

PASSPORT

TO SUCCESS



FOR RE/MAX GLOBAL REGIONS



LEADING AND GROWING YOUR RE/MAX REGION

Analysis of the RE/MAX network's most successful regions shows the strongest growth in value, profitability, size and market share occurs when the Regional Director provides effective leadership in four key areas across four core divisions:

FRANCHISE SALES

ADMINISTRATION

SERVICES

PROMOTIONS

GROW THROUGH FRANCHISE SALES

PROSPECT FOR EXTERNAL CANDIDATES

- Call everyone with knowledge of the real estate market (including real estate associations, chambers of commerce, real estate lawyers, banks, etc.).
- Select the top five companies and/or agents in a target market.
- Secure leads from existing RE/MAX Sales Associates and Broker/Owners.
- Attend real estate functions and events.
- Review the local newspapers for top agents.
- Search competitor websites.
- Search business listings.
- Schedule monthly events to attract candidates.

BECOME REJECTION-PROOF

- Understand more through extensive market research.
- Qualify by listening to the candidate.
- Make it personal. Ask about their goals and experiences.
- Clarify mutual objectives and avoid unrealistic expectations.
- Tour existing RE/MAX offices.
- Have existing Broker/Owners validate the benefits of affiliation.
- Introduce candidates to top RE/MAX Sales Associates.

MANAGE THE CANDIDATE THROUGH THE PROCESS

- Create a target list, enter candidates into the pipeline.
- Update the pipeline with each candidate's contact information.
- Manage candidates up the pipeline to closing.

GET COMMITMENT AT EACH STAGE OF THE PROCESS

- Leverage a variety of closing strategies customized to each candidate.
- Show the value but don't oversell.
- Don't forget to celebrate.

PROVIDE LEADERSHIP THROUGH ADMINISTRATION

OFFICE ACCOUNTING AND ADMINISTRATION

- Manage the billing and collection process.
- Run monthly statistical reports.
- Maintain office and agent database and rosters.
- Generate on-time regional reports to RE/MAX, LLC.

FRANCHISE CONTRACT ADMINISTRATION

- Process franchise agreements for new sales, transfers and renewals.
- Maintain quality control of franchise documentation.
- Communicate fee increases to franchisees and issue new fee schedules.
- Answer inquiries by Broker/Owners.

ANNUAL PRODUCTION AUDIT

- Oversee audit process to ensure accurate monthly and year-end reports of sales volume, transactions and commissions.

PHANTOM AUDITS (UNREPORTED AGENTS)

- Create audit schedule.
- Perform and review in-house and off-site phantom audits.
- Enforce with offices.

AWARDS ADMINISTRATION

- Prepare office and Sales Associate awards data.
- Forward on-time awards data to RE/MAX, LLC.

FRANCHISE SALES • RECRUIT • RETAIN/RENEW CHARGE ENOUGH • COLLECT • GAIN MARKET SHARE

BUILD OFFICES WITH EFFECTIVE REGION SERVICES

As the Region Owner, you are a leader – leading a team of professionals in a specific direction, toward a specific vision.

RECRUITING

- Learn how to find, attract, and follow up with the best prospects.
- Constantly re-market RE/MAX benefits and services.
- Recognize successful recruiters and implement recruiting contests.
- Host “60 Minutes with RE/MAX” events for recruiting agents and franchisees.
- Attend office recruiting and retention events.
- Leverage public relations tools to increase awareness.
- Ask the right questions, find needs and provide unique solutions.
- Demonstrate your irreplaceable value proposition.

RETENTION

- Provide regular training events for Broker/Owners.
- Manage email, websites and intranet communications tools.
- Meet and visit with your offices on a regular basis.
- Encourage referrals and sharing of listings.
- Hold training and social events for offices.

ORIENTATION

- Regularly offer Broker/Owner and Sales Associate orientations.
- Effectively communicate on benefits of affiliation.
- Promote RE/MAX office, Regional and International events.
- Supply welcome packages and Office Manuals to new offices.
- Make sure new offices know the RE/MAX model and presentations.

BROKER/OWNER SUPPORT & GROWTH

- Monitor ownership, participation, and reporting to the Region office.
- Promote sharing of best practices among all offices.
- Promote RE/MAX Brand Identity manual and enforce standards.
- Report and encourage offices to report violations of trademark and compliance issues to LLC.
- Encourage existing office expansions.

