

Introducing the Global Edition of the RE/MAX MIRACLE HOME™ and MIRACLE PROPERTY™ Program



Dear RE/MAX Region Owners,

RE/MAX is a company that cares about communities where we live and work. For the past 47 years, RE/MAX Associates around the world have shown tremendous generosity in support of their community, their industry, and each other. Thank you for your leadership in making RE/MAX the company that we are all so proud of today.

Since 1992, RE/MAX has been the official real estate partner of Children's Miracle Network Hospitals throughout the U.S. and Canada and during that time, we have impacted the lives of millions of children. Together, RE/MAX Associates have donated more than \$160 million through the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program (for Commercial real estate). The key to this success is that every dollar donated stays with the local CMN Hospital.

The **"Miracle"** takes place when a RE/MAX Associate provides financial support to a local cause, on behalf of their client, following a closed transaction of a real estate property (residential or commercial).

Today, we are pleased to announce the Global Edition of the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program for use in your Region to support local programs that carry on the tradition of RE/MAX taking care of our communities. The Global Edition of the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program is not Affiliated with Children's Miracle Network Hospitals and is designed to support causes that are important to you.

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To participate in the Global Edition of the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program , please follow these steps:

1. Review this guidebook that provides information on qualifications and best practices for a successful program in your Region.
2. Complete the “**RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program Application**” form and send to RE/MAX, LLC for review and approval.

Qualifying Regions will receive a digital file package with the official program logos, messaging and policies. The package will also include a supplement to the *RE/MAX Brand Identity: Trademark and Graphic Standards* manual including requirements for using the program trademarks in your Region.

3. Create a communications and engagement plan for your Region and local offices.

Upon approval, you may begin using the MIRACLE HOME and MIRACLE PROPERTY trademarks and the other logos associated with the program and allowing offices in your Region to use them as well, as part of your local program. Your use of the program trademarks, and your right to sublicense those trademarks to offices in your Region, is governed by your Master Franchise Agreement.

Participating Regions will be responsible for managing all aspects of the local program, including selection of charitable organizations, all business operations, donations and adherence to any applicable local laws and regulations, including laws and regulations regarding charities and fund-raising programs. Regions will also be responsible for ensuring that all participating RE/MAX offices and Agents comply with the brand standards for the use of the program trademarks.

Thank you for being amazing leaders and together we will impact the lives of our Associates, our families, our friends and our communities.

All the best to you,

Shauna Gilbert

Senior Vice President

RE/MAX, LLC.





Introducing the Global Edition
RE/MAX MIRACLE HOME™ and MIRACLE PROPERTY™ Program

Cultivating Worldwide Miracles

What is a RE/MAX MIRACLE HOME?



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- A RE/MAX MIRACLE HOME can be any residential real estate property available for sale or lease that has been designated by a RE/MAX Agent to be a MIRACLE HOME.
- By designating the residential property as a MIRACLE HOME, this signifies that once the transaction is complete, the RE/MAX Agent will make a donation on behalf of the client to a cause or program that the Agent and/or Region supports.
- The donation amount is entirely at the discretion of each individual Agent. Donations can be made on an individual basis or through the RE/MAX office if a collection program is in place. We recommend the equivalent of \$10 - \$25 USD for each donation.
- The RE/MAX MIRACLE HOME Program logo and message may be used in Agent marketing, communications and advertising related to their support of a local cause or program.
- We recommend individual RE/MAX Offices set up a program to encourage Agent participation in the RE/MAX MIRACLE HOME Program.
- The generosity of RE/MAX Associates is known worldwide – the use of this phrase and logo on a global basis will further communicate to our clients that we not only care about our communities – we take action and make a difference.

What is a RE/MAX MIRACLE PROPERTY ?



- A RE/MAX MIRACLE PROPERTY can be any commercial real estate property available for sale or lease that has been designated by a RE/MAX Agent to be a MIRACLE PROPERTY.
- By designating the commercial property as a MIRACLE PROPERTY, this signifies that once the transaction is complete, the RE/MAX Agent will make a donation on behalf of the client to a cause or program that the Agent and/or Region supports.
- The donation amount is entirely at the discretion of each individual Agent. Donations can be made on an individual basis or through the RE/MAX office if a collection program is in place. We recommend the equivalent of \$10 - \$25 USD for each donation.
- The RE/MAX MIRACLE PROPERTY Program logo and message may be used in Agent marketing, communications and advertising related to their support of a local cause or program.
- We recommend individual RE/MAX Offices set up a program to encourage Agent participation in the MIRACLE PROPERTY Program.
- The generosity of RE/MAX Associates is known worldwide – the use of this phrase and logo on a global basis will further communicate to our clients that we not only care about our communities – we take action and make a difference.

