

Program Overview



Fine Homes & Luxury Properties

The **RE/MAX Collection®** by **RE/MAX®** is a global luxury brand with elevated marketing resources for agents representing upscale homes and affluent clientele. The RE/MAX Collection luxury agents are versed in more than just unique properties around the world; they know luxury lives in the experience. Become a part of the luxury network that helps open doors to luxurious living worldwide.

The details are what sets the network apart:

Luxury Launchpad

Robust, curated luxury content for U.S., Canada and global affiliates — designed to help elevate the upper market segment and secure listings.

Elevated Standards

Every home in The RE/MAX Collection is required to be 2X the average sold price where a property is listed.

Luxury Forum

An annual event where luxury agents are invited to network with other industry influencers and learn new ways to expand their business.

RE/MAX University®

A learning hub designed to help agents scale their professional expertise.

Private Facebook Group

Connect and network with 5,800+ RE/MAX members worldwide.

LUXURY LAUNCHPAD

<https://globalresources.remax.com/the-remax-collection/>

With new content and a refreshed user experience, the Luxury Launchpad helps agents streamline their business and elevate the overall client experience.

All-in-One-Place Resources:

Look Book

Customizable brochure to present digitally or print professionally

RE/MAX Hustle remaxhustle.com

Customize videos, video editor, digital welcome mats

Video eBooks

Distinct yard signs and sign riders
Check with your region's preferred signage

Photofy

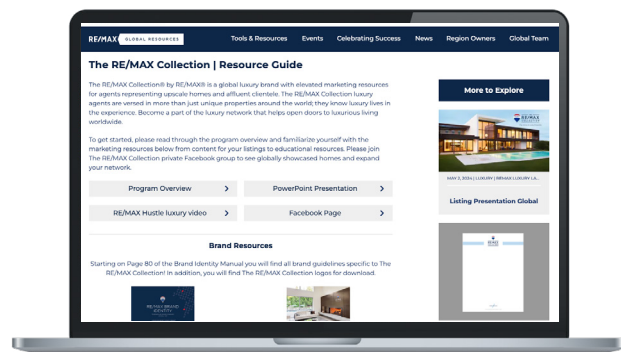
Mobile content creation platform for listings and agent branding

Consumer-facing commercials

Letterhead and posters

Luxury listing presentation

"RE/MAX vs. the Industry"
social graphics



LUXURY COLLABORATORS

These well-known companies provide valuable marketing resources to bring a world of luxury to your business. Unique affiliates ensure your luxury listing receives the exposure it deserves.

Xpressdocs

xpressdocs.com/remax

Markful

markful.com/the-remax-collection

Peleman Presentation Materials

shop-usa.peleman.com/collections/remax-collection

Luxury Presence

luxurypresence.com/theremaxcollection

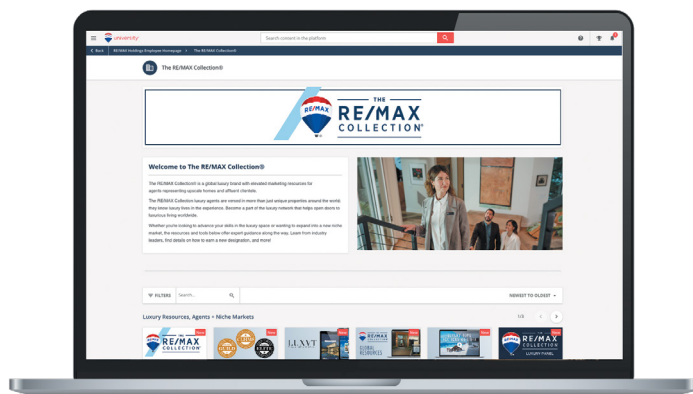
BoxBrownie.com

boxbrownie.com/remax



RE/MAX UNIVERSITY

RU is a world-class learning platform for luxury agents to enhance their skills and receive industry-leading education and coaching on demand.



global.remax.com

This global website showcases listings in over **100 countries/territories** in 50 languages and 70+ currencies.

Top 10 Countries Searched

- | | |
|--------------|--------------------|
| 1. Mexico | 6. Netherlands |
| 2. Portugal | 7. Brazil |
| 3. Germany | 8. Chile |
| 4. Argentina | 9. Spain |
| 5. Italy | 10. Czech Republic |

Data obtained from Gryphtech LLC and Google Analytics between 01/01/2024 and 12/31/2024. Language, currency and country count as of 12/31/2024.

LUXURY DESIGNATIONS

- **CLHMS™ designation from The Institute for Luxury Home Marketing.** Agents selling homes \$2M+ USD may earn the GUILD Elite™ designation.
- **Luxury Listing Specialist (LUXE) designation.** Learn how to sell the \$1M+ market. No luxury sales experience required.

Luxury designations are not required to use The RE/MAX Collection branding, but are encouraged. Learn more at <https://rem.ax/RULuxury>

PRIVATE FACEBOOK GROUP

facebook.com/groups/TheREMAXCollectionGroup

The RE/MAX Collection Facebook Group is exclusive to global luxury professionals who want to build a community of like-minded individuals. The purpose of this group is to share best practices, contribute through positive communication and help each other grow. The RE/MAX Collection Facebook Group does not serve as a listing platform. Complete the group membership questions for consideration.