



THE
RE/MAX
COLLECTION®

Fine Homes & Luxury Properties





BRINGING LUXURY HOME /

Partnering with The RE/MAX Collection® means working with someone who values transparency, expertise and results. Your home's story will be expertly amplified to help attract qualified buyers, providing you with confidence throughout your homeselling journey. Trust is what moves us forward. Let's make your next move extraordinary.

RE/MAX® agents worldwide sell more real estate than any other brand.¹ The right agent can lead the way in helping your vision become a reality.

COMMITMENT /

When you work with The RE/MAX Collection, you can trust your luxury agent has access to the right tools and resources to help you meet your real estate goals and beyond.

Luxury living is more than a listing. It's a lifestyle. We are committed to this lifestyle. And committed to you.



RE/MAX: MOST TRUSTED /

Voted #1 most trusted real estate agents in the USA¹ and Canada² year after year.



remax.com/luxury

1 - Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study, years 2022-2025 and 2019.
2 - Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2021-2025, 2019 and 2017.



AGENT NAME /

**Luxury Agent
Team Leader
RE/MAX Office Name**

m 416.555.1234
o 416.555.5678
agent@remax.net
remax.com/luxury

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Luxury Agent

RE/MAX Office Name

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RE/MAX[®]

LEADERS /

Homebuyers and sellers think of RE/MAX first.¹ Since 1973, RE/MAX agents have held long-established reputations for delivering results through marketing expertise, industry leadership and limitless passion.



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¹Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? (first mention recorded).

CONNECTED /

With a presence in over 110 countries and territories, the RE/MAX network's global footprint is unmatched by any other real estate brand.

RE/MAX leverages its global connections to expertly market and sell luxury homes worldwide. This extensive network enhances visibility, connects your property with high-net-worth individuals and positions it as a premier opportunity in the global luxury market.



DIVERSE /

The RE/MAX Collection knows luxury lives in the details, and agents are deeply committed to providing personalized service that meets the expectations of a diverse and global community.





INNOVATIVE /

Nobody in the world sells more real estate than RE/MAX.¹ The RE/MAX network is built to service a global and elite clientele with sophisticated, modern and tech-focused marketing to stand out.



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¹Source: As measured by residential transaction sides.

DEFINING LUXURY /

Every home in The RE/MAX Collection is required to be twice the average sold price where a property is listed, making The RE/MAX Collection a true sign of luxury. This criteria aims to set these luxury listings apart from the competition.

12X

PARTNERS /

INSTITUTE *for*
LUXURY HOME
MARKETING®

UNIQUE
HOMES

inman

THE
WALL STREET
JOURNAL.

MANSSION
GLOBAL

Kingdom

BARRON'S

MarketWatch



THE CHRONICLE OF THE HORSE

These well-known companies represent valuable media and advertising partnerships to bring a world of luxury to your front door. Unique partnerships ensure your luxury listing receives the exposure it deserves from international and local audiences.



