



**Own a RE/MAX<sup>®</sup>**  
franchise.

# You're in charge.

## Who knows how to best run your business? You do.

In fact, the entire RE/MAX franchise model is built on supporting and encouraging those who desire the freedom to carve their own path, their own way.



# Work for yourself. Never by yourself.

Owning a RE/MAX franchise could mean incredible opportunities for your business. Initial support with ongoing trainings, a big brand to lift and push your global connectivity and a network of talented brokers who will inspire you to work toward greatness. But above all, it means you're a part of a culture that champions community, our families and each other.

## This could be the decision that changes everything.

“ Out of all other brands, RE/MAX was it. I was really attracted to the global recognition and the fact that RE/MAX appeals to productive agents – they truly support quality over quantity. In terms of onboarding, the support team is a seamless powerhouse, with processes and procedures definitely in place. After the trainings, I felt like I had a suitcase filled with information and people who would always support me. ”



**Anna Ciano-Hendricks**  
Former Top Producing Agent with C21  
RE/MAX Pathway

“ It's been everything that we had hoped it would be, especially in terms of identity and independence. The RE/MAX brand was also a big factor and we really underestimated the power it has with consumers and agents. Plus, the onboarding and support team is always eager, willing and able to address any questions and offer assistance. ”



**Chris and Alicia Parker**  
Broker/Owners  
Former Independent Brokerage Owners  
RE/MAX Incompass

“ When deciding where I was going to take my team, I considered creating a boutique brokerage, as well as a number of other franchise options. I ultimately chose RE/MAX because of the brand and the focus on top performers. I felt that in order for us to reach our goals, we'd need to affiliate with a company that could help us build our team as well as expand into a general brokerage. I don't think we could get there on our own, or if we did, it would take a lot longer. We didn't need to re-invent the wheel, but just embrace everything RE/MAX provides. ”



**Michael Patterson**  
Broker/Owner  
Former Team Leader with KW  
RE/MAX Ikon



# Going up?

We're big believers that when you're around the best, you just get better.

That's why now is a great time to elevate your vision, your career and your lifestyle alongside the #1 name in real estate.\* Owning a RE/MAX franchise can help lift your business to its highest potential.

## National Brands\*\* Ranked by Transaction Sides Per Agent

RE/MAX	15.7
ERA	8.6
Realty Executives	8.1
Coldwell Banker	7.8
Redfin	7.6
Compass	7.5
Sotheby's	7.2
Keller Williams	7.2
Century 21	7.1
Berkshire Hathaway HomeServices	7.1
Better Homes & Gardens	6.9
eXp Realty	6.1
Realty ONE Group	5.8
HomeSmart	3.7

2021 RealTrends 500  
Survey of Large Brokerages

2<sup>to</sup>1<sup>11</sup> YEARS STRONG\*\*\*

\*MMR Strategy Group study of unaided awareness. \*\*U.S. transaction sides per agent are from the T3 Sixty Real Estate Almanac Enterprises report, citing 2020 transaction sides, some of which are estimated by T3 Sixty. \*\*\*Transaction sides per agent calculated by RE/MAX based on 2021 RealTrends 500 data, citing 2020 transaction sides for the 1,753 largest participating U.S. brokerages. RE/MAX average: 16.0. Competitors: 7.3

# Business-boosting averages.

Other networks may talk a big game, but there's no denying the numbers. RE/MAX tops the charts for major metrics, such as total global transactions<sup>1</sup>, U.S. and Canadian brand awareness<sup>3</sup>, transactions per agent at large brokerages<sup>2</sup> and global presence.

15.7  
average transactions<sup>2</sup>

#1  
in global  
home sales<sup>1</sup>

#1  
in brand awareness  
(U.S. & Canada)<sup>3</sup>

“Productive people attract other productive people. It's the power of association, and it raises the bar for everyone. After all, you play better golf with better golfers.”



Adam Contos  
RE/MAX, LLC,  
Chief Executive Officer  
& Board Director

<sup>1</sup>Based on residential transaction sides. <sup>2</sup>Transaction sides per agent calculated by RE/MAX based on 2021 RealTrends 500 data, citing 2020 transaction sides for the 1,753 largest participating U.S. brokerages. <sup>3</sup>MMR Strategy Group study of unaided awareness.





