate a full marketing campaign — complete with ready-to-post social content to keep your listings active and visible.                                                                                                                                                            | ✓ |  |
| DesignCenter: Create polished, on-brand print and digital marketing with customizable templates that help promote your listings and strengthen your personal brand.                                                                                                                                                                                                         | ✓ |  |
| Social: Helps your engagement by posting content to your Facebook, X and LinkedIn accounts. Options range from different content categories to frequency of posting.                                                                                                                                                                                                        | ✓ |  |
| REMAX Marketplace: One-stop shop for the solutions and resources to run your business. Approved suppliers offer REMAX-branded materials: business cards, yard signs, branded swag and much more at a discounted rate.                                                                                                                                                       | ✓ |  |
| <b>Tech Solutions**</b>                                                                                                                                                                                                                                                                                                                                                     |   |  |
| SkyView: An AI-powered growth platform built specifically for REMAX agents — helping them prepare for meetings, generate ideas and operate their business using insights tied directly to the REMAX ecosystem. A centralized location for all REMAX systems, profiles and resources: technology, tools, news, logos, marketing resources, global referral network and more. | ✓ |  |
| MAXRefer <sup>SM</sup> : A global referral platform that allows agents to exchange referrals and obtain leads from around the globe.                                                                                                                                                                                                                                        | ✓ |  |
| MAXTech powered by BoldTrail: A cloud-based, tech ecosystem that simplifies and streamlines every aspect of running and managing your business, creating a single, end-to-end platform with many solutions for efficiency and growth.                                                                                                                                       | ✓ |  |
| Smart CRM: Nurture your network your way – manage contacts with hashtags, set follow-ups and add notes to track engagements with clients.                                                                                                                                                                                                                                   | ✓ |  |
| Team Add-On: Teams within a brokerage can have their own team-based website, lead routing and more. Additionally, this add-on allows team leaders to manage their team of agents within a brokerage independently.                                                                                                                                                          | ✓ |  |
| Folio: Keep important transaction emails and timelines organized with this AI-powered email productivity solution.                                                                                                                                                                                                                                                          | ✓ |  |
| Streams: A mobile-first companion to Smart CRM that surfaces active leads, high-intent engagement signals and daily priorities, helping you focus your follow-up and respond faster from anywhere.                                                                                                                                                                          | ✓ |  |
| Smart Campaigns: Behavioural nurturing delivers unique, relevant and timely content that drives engagement across both new leads and personal sphere of influence contacts.                                                                                                                                                                                                 | ✓ |  |
| A branded open house app captures visitors while kicking off follow-up campaigns.                                                                                                                                                                                                                                                                                           | ✓ |  |
| BOSSCAT <sup>TM</sup> : Helps move deals forward faster by turning inspection reports into clear repair estimates — helping buyers and sellers understand next steps. <sup>19</sup>                                                                                                                                                                                         | ✓ |  |
| MAXEngage <sup>SM</sup> : Get loud on social media by tackling challenges that incentivize the things you're already doing online. Earn badges, view leaderboards and gain points redeemable for spend on marketing activities.                                                                                                                                             | ✓ |  |
| REMAX Hustle: Create, edit and share professional quality videos with your network using customizable templates.                                                                                                                                                                                                                                                            | ✓ |  |
| <b>rem.ax URL Shortener</b>                                                                                                                                                                                                                                                                                                                                                 |   |  |
| Create shareable short links and QR codes from long URLs and track their traffic for enhanced marketing insights.                                                                                                                                                                                                                                                           | ✓ |  |
| <b>REMAX Customer Support</b>                                                                                                                                                                                                                                                                                                                                               |   |  |
| Timely, professional support available through an online portal, email, text message and live chat.                                                                                                                                                                                                                                                                         | ✓ |  |



The *greatness* in you.<sup>SM</sup>

[join.remax.ca](https://join.remax.ca)

\*Source: MMR Strategy Group study of unaided awareness. \*\*The rules applicable to telemarketing and the use of commercial electronic messages vary from province to province and it is the marketer's responsibility to be aware of and comply with all federal and provincial marketing and communications laws.

Current as of August 2026. Offerings are subject to change.

<sup>1</sup>Canadian Total Sales Volume for 2025 obtained from third party data and is +/- 2% in major markets. Includes residential transactions only, and does not include commercial, new homes, private, exclusive, pocket, rentals, farms, vacant land, and co-listings. Does not include Yukon, Nunavut and Whistler BC due to low reported transactions. This figure aggregates all REMAX franchisees. Competitors listed are representative and not an exhaustive list. <sup>2</sup>Based on data that represents Residential List Side Closed Listings only, January 1, 2025 - December 31, 2025. Internal data may be aggregated from more than one MLS. REMAX and its affiliates are not responsible for incorrect data reported. Data is deemed reliable but not guaranteed. <sup>3</sup>Data reflects full-year 2025 results, as applicable. Transaction side information obtained from third party data and is +/- 2% in major markets. Includes residential transactions only, and does not include commercial, new homes, private, exclusive, pocket, rentals, farms, vacant land, and co-listings. Does not include Yukon, Nunavut and Whistler, BC due to low reported transactions. <sup>4</sup>Source: MMR Strategy Group study of total awareness of real estate brands among buyers, sellers and those planning to buy or sell. <sup>5</sup>Office, agent and countries and territories data collected April 2026, based on latest available statistics from various sources. Coldwell Banker and Century 21 data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2025 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources; data for all other competitors is from company websites, CREA and other industry sources. Actual transaction sides, office count and agent count may differ. REMAX office, agent and countries and territories is internal data as of 12/31/2025. <sup>6</sup>Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2021-2026, 2019 and 2017. <sup>7</sup>As measured by residential transaction sides. <sup>8</sup>Based on Leger's 2026 Reputation Study that provides a complete sector analysis of reputation for 334 companies in Canada. Data was collected from Nov. 14, 2025, to Jan. 20, 2026. <sup>9</sup>Source: MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand they would be most likely to recommend to a friend or relative and if so which one. <sup>10</sup>Source: MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand they would be most likely to consider if they were planning to buy or sell a home and if so which one. <sup>11</sup>Includes residential and commercial transactions. Internal data, YE2025. <sup>12</sup>Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers and those planning to buy or sell. <sup>13</sup>Internal data, YE2025. <sup>14</sup>ComScore Media Matrix®. All data is representative of January 1, 2025 - December 31, 2025, unless otherwise specified. All data is based on real estate franchise brands in Canada. <sup>15</sup>Google Trends, 2018 - 2026. <sup>16</sup>2026 performance estimates based on third-party projection data as well as past performance data. RE/MAX, LLC does not guarantee and is not in any way responsible for, the accuracy of estimates and third-party data. Data is current as of January 2026. <sup>17</sup>Global, Agent app, Agent website, Office website, MAXTech, REMAX app, remax.com and remax.ca. Internal data, Google Marketing platform, full-year 2025. ©2026 RE/MAX, LLC. Each Office Independently Owned and Operated. 26\_317