**How will the Global Edition of the
RE/MAX MIRACLE HOME and MIRACLE
PROPERTY Program work in my Region?**



Regions with established fund-raising programs



- The primary purpose of the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program is:
 - To encourage Agents to support a cause that will improve their community.
 - To differentiate RE/MAX property listings in the marketplace .
 - To create a special connection with clients – knowing the sale of their home or commercial property will help someone else.
 - To demonstrate the commitment that you and the RE/MAX brand have to communities where we live and work.
- Regions and Agents may use the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program logo and message if:
 - An Agent lists a residential real estate property for sale or lease and designates the property as a “MIRACLE HOME.
 - An Agent lists a commercial real estate property for sale or lease and designates the property as a “MIRACLE PROPERTY”
 - An Agent commits to making a financial donation to the selected Regional fund-raising program on behalf of their client.
 - An Agent represents a Buyer and commits a donation on behalf of the Buyer .
- **It is the responsibility of the Region to monitor and ensure proper use of the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program trademarks.**

RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program: Best Practices



Steps to a Successful Program

- Review the guidebook and note all your great ideas to market and promote the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program throughout your region.
- Complete and return the “**RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program Application**” form to Global@remax.com for processing.
- Upon approval, you may begin using the MIRACLE HOME and MIRACLE PROPERTY trademarks and the other logos Associated with the program and allowing offices in your Region to use them as well, as part of your local program. Your use of the program trademarks, and your right to sublicense those trademarks to offices in your Region, is governed by your Master Franchise Agreement.
- Create a communications and engagement plan for your Region and local offices and work with your charitable partner to determine activation plans, including events, tours and recognition of supporting Agents.
- Create custom marketing materials to tell the story of your local the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program to clients and prospective Agents.
- Select a Regional “**Ambassador or Champion**” for the program that can promote, encourage participation and communicate impact to all involved. If desired, they can also serve as a central point to collect and disperse donations.
- Monitor and record the number of Miracle homes and properties bought and sold and the amount of annual donations – and share your success.

Best Practices, *continued*



- It is important to find a cause that a majority of your Associates can participate in and support.
- There are no fees to participate in the program.
- Try to ensure that 100% of donations will go directly to the organization in your community where Agents make their donations.
- Please note that the actual dollar amount that is donated by the Agent is at their discretion and is NOT part of the transaction, but it is presented on behalf of a client.
- Determine whether it is best for your Region to use the program trademarks in English or to have them translated into your local language. Your Region has the option to translate “MIRACLE HOME” and “MIRACLE PROPERTY” into your local language, if preferred. The design and graphical elements of the program trademarks may not be modified.
- Create a goal and keep score throughout the year. Agents love a challenge.
- The RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program runs on a continual basis and can be implemented throughout the year.

Best Practices, *continued*

- We strongly recommend that donations are made on behalf of clients after a completed transaction and are not part of the actual real estate transaction. There may be local laws regarding donations in conjunction with a real estate transaction.
- Regions have full discretion to select and maintain programs with established charitable and/or community programs that meet the following criteria:
 - Mission and goals of organization align with the purpose of the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program
 - Organizations and relationship with RE/MAX project a positive image to the public
 - Region has fully reviewed policies, procedures and disclosure of how donated funds are used to serve the community
- Participating Regions will be responsible for managing all aspects of the local program, including; selection of charitable organizations, all business operations, donations and adherence to all local laws regarding charities and fund-raising programs.
- Please ensure you know exactly how donated funds are used within the organization and we would recommend an annual audit to see how you are impacting the organization and how many people have been supported.
- The global edition of the RE/MAX MIRACLE HOME and MIRACLE PROPERTY Program is not Affiliated with Children's Miracle Network Hospitals in the United States and Children's Miracle Network in Canada.
- If at any time, you have questions on the program, please email us at global@remax.com



RE/MAX MIRACLE HOME™ and MIRACLE PROPERTY™ Program Application Form



One of the goals of the Global Edition of the RE/MAX MIRACLE HOME™ and MIRACLE PROPERTY™ Program is to recognize international Regions for your support of many charities, organizations and community programs in your individual Regions and countries and to celebrate our “Culture of Giving” within the RE/MAX network.