# Professional freedom is closer than ever.

Brokerage owner, team leader or top producing agent – our goal is to help make your transition toward RE/MAX as smooth as possible. Joining forces with the #1 name in real estate\* won't require a complete change in professional identity, it simply means you can enhance the business you've worked so hard to build. With our tools, resources and guidance to help set you on the right path, we've heard it's common to think, “Why didn't I do this sooner?”

- 1 **Introduction**
  - A light summary of opportunities with RE/MAX
  - Joint commitment to learn more
- 2 **Your Journey Begins**
  - Identify wants, needs and goals
  - Assess local market
  - Determine your brokerage growth desires
- 3 **Deep-dive Into RE/MAX**
  - Brand and marketing
  - Education and development
  - Tools and tech
  - Business model
  - Initial and ongoing support
- 4 **Business Conversation**
  - Talk investment, value and outcomes
- 5 **Meet & Greet**
  - Connect with RE/MAX brokerage owners and your regional RE/MAX support team to ask any questions you may have

- 6 **Review and Assessment**
  - Application, market analysis and all business information complete
  - Review with regional VP for approval
- 7 **Franchise Award**
  - Sign agreement
  - Fund the initial franchise fee
- 8 **Onboarding**
  - Take action toward opening
  - Begin working with your RE/MAX support team and your Franchise Development Consultant
- 9 **Broker Training**
  - Attend this invaluable course that can help you harness the power of everything RE/MAX has to offer
- 10 **Open as a RE/MAX Franchisee**
  - Celebrate!
  - Continue leveraging region support team and RE/MAX tools and technology

# Keep building for years to come.

When you own a brokerage with a reputable brand like RE/MAX you have the opportunity to set yourself up for achievement, year over year. With nearly 50 years of expertise and global connections, we have the blueprint to help you continuously build upon the business you've already developed.



“Being a part of RE/MAX has really helped me expand my goals when it comes to potential growth and the potential end value of this business. The resources are in place, so I don't have to reinvent the wheel.”



**Joe Castillo**  
Broker/Owner  
RE/MAX Mi Casa

\*MMR Strategy Group study of unaided awareness.





# Change is more fun when you're supported.

You'll receive guidance every step of the way, from the beginning of the process, through the transition into your new RE/MAX franchise and throughout each phase of building your business.

## Onboarding

We will help guide you through the entire process, from being awarded your franchise to opening your doors as a RE/MAX office. Never feel alone or unheard, and instead, feel confident in knowing you'll be well-prepared and supported.

## Broker Training

This course will teach you how to leverage the power of the RE/MAX brand, how to apply best practices for your office's financial health, how to recruit and retain the right agents and how to use RE/MAX benefits, services, tools and technology to grow your business.

## Development

You'll experience ongoing consulting in recruiting, retention, market strategy, tools and services, as well as guidance through operational, financial and organizational development.

## Tools and Technology Support

We are dedicated to helping you understand the ins and outs of the RE/MAX tools and technology offerings so you can incorporate them into your daily workflows and be more productive. Through comprehensive webinars, how-to videos and other digital education resources, we'll help you hit the ground running with technology, new product releases and more — all accessible from RE/MAX University®.

# The blueprint.

## Momentum Broker Development Program

We specialize in helping talented leaders, like you, understand that aligning your business with RE/MAX doesn't mean planning and executing everything on your own. When you position yourself with the #1 name in real estate\*, beyond onboarding and extensive trainings, you gain access to a built-in, fully functioning blueprint that includes recruiting, retention and growth strategies.



### Momentum

A comprehensive system that provides education for brokers, managers and recruiters. You can enhance your knowledge for office productivity and growth through the fundamentals of business planning, your value proposition and recruiting.



### Momentum 2.0

Take a deeper dive into the entrepreneurial and operational disciplines of business development. This program provides you with a step-by-step approach to create systems needed to achieve healthy office growth through staffing, agent development, recruitment and retention.



### Momentum Master Tracks

This is the place for you to find the Momentum curriculum developed with a focus in creating a thriving brokerage. Take your business to the next level with Master Tracks focused on leadership, recruiting, staffing and complete agent development.