THE
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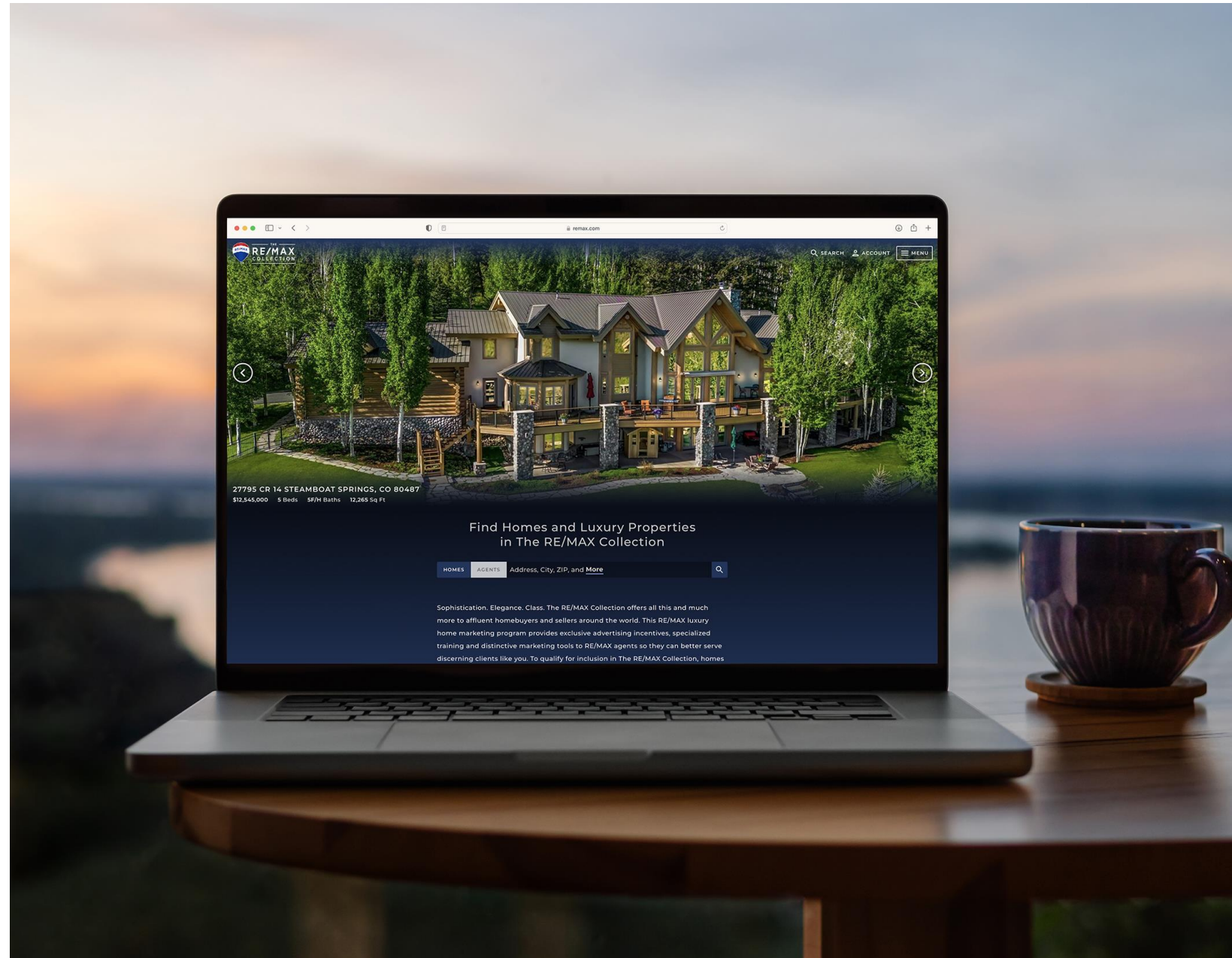
MARKETING/

The RE/MAX Collection luxury agents use advanced marketing tools and tailored advertising strategies to showcase your listing to qualified buyers.



