



2025

What To Expect

Overall Brand

RE/MAX® isn't just on the map – it's grabbing attention and winning brand love.

4.8B

Estimated Media Impressions Overall

2M 109K

Estimated Clicks

Estimated Leads

Out of Home

Our story will echo from street corner to street corner.

(Billboards, Digital Superboards, TSAs, Digital Screens)

424M 608

Estimated Total Impressions

Estimated # of Faces



Paid Search & Performance Max

Maxing out metrics, click by click.

37M 92K

Estimated Total Impressions

Estimated # of Leads

Home Shows

There's no place like the RE/MAX VIP experience at the home show.

Various dates throughout 2025.



- Toronto
- Ottawa
- Vancouver
- Calgary
- Edmonton
- Winnipeg
- St. John's

240M+

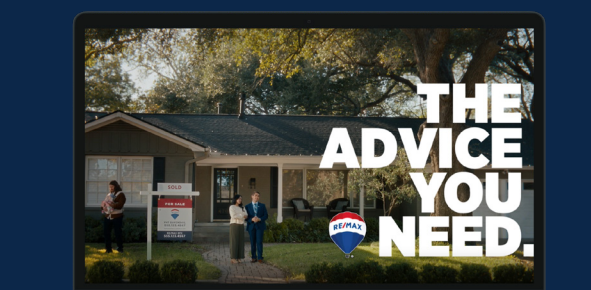
Estimated Total Impressions

Digital Video

Reaching the screens of millions of Canadians - popcorn not included!

150M

(Digital Video, Basis & YouTube)



Broadcast TV

Higher visibility on highly watched channels.



55M

Estimated Total Impressions

31M

Estimated Sports Broadcast impressions



20M

Estimated Lifestyle Television impressions



4M

Estimated News Television impressions



Sports Partnerships

The MVP of real estate is ready to reach even more sports fans.

2

Leagues



5

Teams



1.36B

Estimated Total Impressions

Community Spirit

Teaming up to make a difference.

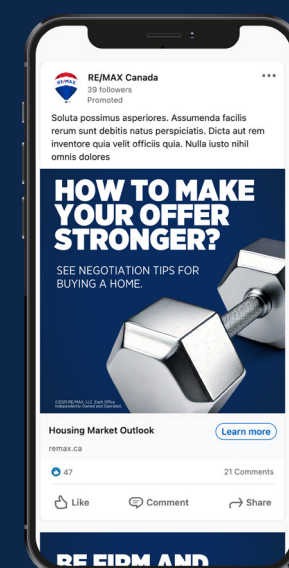
360M+

Estimated Total Impressions



Social & Digital Direct

Hitting the digital scene like never before.



173M

Estimated Total Impressions

9K

Estimated Leads (Digital Direct & Social Stats)



reddit



theScore



46M

Estimated TikTok Impressions



Public Relations

Crafting stories as compelling as our properties.

2B

Estimated Total Impressions

12

PR Reports in 2025

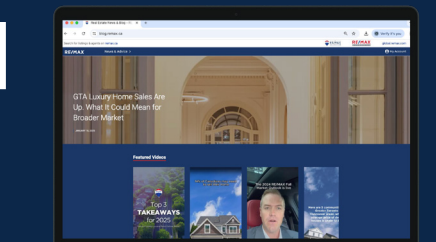


RE/MAX.ca Blog

A blog worth bragging about.

2.2M

Estimated Pageviews on Remax.ca



Influencer Marketing

Helping turn likes into keys.

14M

Estimated Total Impressions

Includes organic and paid media



Balloon Flights

Just look up.

421

Estimated Appearances

13.9M

Estimated Total Impressions



"On The House" Contest Series

New year, new winners! Watch for 4 new and exciting contest campaigns launching in 2025.

4

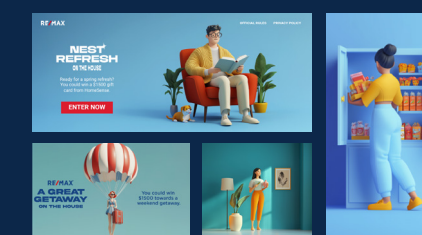
Contests

145

Winners

\$80,000

In Prizes



PetValu x RE/MAX

Gifting furry friends in forever homes continues into the new year. Awwwww!

5,000+

Gift Boxes

6.6M

Estimated Total Impressions

petvalu

