



2025

# EDUCATION CATALOG





# RU and You: Education to Power Up Your Business

REMAX University® features a host of helpful tools that make it simple to get the most out of your education. Be on the lookout for these eight great features and tools.

## 1. Content that Aligns with Your Business

Find content based on where you are in your journey – from onboarding to building your foundation to retirement planning. Access courses, coaches and education opportunities to level up your business and transition you to the next stage in your career.

## 2. Search by Topic

Explore content that supports key pillars of your business, whether you're looking for support with operations, lead generation and conversion, marketing and technology.

## 3. Certifications, Designations and CE

Access top designations, certifications and courses to help grow your career.

## 4. REMAX Education Partner Program

Find education opportunities offered by other industry leaders - all vetted by REMAX. Look for (EP) next to each item in the catalog to identify offerings from our REMAX Education Partners.

## 5. Live Learning Opportunities

Access the learning and education calendar to register for virtual and in-person events hosted each month, including new agent sessions, business strategy and technology workshops and peer-focused roundtables.

## 6. Learn from Your Peers

The power of the network is the network. Watch video interviews with other REMAX affiliates on a wide range of topics by accessing our exclusive Quick Hit videos on REMAX University.

## 7. Education in One Place

Access any of the resources shared by your brokerage on your "My Office Resources" page.

## 8. Mobile App for On-the-Go Education

Your business is mobile, your education platform should be too. Access the same great resources from the convenience of your smartphone. Download to your Apple or Android device.





No matter your niche or market, RU has something for you. The award-winning education platform features countless opportunities for continual growth with access to more than 60 designations, certifications, courses and national coaches. To get started, visit MAX/Center and click on the Learning & Education app.

## REMAX Exclusive Courses

### AGENT101 Agent 101

Geared towards new-to-the-industry agents, this workshop covers setting financial benchmarks, activities management and prospecting.  
Cost: Varies on region

### COMPLETE AGENT DEVELOPMENT Business Foundations Boot Camp

Your road map to success as you learn how to align your business and financial goals while achieving your life's aspirations.  
Cost: Free

### MAXTECH Technology Foundations Boot Camp

Teaches you critical first steps when leveraging MAX/Tech and the real-life application of these tools.  
Cost: Free

### COMPLETE AGENT DEVELOPMENT Open House Boot Camp

Equips you with systems and processes to host a successful open house, including selecting the right listing, marketing, generating buyer leads, and implementing an intentional follow-up plan.  
Cost: \$75 for US + CAN, \$10 for Global

### COMPLETE AGENT DEVELOPMENT For Sale By Owner (FSBO) Boot Camp

Teaches you how to strategically build a FSBO inventory, approach sellers, and consistently "stay in flow" with FSBOs in order to convert them into successful deals.  
Cost: \$75 for US + CAN, \$10 for Global

### COMPLETE AGENT DEVELOPMENT Buyer Conversion Boot Camp

Teaches a system-driven approach for identifying the motivation, qualifications, and loyalty of potential prospects.  
Cost: \$75 for US + CAN, \$10 for Global

### COMPLETE AGENT DEVELOPMENT Listing Conversion Boot Camp

Provides systems and strategies for securing seller meetings, setting clear expectations, building rapport, and mastering pricing and marketing techniques.  
Cost: \$75 for US + CAN, \$10 for Global

### COMPLETE AGENT DEVELOPMENT Pricing Boot Camp

Guides you through a proven 5-step pricing strategy that allows sellers to self-discover the right price that meets their timing and financial goals.  
Cost: \$75 for US + CAN, \$10 for Global

### COMPLETE AGENT DEVELOPMENT Repeat + Referral Boot Camp

Teaches a proactive approach for effectively staying in flow with people who know and like you using a 33-Point program focused on increasing referral-based business.  
Cost: \$75 for US + CAN, \$10 for Global

### COMPLETE AGENT DEVELOPMENT Activities Management Boot Camp

Equips you with the essential skills to maximize your output by focusing on the most important responsibilities and tasks and how to allocate your resources effectively.  
Cost: \$75 for US + CAN, \$10 for Global

### Momentum 1.0 (Brokers Only)

Delivers best-in-class learning and step-by-step business development guides to help you begin your journey of becoming a thriving brokerage.  
Cost: Free

### Momentum 2.0 (Brokers Only)

Builds upon the concepts mastered in Momentum 1.0 for owners and managers who want to take the next steps toward business mastery.  
Cost: \$250


## Go All-In on Professional Development at Your Office

Encourage your agents to tackle the on-demand Complete Agent Development courses on their own or teach it in-house using the exclusive, broker-facing materials available on REMAX University.