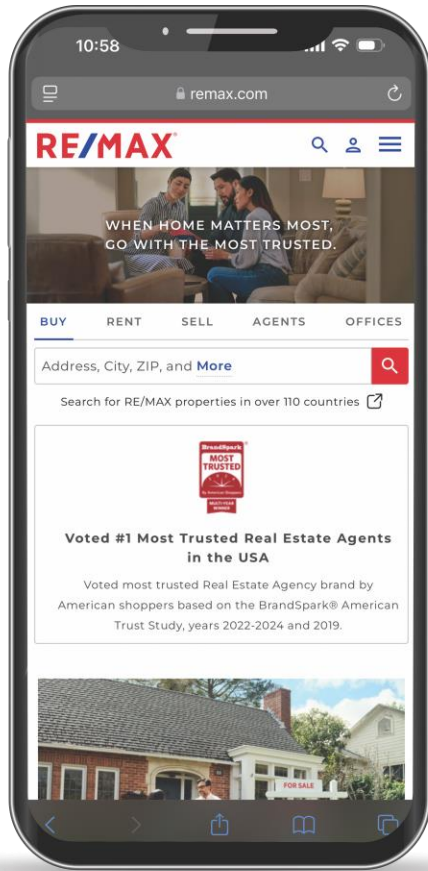
DIGITAL MARKETING /

remax.com/luxury exclusively displays homes **2x** the average price by zip code. The RE/MAX Collection website listings are syndicated on the RE/MAX network, including **remax.com** and **global.remax.com**. This combined digital presence establishes an outstanding global reach for your listing. Qualified listings also syndicate to **The Wall Street Journal (WSJ.com)** and **MarketWatch (marketwatch.com)** and, if \$1M+, to **Mansion Global (mansionglobal.com)** and **Barron's (barrons.com)**.