“It's really difficult to stand out from the crowd because every other brokerage thinks they're unique, but I think that RE/MAX's Momentum program does stand out when you implement it at its highest level. Even the retention piece of communicate, inspire, appreciate, protect and improve - that has changed the way that I interact - not just with my team and my staff but my agents and my family.”



**Kendall Bonner**  
Broker/Owner  
RE/MAX Capital Realty

\*MMR Strategy Group study of unaided awareness.





# Everything you need to recruit and retain.

When you affiliate with RE/MAX, you'll receive access to a variety of marketing and advertising resources that can enhance your recruiting and retention efforts.

### Educational Sessions and Resources

Weekly Master Classes and annual Growth Summit Retreats will provide peer-driven best practices and insights into recruiting, agent development and retention.

### Monthly Recruiting Events

Invite your top prospects and current agents to a series of monthly events that highlight the marketing, tools, technology and resources RE/MAX has to offer.

### Private Online Broker Community

Mastermind and connect with RE/MAX brokers from around the world who are open to sharing what works well for them, insights into competitors, success stories and more.

“Growth is the lifeblood of a brokerage. Broker/Owners who lean into the brand, use the programs and stay focused on recruiting can position their franchise to grow agent count and market share.”



**Nick Bailey**  
RE/MAX, LLC,  
President

## The “Build Your Business with RE/MAX” campaign.

### Digital & Social Posts

Continuous advertising, including social media and display ads, will help keep the RE/MAX name in front of current and prospective agents.



### Print Resources

Showcase the RE/MAX culture, along with your unique mission, vision and values through a selection of printed resources.



# The tech to grow a business – yours and theirs.

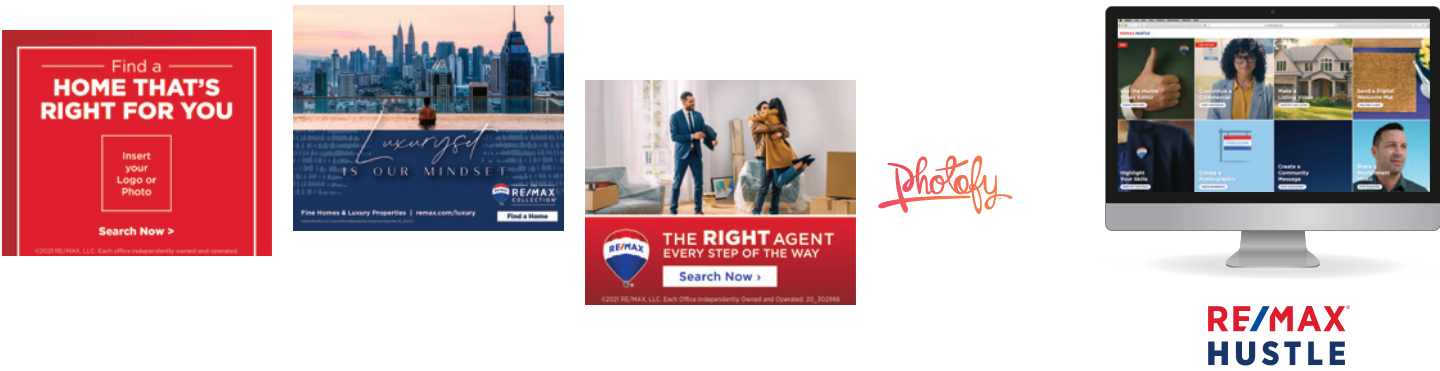
You and your agents can stay seamlessly connected as your relationships develop and evolve. All the information you need to offer superior customer service is organized and at your fingertips.