BUILD THE RE/MAX BRAND WITH **PROMOTIONS**

GROUP ADVERTISING

- Maximize RE/MAX brand awareness through Ad Fund optimization.
- Leverage effective advertising media to deliver the message.
- Increase number of impressions through focus on strategic locations.
- Choose advertising relationships that generate frequent, multiple impressions, (e.g. radio ads supported by billboards and signage at local music/theater/sports venues).
- Use innovation and creativity to distinguish RE/MAX from the competition.

PUBLIC RELATIONS

- Position RE/MAX as the industry leader.
- Create press releases and inform the media about new Associates and offices, Associates earning designations, balloon flight promotions, and charity affiliations.
- Supply the media and candidates with quarterly market reports that highlight segments of the industry (e.g. first-time homebuyers, recreational properties).
- Demonstrate to the media that RE/MAX is a prime source for reliable real estate information.
- Nurture and promote national, regional and local charity affiliations.

EVENTS

- Conduct quarterly Broker/Owner meetings or rallies twice a year; focus on new regional developments and initiatives.
- Conduct Sales Associate meetings that focus on hot industry topics; always include an Approved Supplier showcase.
- Host an awards gala, highlighting the stellar production, performance and accomplishments of Broker/Owners and Sales Associates.
- Frequently conduct “60 Minutes with RE/MAX” or “Conversation with RE/MAX” events.
- Schedule other value-added educational events and courses.

RE/MAX BALLOON PROGRAM

- Showcase the RE/MAX Balloon (hot or inflatable cold) at local events.
- Conduct routine, high-profile hot air balloon flights.
- Use the Balloon to leverage recruiting and retention.

TOOLS AND RESOURCES

BRAND NAME AWARENESS

RE/MAX brand name
Premier Market Presence®
Trademark protection
Approved Supplier Program

RE/MAX TECHNOLOGY

global.remax.com
remax.com
theremaxcollection.com
remaxcommercial.com
MAX/Center

REFERRAL EXCHANGE AND EDUCATION

RE/MAX University

- Training on demand
- Denver Broker/Owner 101 training class

Franchise sales training
ABOVE website: remax.com/above
Global training

CONVENTIONS AND EVENTS

RE/MAX R4 Convention
RE/MAX Broker/Owner Conference
Tours of great offices
Regional Directors meetings
Awards and recognition
Regional conventions around the world

MARKETING AND ADVERTISING

Premier Community Citizenship
Public relations
Print ads
Ideas from other Regional Directors
Global ad campaigns
Social media campaigns

RECOMMENDED CALENDAR OF EVENTS

JANUARY

Broker/Owner Meeting
Educational Events and Courses
60 Minutes with RE/MAX
Conversation with RE/MAX

FEBRUARY

Regional Awards
60 Minutes with RE/MAX
Conversation with RE/MAX

MARCH

Sales Associate Meeting
RE/MAX R4 Convention
Tours of Great RE/MAX Offices
60 Minutes with RE/MAX
Conversation with RE/MAX

APRIL

Broker/Owner Meeting
Sales Rally
60 Minutes with RE/MAX
Conversation with RE/MAX

MAY

Regional Convention
Educational Events and Courses
60 Minutes with RE/MAX
Conversation with RE/MAX

JUNE

Sales Associate Meeting
RE/MAX for Kids/Charity Event
60 Minutes with RE/MAX
Conversation with RE/MAX

JULY

Broker/Owner Meeting
60 Minutes with RE/MAX
Conversation with RE/MAX

AUGUST

RE/MAX Broker/Owner Conference
Tours of Great RE/MAX Offices
60 Minutes with RE/MAX
Conversation with RE/MAX

SEPTEMBER

Sales Associate Meeting
Sales Rally
RE/MAX for Kids/Charity Event
60 Minutes with RE/MAX
Conversation with RE/MAX

OCTOBER

Broker/Owner Meeting
60 Minutes with RE/MAX
Conversation with RE/MAX

NOVEMBER

Sales Rally
Educational Events and Courses
60 Minutes with RE/MAX
Conversation with RE/MAX

DECEMBER

Sales Associate Meeting
Educational Events and Courses
60 Minutes with RE/MAX
Conversation with RE/MAX

