



Value Comparison Checklist

Does your brand measure up?

These benefits have helped countless REMAX® agents unleash their greatness.
Which ones does your brand give you?

BRAND

REMAX

YOUR
COMPANY

REMAX Leads the Industry in Brand Awareness³

Nobody in the World Sells More Real Estate than REMAX.¹



No real estate brand is more likely to be recommended than REMAX.²



#1 in Brand Name Awareness.³



REMAX: The #1 Name in Real Estate.²



Voted #1 Most Trusted Real Estate Agents in the US and Canada.⁴



Most productive: 11.7 average transaction sides per Agent.⁵



REMAX teams outproduce competitor teams: 17.2 average transaction sides per Agent.⁶



8 out of 10 Homebuyers and Sellers know of REMAX.⁷



Experienced individual agents: Average 16.7 Years in Real Estate.⁸



Loyal agents: 10.5 Average Years with REMAX.⁸



Professional agent and team signage for residential, commercial and luxury.



Annual awards and recognition programs based on yearly commission levels and career achievements.



The RE/MAX Collection®: Distinctive branding exclusively for luxury properties.



RE/MAX Commercial®: Opportunities and branding for commercial real estate brokers.



RE/MAX Commercial: Consistently named to Lipsey's Top 25 CRE Brands Survey.



Global presence: 110+ Countries and Territories and Over 145,000 Agents Worldwide.⁸



Media/Advertising & Communications

Highly impactful national and local advertising campaigns, with premium placements across TV, digital, billboards and print.



Impressions delivered: 4.9 billion REMAX media impressions expected to be delivered to consumers in 2025.⁹



Billions of dollars have been spent over the years promoting the REMAX brand and agents.



Customizable marketing that ties into the national advertising campaign available for our network to leverage across tv, outdoor, print, radio, digital and social media channels.



REMAX-owned social media channels offer engaging content that helps tell the brand story to consumers and allows you to share content to your own channels. 1.6 Billion impressions expected to be delivered in 2025.⁹



Branded social media images ready to be shared for holidays, personal promotion and more.



REMAX News: Your single source for real estate content including industry news, consumer trends, network stories and corporate announcements. 1 million+ page views expected in 2025.⁹



Networking Events

Annual R4® Global Convention: A collaborative event for agents from around the globe to learn, network and build their referral database.



In-Region Agent Events: Agents can attend a variety of in-region events that could include hearing from industry leaders, masterminding and networking.	✓	
The RE/MAX Collection Luxury Forum: Top luxury agents from around the world gather to discuss the luxury market, building their business and connecting with other top agents.	✓	
Commercial Symposium: Commercial brokers gather to learn, inform and connect on the commercial real estate industry.	✓	
Elite Retreat: An exclusive retreat for the previous year's Pinnacle, Diamond, Titan and Chairman Award winners. The event honors individuals and teams who are at the top of their game with special activities, guest speakers, roundtable discussions and more.	✓	
REMAX Torchbearers: Each year, several top real estate agents under the age of 40 from the U.S. and Canada are honored as REMAX Torchbearers based on transaction sides and gross commissions. Torchbearers can show off their success with a customizable graphic.	✓	
Children's Miracle Network Hospitals®		
Show your devotion to your community with exclusive donation programs that allow you to consistently give back after each closed transaction.	✓	
REMAX is the exclusive real estate brand contributor: Affiliates have raised over \$218 million in the U.S. and Canada combined since 1992.	✓	
Industry Associations		
The opportunity to serve in national policies, regulatory issues and legislation to reduce barriers to homeownership. This can play an integral part in trade missions or local chapter leadership.	✓	
Build relationships with peers serving specific markets, learn about cultural differences and embrace the opportunity to serve.	✓	
Participate in a variety of educational events through leading partners: AREAA, LGBTQ+ Real Estate Alliance, NAHREP®, NAR®, NAREB, Women's Council of REALTORS®.	✓	
REMAX Balloon Program		
Branding: The REMAX hot air balloon fleet is the largest in the world, with 106 balloons worldwide.	✓	
Recognition: The REMAX hot air balloon is recognized all over the world, with 95 million impressions and 1,400 flights estimated for 2025. ⁹	✓	
Promotion: May be available for large scale community events, fairs and festivals.	✓	

EDUCATION

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REMAX University®		
Helps agents level up their professional skills through courses, streamlined technology trainings and access to brokerage-based resources.	✓	
Learning on the go and on demand: Over 2,000 training videos viewable on computers, tablets, smartphones or TVs, discounts on designations and certifications.	✓	
Track progress and discover new opportunities to learn. A virtual coach will also help keep your learning on track.	✓	
Business-building education: Sales skills, technology, social media, productivity apps, goal setting, lead generation and more.	✓	
REMAX University offers courses to help teams develop and grow including Team Fundamentals, Developing High-Performing Teams and Momentum®: Master Team Builder.	✓	
Agent 101: A virtual and live immersive development course with resources designed to help you build a strong foundation for your business.	✓	
Learning Tracks: Specific education modules for new-to-REMAX agents to help them onboard at their own time and pace.	✓	
Coaches Corner: Gain exclusive insights from some of the top coaches in the industry, as well as top producers in the network.	✓	
Team-Specific Coaching: Offerings from Workman Success Systems, Buffini & Company and Tom Ferry.	✓	
Complete Agent Development: A comprehensive training program that helps agents shift their mindset into business-owner mode and establish an actionable Agent Business Plan that supports their long-term growth and profitability.	✓	
AspireSM: This pilot program combines financial incentives, world-class education including the Buffini & Co. 100 Days to Greatness and Certified Full-Service Professional (CFSP) designation and the advanced technology solutions in MAXTech® powered by BoldTrail to support agents who are driven to greatness.	✓	

TECHNOLOGY

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Comprehensive Listing Exposure

remax.com: **#1 Real Estate Franchisor website¹⁰ generating over 100 million visits in 2024.¹¹**

✓

Lead generation: **938k leads generated worldwide** in 2024 for REMAX agents.¹²

✓

global.remax.com: **Listings in 50 languages and 72 currencies; 700,000+ REMAX-only listings per month.¹³**

✓

remaxcommercial.com: Covers all property types available including multifamily, retail, land, office, industrial, hospitality and farm and ranch.