**The Complete Agent Development Program | Broker Edition** is free for broker/owners, managers and staff, and includes additional materials like presentation slides and coaching videos.



# Agent Coaching

**Business Coaching**    
Helps you achieve Predictable Greatness by filling gaps in your business model with individual coaching focused on systems, processes, and tools that automate efforts.  
Cost: Varies (EP)

**ELITE Coaching**    
Enhance time management, lead generation, conversion tactics, and more, accelerating your progress and helping you achieving your goals faster.  
Cost: Varies (EP)

**CORE Coaching**    
Creates consistency and identifies the exact steps to 'level up' your business and hold yourself accountable with twice-monthly coaching sessions.  
Cost: Varies (EP)

**One2One® Coaching**    
Unlocks your true potential as you learn to define, explain, and secure listings for today's market, and take your business to the next level.  
Cost: \$549 USD, \$599 CAD (EP)

# Work with Buyers & Sellers



**Accredited Buyer Representative (ABR)**     
Establishes a foundation of training, skills and resources to help you succeed as a buyer's representative.  
Cost: Price varies on membership status

**Buyer Agency Professional (BAP)**    
Explores how to out perform competitors by creating strong value propositions, persuasive buyer presentations, and communicating your value and compensation.  
Cost: \$99.50 (EP)

**Certified Full Service Professional**    
Designation (CFSP)  
Advanced techniques for database expansion, objection handling, and client management, specifically tailored to enhance buyer agency skills.  
Cost: Starts at \$295 (EP)

**Certified Residential Specialist (CRS)**     
The highest NAR credential awarded to residential sales agents, managers and brokers.  
Cost: Starts at \$99

**Seller Representative Specialist (SRS)**     
Enhances your skills when representing sellers.  
Cost: Starts at \$295




There's never been a better time for agents to invest in their careers!

# Save 30%

On any courses available on The CE Shop including:

- Real Estate Pre-Licensing
- Mortgage Pre-Licensure
- Appraisal QE Education
- And more!

USE PROMO CODE REMAX30 >



## Skill Improvement

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### 100 Days to Greatness® for Agents



Teaches you how to generate leads, close sales, and manage resources effectively in 100 days for rapid success.  
Cost: \$295 (EP)



### ePro: Certified RE Internet Marketing



Teaches how to use digital marketing and real estate technology to enhance your business and online presence.  
Cost: Starts at \$219



### MarketingPRO Series



Explores email marketing, optimizing your Google Business Profile, and utilizing social media to capture leads.  
Cost: Starts at \$314 (EP)



### Pathway to Mastery (Advanced) for Agents



Enhances your referral-based business skills, and teaches database expansion, objection handling, and client guidance to cultivate a loyal customer base.  
Cost: \$395 (EP)



### Pricing Strategy Advisor (PSA)



Hones your property valuation skills, mastering CMAs, and client guidance.  
Cost: Starts at \$130



### Fast Track



By passes the real estate learning curve and accelerates your progress in just 12 weeks. Gain knowledge, confidence, structure, routines, and winning strategies.  
Cost: Starts at \$333/month or \$999 one-time (EP)



### Pathway to Mastery (Essentials) for Agents



Takes you on a deep dive as you explore lead generation tactics, negotiation strategies, buyer and seller tactics.  
Cost: \$395 (EP)



### Prospecting Boot Camp



Explores how to overcome resistance, make your business more predictable, and master phone prospecting in 7 weeks.  
Cost: Starts at \$333/month or \$999 one-time (EP)



### Real Estate Negotiation Expert (RENE)



Explores powerful negotiation techniques to effectively advocate for your clients and enhance your results.  
Cost: Starts at \$295



### Kaplan Real Estate Education



Provides state-approved courses for real estate licensing, continuing education, and professional development. (EP)  
Cost: Varies

## Grow Into Luxury Markets

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### Certified Luxury Home Marketing Specialist (CLHMS)



Teaches how to position yourself as an expert and the preferred agent in the luxury home market.  
Cost: Starts at \$545 (EP)



### Luxury Listing Specialist (LUXE)



Helps you break into the higher-end market and develop competencies to represent luxury properties worldwide.  
Cost: Starts at \$597 (EP)

## Expand Into Land & Commercial

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### Accredited Land Consultant (ALC)



Provides resources to become a top performer in agricultural land, timberland, ranch and recreational properties, or vacant land for development.  
Cost: Starts at \$350



### Certified Commercial Investment Member (CCIM)



Helps you gain in-depth knowledge and skills to establish yourself as a leader in the commercial real estate industry.  
Cost: Varies (EP)