Promote Brand > Generate Leads > Serve Buyers/Sellers > Maintain Relationships

## You and your agents can:

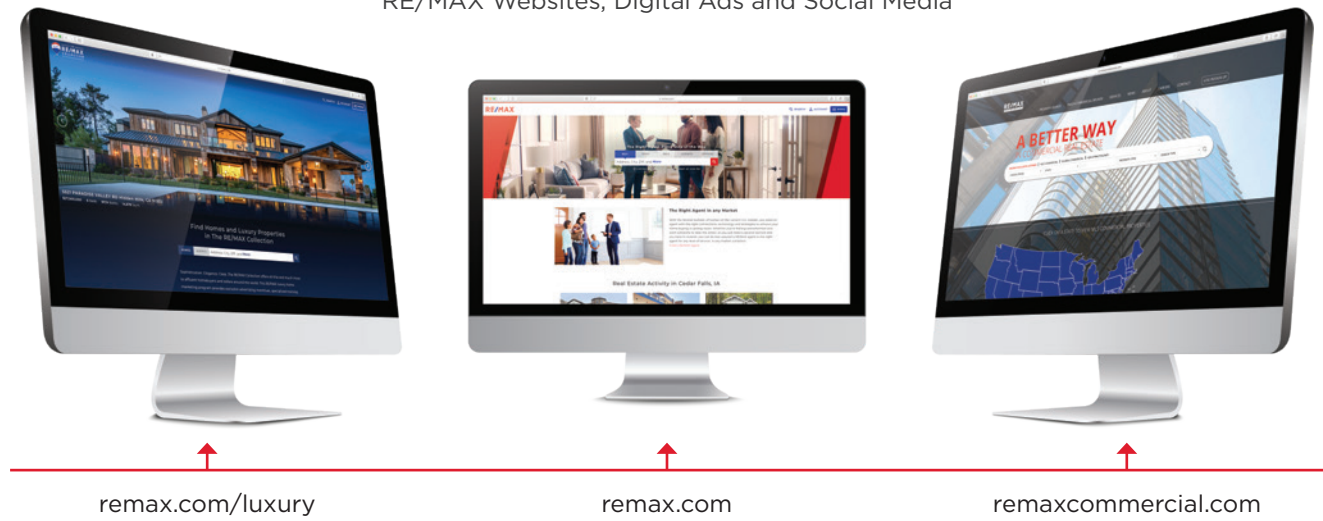
### Promote Your Personal Brand

Customizable Websites, Personalized Social Graphics, Digital Banners and Video



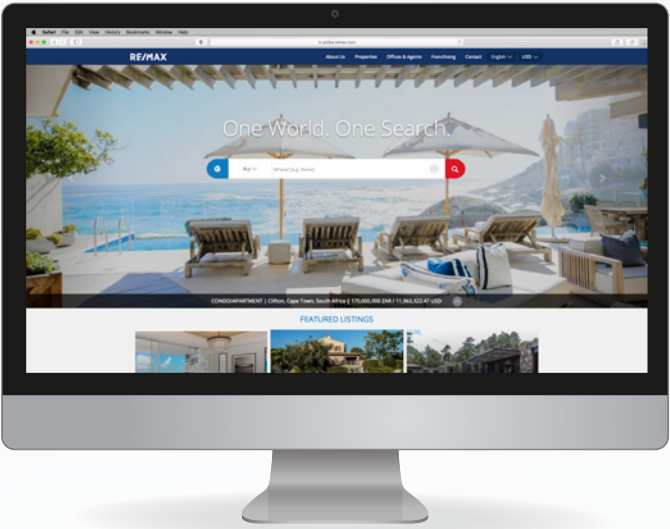
### Generate Leads

RE/MAX Websites, Digital Ads and Social Media



1.5 Million+ Leads Generated Worldwide in 2020 for RE/MAX Agents - REFERRAL FEE FREE!

Photofy is available in select regions.

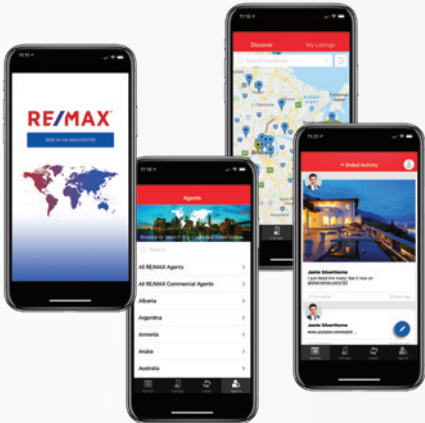


### global.remax.com\*

- Translated into 49 languages
- Listings are viewable in over 66 currencies
- More than 770,000 page views from 203 countries in 2020

### RE/MAX Referral Exchange App

Available for Apple and Android, the RE/MAX Referral Exchange App helps you find new referral opportunities from your mobile device. The app is search-, location-, and single-sign-on-enabled so you can find connections, post your requests and promote your local market knowledge with just a tap. Local and global deals happen here. Download it free from your app store.