✓

remax.com/luxury: Exclusively for luxury properties listed at twice the average local sales price.

✓

Lead-generating, customizable agent, team and office websites with real-time IDX home search.

✓

MAXReferSM: A global referral platform that allows agents to exchange referrals and obtain leads from around the globe.

✓

MAXCenter[®]

Centralized location for all REMAX systems, profiles and resources: solutions, news, logos, marketing resources, global referral network and more.

✓

MAXTech powered by BoldTrail*

MAXTech powered by BoldTrail simplifies and streamlines every aspect of running and managing your business, creating a single end-to-end solution for efficiency and growth.

✓

Lead generation tools allow you to generate new ideas organically or supercharge results with built-in paid advertising.

✓

Smart CRM: An AI-powered CRM that provides lead validation and scoring, unique, timely content determined by behavior nurturing delivered to your sphere of influence and follow-up via email, text and phone.*

✓

BoldTrail BackOffice: An intuitive and powerful transaction management solution including checklists, forms, notifications and EFT payments.

✓

Present: A next-generation CMA and presentation builder that helps you guide clients through an interactive and compelling pricing discussion.

✓

Team Add-On: Teams within a brokerage can have their own team-based website, lead routing and more. Additionally, this add-on allows team leaders to manage their team of agents within a brokerage independently.

✓

Social: Helps your engagement by posting content to your Facebook, X and LinkedIn accounts. Options range from different content categories to frequency of posting.

✓

ListingMachine + DesignCenter: Connects directly to the MLS, pulling in property details and creating an entire marketing campaign for each listing, including social content posting to various platforms. DesignCenter offers additional branded print and digital pieces to help promote your personal brand and listings.

✓

Folio: Keep important transaction emails and timelines organized with this intelligent AI-powered email productivity solution.

✓

HomeViewTM: The first-of-its-kind homeownership solution that puts agents at the coveted center of the lifelong client relationship. Share your app with clients at any point in the transaction to create engagement and value from home search to post-close.

✓

The branded mobile CRM app enables you to manage your pipeline and convert leads in the palm of your hand.

✓

Smart Campaigns: Behavioral nurturing delivers unique, relevant and timely content, driving engagement across both new leads and personal sphere of influence contacts.*

✓

MAXTech Lead Concierge: Ensures you are connected with conversation-ready buyers and sellers through near-instant outreach by actual people.* (Available in select states in the U.S.)

✓

A branded open house app captures visitors while kicking off follow-up campaigns.

✓

REMAX Newsletters: Quarterly market insights simplified into easy-to-understand newsletters you can send to your sphere.

✓

Over 50 seamlessly integrated add-on solutions like paid advertising, PropertyBoost lead generation, vanity domains and more allow you to customize the platform to meet the unique needs of you and a team.

✓

MAXEngageSM

Get loud on social media by tackling challenges that incentivize the things you're already doing online. Earn badges, view leaderboards and gain points that can be redeemed for spend on marketing activities.

✓

Marketing as a Service

A central hub to manage and execute your personally branded marketing content and templates across various channels, helping you unify and simplify your promotional tasks.

✓

Video Marketing & Infographics (remaxhustle.com)		
Create, edit and share your own professional quality videos for every need through the REMAX Hustle Video Editor.	✓	
Personalize national ad campaign commercials with your name, face and contact information.	✓	
Share digital welcome mats and Hustle graphics easily to social channels.	✓	
Social Media Templates & Graphics (Photofy™)		
Share customizable REMAX-branded content on social media and in digital marketing through either the desktop or app versions of the tool.	✓	
REMAX Stickers		
Creatively connect with other agents, buyers and sellers using a full array of REMAX-branded animated stickers.	✓	
REMAX Marketplace		
One-stop shop for the solutions and resources to run your business. Approved suppliers offer REMAX-branded materials: business cards, yard signs, branded swag and much more at a discounted rate.	✓	
rem.ax URL Shortener		
Convert long URLs into shorter, cleaner and easily shareable links or QR codes.	✓	
Measure and track link traffic to continuously improve marketing efforts.	✓	
REMAX Customer Support		
Timely, professional support available via an online portal, email, text message and live chat.	✓	

	REMAX	YOUR COMPANY



The greatness in you.™

Current as of June 2025. Offerings are subject to change.

¹Laws pertaining to telemarketing (including texting) can vary from state to state and are also subject to federal law (i.e. Telephone Consumer Protection Act (TCPA)). Marketing emails are subject to federal law (CAN-SPAM) and to various state laws. It is the caller's/texter's/emailer's responsibility to be aware of and comply with all state and federal telemarketing, texting, and email related laws. Caller/texter/emailer/user of product is responsible for obtaining any required prior written consent for marketing calls/texts/emails as well as for including appropriate opt-out mechanisms or "STOP" functionality that may be required by state and/or federal law.

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