### Becoming a Top Producing Commercial Broker



Provides valuable insight, including how to value an asset, marketing, advertising, business planning, and operations.  
Cost: \$350 (EP)



### Commercial Real Estate for Residential REALTORS®



Provides a basic framework for selling and leasing commercial real estate for residential REALTORS® as a supplemental income stream.  
Cost: \$499 (EP)

## Learn New Construction + Remodeling



### Residential Construction Certified (RCC)

Teaches the materials, methods, quality, and terminology of residential construction from the ground-up for success in both resale and new homes.  
Cost: \$349 (EP)



### Residential Remodeling Specialist (RSS)

Offers tools and knowledge to become a home improvement resource and trusted advisor, helping you build greater relationships with homeowners, buyers, sellers, and investors.  
Cost: Starts at \$249 (EP)



### Certified New Home Specialist (CNHS)

Provides insights into working successfully with builders, developers, investors and buyers to gain more leads, more listings, and more closed transactions.  
Cost: \$499 (EP)

## Specialize in Niche Markets



### At Home with Diversity

Develops professional guidelines for working with people in the increasingly multicultural real estate market.  
Cost: Starts at \$99



### Certified International Property Specialist (CIPS)

Teaches strategies for marketing to and servicing international clients.  
Cost: Starts at \$149



### Cyber Security Identity Protection (CSI)

Enhances skills in information security, identity theft prevention, personal and client protection, scam fraud awareness, and wire fraud prevention.  
Cost: \$99



### Military Residential Specialist (MiRES)

Provides the knowledge needed to better serve and meet the needs of active and retired military members and their families.  
Cost: \$325



### Short Sale and Foreclosure Resource (SFR)

Establishes skills for assisting clients with distressed properties and steps for taking a short sale listing.  
Cost: Starts at \$130



### Veteran Certified Agent (VREB)

Equips you with an understanding of the VA Loan process, appraisals, and representing buyers and sellers with the VCA.  
Cost: Starts at \$97



### Certified Distressed Properties (CDPE)

Provides tools and instruction for working with distressed-property buyers and sellers.  
Cost: \$299



### Certified Probate Specialist

Explores key aspects of Probate, including the legal process, navigating the sale, and learning skills needed to navigate the complexities and emotions of the process.  
Cost: \$325



### Green Designation

Explores sustainability in housing and eco-friendly applications for your business.  
Cost: Starts at \$295



### Resort + Second Home Property Specialist (RSPS)

Explores second-home properties for recreational and investment needs, and building a second-home business.  
Cost: Starts at \$100



### Senior Real Estate Specialist (SRES)

Teaches you the special needs of maturing clients when selling, buying, relocating, or refinancing residential or investment properties.  
Cost: Starts at \$295

# Agent Learning & Development Events

Access learning opportunities that go beyond the basics. From development sessions for new agents to technology webinars that dive deep into the MAXTech Suite, you can find them all on REMAX University.



[rem.ax/AgentSchedule](https://rem.ax/AgentSchedule)

## Agent 101

This two-day, immersive workshop, which is offered live online and at REMAX World Headquarters, is designed to help new agents (as well as those new to REMAX) build a foundation for their businesses. Explore the services offered by REMAX available to support your career and learn some of the essential skills you need to master first.

## Technology Foundations

Build a strong foundation with MAXTech by attending a Technology Foundations Workshop. Each class in this eight-part series builds on the one before. Start with the basics and move to more advanced classes once you feel comfortable and familiar with the tech! These sessions are highly interactive, so expect to get hands-on as the instructor leads you through activities and tasks to complete as you get set up with your solutions.

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|------------------------------------|---------------------------------------|
| 1. <i>Introduction to MAXTech</i>  | 5. <i>Database Organization</i>       |
| 2. <i>Introduction to Your CRM</i> | 6. <i>Perfecting Your Pitch</i>       |
| 3. <i>Leaning into Automation</i>  | 7. <i>Building Your Website Brand</i> |
| 4. <i>Communicating Your Value</i> | 8. <i>Marketing Strategies</i>        |

## Monthly Technology Workshops

Join our Customer Training Team each month for workshops focused on different MAXTech solutions and how to successfully leverage them in your everyday business.

## Education Partner Events

Take advantage of webinars and events from industry leaders every month! No matter where you are looking to expand your business — from commercial real estate to teams or new homes — our Education Partners are here to help.



# MAXRECRUIT

## MAXRecruit Overview

The MAXRecruit program is readily available to REMAX® broker/owners, team leaders and recruiters with a growth-oriented mindset. With everything conveniently streamlined in one place, the MAXRecruit program empowers individuals to amplify their professional journey and embrace a path of continuous growth.