By submitting a completed application form to RE/MAX, LLC, you acknowledge and agree that: (1) your Region’s use of the logos and other trademarks Associated with the RE/MAX Miracle Home™ and Miracle Property Program™, and your right to sublicense those trademarks to offices in your Region, shall be governed by your Master Franchise Agreement; and (2) details regarding your Region’s program may be publicly shared by RE/MAX, LLC through its media, marketing, communications and social media efforts.

Region Name: _____

Region Owner(s): _____

Primary Regional Contact: _____

Email Address: _____

Do you have an existing relationship with one or more charitable organizations at the Regional level? YES NO

- Name of Charity or Organization(s) that you support: _____
- Primary Purpose and Mission of organization: _____
- How will RE/MAX donations be used to serve the community: _____
- Estimated annual funds to be raised through RE/MAX MIRACLE HOME or MIRACLE PROPERTY Program: _____
- Describe your program and why you selected this organization: _____
- Please return this completed document to Global@remax.com. Please add additional pages if needed. Once approved, you will receive a digital file package with the official program logos, messaging and policies for the program. That package will also include a supplement to the *RE/MAX Brand Identity: Trademark and Graphic Standards* manual that includes the requirements for using the program trademarks in your Region.

Additional Information to Support Your RE/MAX “Culture of Giving”



Corporate Social Responsibility (CSR)



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What is Corporate Social Responsibility (CSR)?

Corporate social responsibility can mean different things to different people and businesses, but essentially it is a type of private business self-regulation that aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting volunteering and/or ethically-oriented practices.

CSR Programs

- CSR programs can vary across businesses, but there are a few common initiatives:
 - Direct giving to non-profit groups, such as a food bank, often in conjunction with volunteer efforts by employees and donations from the company.
 - Commitments to ensure there is diversity in the company and that we serve all communities.
 - A focus on reducing the company's environmental footprint, through more efficient supply chains, recycling, reducing energy use and other efforts.
 - A commitment to support disaster relief programs, such as providing supplies and support for natural disaster victims.



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CSR Impact



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A report by IO Sustainability and Babson College's Lewis Institute for Social Innovation reviewed hundreds of CSR program studies and found that they can have a strong positive impact on market value and overall brand reputation, while also reducing risk for the company.

The report noted that CSR programs have the potential to:

- Increase market value by up to 4-6%

- Reduce systemic risk by up to 4%

- Reduce the cost of debt by 40% or more

- Increase price premium by up to 20%

- Reduce staff turnover rate by 50%

The Value of Giving Back

- One thing that is universal – Consumers want to work with companies that are involved in the local community. RE/MAX is that company. We leverage the power and generosity of our network to help raise funds to support local programs.
- RE/MAX was built on a culture of giving. We are so fortunate in our professional lives and it is an honor when we can reach out to serve others.
- When you encourage Agents to support a common cause, even small incremental donations can add up to make a tremendous impact on an organization.
- This takes the minimal effort on their part and has the greatest potential for success. You can always plan 1-2 annual events to kick-off a campaign or to celebrate your groups achievement.
- A key to a successful program: - 100% of your donation stays local and you can see the results!
- This is a great way to honor your clients and include them in our role as a worldwide organization.



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Selecting and Developing CSR Partnerships



How to Find a Partner Organization



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Begin your search for a
charitable organization or a cause
that resonates with your local RE/MAX Associates.



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Interviewing Organizations



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- Interview several groups and determine which one has a strong infra-structure to support you and your efforts
 - Do you have a clear idea of what that organization does?
 - Investigate the organization, talk to other donors to determine exactly how much of donated money goes directly to the cause versus money for administration and overhead.
 - What can the organization do for RE/MAX?
 - What other things is that organization connected to?

* Researching an organization ensures you understand their role in the community, how donations are used and how their mission and goals align with RE/MAX.

Establish a “Champion”



Establish an “Ambassador or Champion” in each RE/MAX area or office that can promote the program and collect funds in a central point.

The “Champions” also maintain a relationship to market and promote the wonderful work that you are doing to encourage more participation and to celebrate your achievements.

Be engaged at every level



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- Be visible to the facilities you support, provide tours and even hold an event there. There may be business opportunities available as well.
- Consumers want to work with companies that give back to their communities, so be diligent in getting the word out through marketing, personal promotion, advertising and social media.
- Find a program that your Agents are excited to support, implement a simple way for them to donate on behalf of each transaction and celebrate and promote what you are doing to your customers, marketing base, in listing presentations and RE/MAX sponsored events.
- Consistent messaging and awareness is the key to a successful program.
- We are available to consult with you to help you implement the RE/MAX Miracle Home™ in your Region.
- You will make a difference!



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