### MAX/Center®

At remax.net, you'll find all your favorite features, plus an enhanced agent/office search and referral system and a wide variety of news and resources.

### RE/MAX marketplace

Access Additional Resources

Find discounted vendors and suppliers through RE/MAX Marketplace.™



\*Data source: GryphTech Google analytics as of year end 2020.



# Your big goal deserves a big brand.

Awareness, traffic and lead activity can help develop your business. From video and television, to radio, digital, sponsorship and more, the RE/MAX name is out there working – for you.



581.7 MILLION+  
Out of Home Impressions<sup>2</sup>



479.9 MILLION+  
Digital Ad Views<sup>3</sup>



9.6 MILLION+  
Radio Impressions<sup>1</sup>



668 MILLION+  
TV/Video Impressions<sup>1</sup>

“RE/MAX is a household name. Consumers you speak to - when you say RE/MAX - they understand. They get it. They know who you are. They know the reputation of the company. We truly felt that if we were going to make a move to a franchise, there was only one option.”



**Audra Fontanella**  
Broker/Owner  
RE/MAX Venture Realtors

1.7 BILLION+  
Advertising Impressions

Data is for U.S. only. <sup>1</sup>2020 data combined from vendors, Nielsen, Arbitron and other third parties. <sup>2</sup>2020 vendor data based on estimated traffic count. <sup>3</sup>2020 Google Marketing Platform and first-party data combined. \*Google Marketing Platform, Adwerx and first-party data combined.



# Increase your reach and empower your agents' presence.

Placing the balloon beside you and your agents' name unlocks instant credibility and global connections. Here, your brokerage can be part of residential, commercial and luxury real estate networks that each hold long-established reputations for delivering results.

## Enjoy the Benefits of the RE/MAX Global Network

The RE/MAX global network can help you and your agents tap into the international market, granting instant access to a multitude of new connections. Once your agents become their clients' go-to source for global connectivity, you may find it possible to create a potential new income stream for your brokerage.



Over 110 Countries & Territories

(As of Q3 2021)

“Traveling the world is my favorite pastime, and I always get a thrill when I see the RE/MAX balloon on a sign in a foreign city. It reinforces the tremendous international strength of our world-famous brand. Our region welcomes thousands of overseas real estate buyers and investors every year, and the RE/MAX Global Network gives my offices an incredible advantage in finding and facilitating the needs of these buyers.”



**Anthony Askowitz**  
Broker/Owner  
RE/MAX Advance Realty  
and RE/MAX All Keys



## Expand Your Business with Commercial

Going commercial means free access to Buildout Sync, coverage in multiple property types, over 200,000 listings on remaxcommercial.com, custom-branded content and digital ads and automated listing packages.

- 39,000+ Transactions
- \$11.6 Billion+ Sales Volume\*
- 8,000+ Commercial Practitioners
- 685 Commercial Offices and Divisions



Data is full-year or as of year-end 2020, as applicable. \*Commercial transactions, sales and lease volume.



## Build Your Luxury Presence

Agents will receive access to distinctive signage, a dedicated luxury website, tools and resources with The Luxury Launchpad, automatic listing syndication to wsj.com, the Certified Luxury Home Marketing Specialist course, forums, social communities and more.



The Luxury Launchpad  
Powered by LUXVT





# Celebrate diversity, community and each other.

You and your agents can be the voice for industry progress, serving as trusted advisors to help families realize the dream of homeownership. Through partnership with national organizations, education and trainings, you can better understand the changing demographics in our country and how this will impact both your and their business.

RE/MAX is proud to partner with these organizations to support diversity, inclusion and fair housing initiatives!



The RE/MAX + Children's Miracle Network Hospitals® partnership provides a way to give back to your local community and change kids' lives.

- 10 Million+ kids and families helped each year
- \$170 Million+ donated by RE/MAX network¹
- 170 hospitals supported
- 29 year partnership



“ I love that Children's Miracle Network Hospitals® allows us to create visibility within our community. Miracle Home listings provide a memorable experience for my agents and their clients. Our partnership has helped to set us apart from the competition with the Miracle Home and Honor card programs. ”



Christy Walker  
Broker/Owner  
RE/MAX Signature



¹U.S. only.

¹Since 1992, U.S. and Canada combined.





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