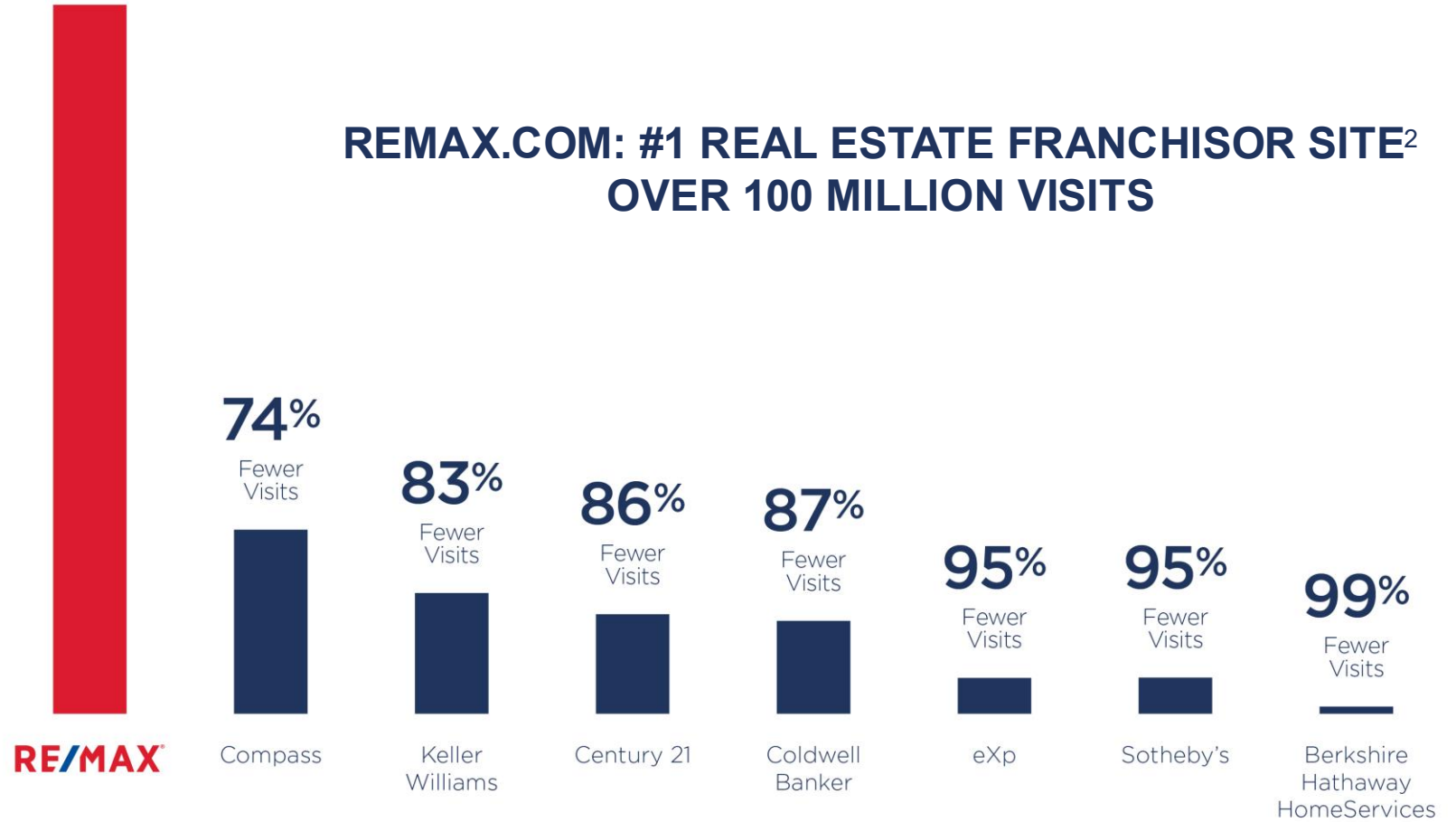


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REMAX VS COMPETITORS¹ /



**REMAX.COM: #1 REAL ESTATE FRANCHISOR SITE²
OVER 100 MILLION VISITS**



Data from January-December 2024



remax.com/luxury

¹Based on ComScore report of 2024 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. ²More visits than any other national real estate franchisor website, according to ComScore report of 2024 data for U.S. real estate franchisor brands website visits in the "Business and Consumer Services/Real Estate" category.

GLOBAL PRESENCE /

When asked to name a real estate brand, RE/MAX is the name people name first.¹ Whether you're buying or selling a city penthouse, a waterfront retreat or an equestrian estate, the RE/MAX network consists of over 145,000 agents who can help open the front door around the globe.

110+ Countries & Territories
145,000+ Agents
Nearly 9,000 Offices

STAGING YOUR HOME /

An agent from The RE/MAX Collection brings a high-end perspective and extensive knowledge of what luxury buyers seek to ensure your home shows beautifully, both in person and online.

Keep in mind that staging is not the same as remodeling. Staging focuses on cleaning, rearranging and decorating to emphasize a home's best features, such as a Carrera marble mantel, hand-laid herringbone floors, impeccable ocean views or a well-appointed room.





SHOWCASING YOUR PROPERTY /

With most buyers conducting their search online, professional listing photography and videography are essential for creating a high-end visual impact. Flattering natural light and carefully chosen angles showcase your impeccably designed space, attracting the highest buyer interest. Often, your first showing occurs online, followed by an in-person viewing.



ATTENTION TO DETAIL /

The RE/MAX Collection luxury agents are truly committed to your success and will guide you through a thoughtful process which may include:

- / Preparing an informed market analysis to help you determine an optimal buying or selling price that will attract the most buyers.
- / Referring you to local experts such as stagers and contractors to ensure your property is well-positioned in a competitive market.
- / Marketing your home to appeal to a qualified buyer pool with inspired photography, video, resources and strategies exclusive to The RE/MAX Collection.
- / Showing your home's features and benefits to the next potential owner.
- / Reviewing all offers in a timely manner and discussing negotiations with you.
- / Monitoring the steps necessary for a successful closing such as scheduling inspections and appraisals.
- / Providing peace of mind throughout the buying or selling journey.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND¹

In 2023, RE/MAX agents closed over
1.5 million total transaction sides.²



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¹MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell asked, when they think of real estate brands, which ones come to mind? (first mention recorded) ²Combined residential and commercial transaction sides for full-year 2023.



MIRACLE HOMES /

For 32 years, RE/MAX has proudly partnered with Children's Miracle Network Hospitals® to change kids' health and the future. Each year, the lives of over 10 million children are positively impacted by this partnership. RE/MAX agents have donated over \$200 million through the Miracle Home and Miracle Property Program to support the 170 CMN Hospitals throughout North America.

www.remax.com/resources/childrensmiraclenetwork



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YOUR NEXT STEPS /

The RE/MAX Collection luxury agents are with you through the real estate process and beyond. Whether it's a new purchase, a rental between homes or a short-term vacation property, our luxury agents help review your best options before you embark on your next steps.





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