### Education

Access courses and educational resources to help you grow through strategic recruiting tactics.



### Connection & Coaching

Connect with collaborative broker/owners and top recruiters through exclusive online portals. And learn to foster accountability and consistency in the actions that lead to growth through individual or group coaching opportunities.



### Marketing & Technology

Promote your brand and streamline your business with professional recruiting marketing resources and world-class technology tools.



### Events

Attend one-of-a-kind, growth-focused events designed around how to incorporate principles and tactics that help boost your value proposition, foster a collaborative culture and leverage competitive advantages of REMAX.

## Recruiting 101 & 201

Join us for a game-changing opportunity to transform your recruiting strategy.

- Gain expert insights on how to quantify and articulate an ROI with your recruits
- Identify the perfect agents for your brokerage or team
- Utilize the new and refreshed REMAX tools and value pieces for recruiting

**New for 2025:** Recruiting 201

Take your strategy to even bigger heights. (By invitation only.)

BROKER/OWNERS &  
TEAM LEADERS ONLY




## Broker & Team Leader Development





**100 Days to Greatness® for Brokers**    
Become a certified mentor to teach 100 Days of Greatness® at your office.  
Cost: \$295 (EP)



**Certified Real Estate Team Specialist (C-RETS)**   
Offers tools, strategies and knowledge for today's real estate professionals working in a team environment.  
Cost: Starts at \$145



**Pathway to Mastery (Advanced) for Brokers**    
Become certified to teach Pathway to Mastery (Advanced) at your office.  
Cost: \$495  
*Enter referral code REMAX24 at checkout. (EP)*





**REAL Teams Team Leader**    
Offers team leaders solutions to grow, develop, recruit and retain teams.  
Cost: Starts at \$79/month (EP)



**Certified Real Estate Brokerage Manager (CRB)**     
Raises standards, strengthens individuals and office performance, and sharpens brokerage management.  
Cost: Starts at \$145





**Pathway to Mastery (Essentials) for Brokers**    
Become certified to teach Pathway to Mastery (Essentials) at your office.  
Cost: \$495  
*Enter referral code REMAX24 at checkout (EP)*



**Recruiting Boot Camp**    
Forges a winning team in just 10 weeks with effective recruitment strategies, employee lead sources, and a structured onboarding process.  
Cost: Varies (EP)



**REAL Teams Office (Brokers Only)**    
Offers broker/owners solutions to grow, develop, recruit and retain teams.  
Cost: Starts at \$79/month (EP)

## Comprehensive Consulting



**Annual Business Review**     
Work with an industry specialist to evaluate your brokerage or team health, covering financial performance, productivity, market positioning, recruiting, retention strategies, organizational structure, tech systems, and marketing. Includes recommendations to enhance effectiveness and growth.  
Cost: Varies (EP)




**Strategic Intent**     
Dives deeper into the post-annual business review with an industry specialist to create a strategic vision encompassing growth plans, financial outcomes, exit strategies, and more. Receive a detailed road map with milestones, specific projects, and a risk mitigation plan to achieve your business goals  
Cost: Varies (EP)





**T3 Fellows Program**     
Transforms your business into a best-in-class organization. This MBA-style executive leadership program helps brokerage and team leaders sharpen leadership skills, collaborate with non-competing peers, and receive a blueprint for business advancement.  
Cost: Varies (EP)

## Broker and Team Leader Coaching



**Business Coaching for Brokers**    
Helps you achieve Predictable Greatness by addressing the totality of your business. Focuses on recruitment, retention, profitability, and leadership, so you can step back from production and become a true business owner.  
Cost: Varies (EP)



**Business Coaching for Team Leaders**    
Helps you build high-performing teams with proven systems and processes. Includes comprehensive training for every role on your team, ongoing development programs for recruiting, retention, and profitability.  
Cost: Varies (EP)



**Leadership Coaching**    
Teaches you to lead with strength, clarity, and confidence. Receive guidance on increasing sales and profits, recruiting and retaining top team members, and building a winning culture. Learn strategies to generate, secure, and close every listing, and dominate your market.  
Cost: Varies (EP)



**TEAM Coaching**    
Establishes foundational skills and knowledge to balance team growth and leadership. Teaches you to operationalize recruiting and retention practices, create training curriculum, utilize the latest software all with scalable SOPs.  
Cost: Varies (EP)



**MAX/Recruit 1:1 Coaching**    
Connects with you a top industry coach with 1:1 recruiting sessions sessions focused on you, your goals and your growth.  
Cost: \$999/month

