



Awards & Recognition **PROGRAM**

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About the RE/MAX Awards & Recognition Program

RECOGNITION IS A PRIORITY

Achievement, leadership and productivity are major elements in the RE/MAX culture. Individuals, teams, brokerages and regions who excel in these areas have a deep, positive effect on their communities, their colleagues and the network as a whole.

The RE/MAX Awards & Recognition Program provides a way to honor these contributors. By shining a spotlight on quality and excellence, the awards celebrate accomplishments, fortify reputations and inspire others to reach higher in their own aspirations.

Awards bestowed through the program fall into four groups:

- Club Awards – Recognizing sales associates and team leaders with individual, team member and team leader status, based on commission earnings in a given year.
- Career Awards – Recognizing sales associates, based on cumulative earnings and years of service while with the RE/MAX network.
- Top 25/50/100 Rankings – Recognizing sales associates and teams, based on total gross commissions in a given year.
- Special Awards – Recognizing sales associates, teams, broker/owners, regional RE/MAX leaders and others in a variety of categories (production, growth, service and more).



Club Awards

REWARDS OF AN EXCEPTIONAL YEAR

Club Awards recognize the preparation, effort, performance and commitment essential to real estate success. Though the awards are based on gross commission earnings, their true measure goes far beyond dollar amounts. As sales associates reach higher and higher milestones, their impact grows alongside their income.

Announced each February, Club Awards are bestowed based on the recipient's total gross commission income (GCI) during the previous calendar year.



EXECUTIVE CLUB
\$50,000 to \$99,999
in gross commissions



100% CLUB
\$100,000 to \$249,999
in gross commissions



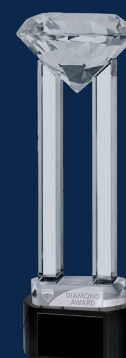
PLATINUM CLUB
\$250,000 to \$499,999
in gross commissions



CHAIRMAN'S CLUB
\$500,000 to \$749,999
in gross commissions



TITAN CLUB
\$750,000 to \$999,999
in gross commissions



DIAMOND CLUB
\$1 million to \$1,999,999
in gross commissions



PINNACLE CLUB
\$2 million+
in gross commissions

Club Awards

DETAILS

Club Award trophies for the Platinum Club and above are presented during the “Best of RE/MAX” awards celebration at R4, the annual RE/MAX convention. Members of the 100% Club are recognized at the 100% Recognition Luncheon, another exclusive R4 event. Trophies are complimentary for registered R4 attendees and may be collected during the award event or at the trophy booth in the R4 Marketplace. Executive Club trophies are not available at R4.

Executive Club members and other winners unable to attend R4 may purchase their trophies through remax.crownawards.com.

No action or application is required on the part of Club Award winners. The Awards team at RE/MAX World Headquarters manages the process, working with regional teams and offices as needed.

Award status updates are reflected in the RE/MAX MAX/Center® profile by the second week of February.

Commissions determining Club Awards for associates outside the U.S. and Canada are calculated using an approved RE/MAX conversion rate to U.S. dollars. Only commissions earned while with RE/MAX count toward an award.

For more information on Club Award eligibility or process, please email awards@remax.com.



Team Club Awards

HONORING A COLLABORATIVE EFFORT

Strong leadership empowers sales associates to achieve incredible results. Team Club Awards recognize team leaders who, through expert guidance and support, provide a foundation for the greater success of their team members.

Team Club Awards are awarded to team leaders based upon their team's total GCI in a calendar year. The award levels follow the same commission thresholds as individual Club Awards and are also announced in February.

Team members are recognized separately with an individual Club Award when their own earnings qualify for one.



EXECUTIVE CLUB TEAM
\$50,000 to \$99,999
in gross commissions



100% CLUB TEAM
\$100,000 to \$249,999
in gross commissions



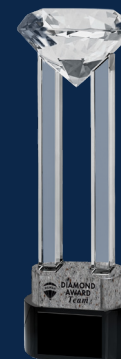
PLATINUM CLUB TEAM
\$250,000 to \$499,999
in gross commissions



CHAIRMAN'S CLUB TEAM
\$500,000 to \$749,999
in gross commissions



TITAN CLUB TEAM
\$750,000 to \$999,999
in gross commissions



DIAMOND CLUB TEAM
\$1 million to \$1,999,999
in gross commissions



PINNACLE CLUB TEAM
\$2 million+
in gross commissions

Team Club Awards

DETAILS

Team Club Award trophies for the Platinum Club and above are presented during the “Best of RE/MAX” awards celebration at R4, the annual RE/MAX convention. Team members are invited to cross the stage with their team leader during the award presentation. Teams achieving the 100% Club are recognized at the 100% Recognition Luncheon, also during R4. Trophies are complimentary for registered R4 attendees and may be picked up at the trophy booth in the R4 Marketplace or during various award events. Executive Club trophies are not available at R4.

Executive Club Team Award winners and other recipients unable to attend R4 may purchase their trophies through remax.crownawards.com.

No action or application is required on the part of Team Club Award winners. The Awards team at RE/MAX World Headquarters manages the process, working with regional staff and offices as needed.

Award status updates are reflected in the RE/MAX MAX/Center profile by the second week of February.

Team Club Awards are bestowed upon the team leader in recognition for their sales team's success in the previous year. As the primary recipient of the Team Club Award, team leaders are ineligible to receive a Club Award for their individual commissions. If they wish, team leaders can purchase additional Team Club Award trophies for their team members from remax.crownawards.com.

Team members are recognized for their individual contribution to their team commissions with an Individual Club Award.

Commissions determining Team Club Awards for sales teams and sales associates outside the U.S. and Canada are calculated using an approved RE/MAX conversion rate to U.S. dollars. Only commissions earned while with RE/MAX count toward an award.

For more information on Team Club Awards, please email awards@remax.com.



Career Awards

CELEBRATING LONG-TERM SUCCESS

Over time, as successful years build on one another, new milestones emerge – represented by the network's Career Awards. These prestigious, highly coveted awards convey true mastery. Reaching any level is a special, career-changing achievement.

Career Awards are based on an agent's individual GCI accumulated over time at RE/MAX. Beginning with Lifetime Achievement, they also include a length-of-affiliation component. Associates must fulfill both aspects of eligibility (earnings and tenure) in order to receive the award.



HALL OF FAME

Over \$1 million in gross commissions
No length of service required



LIFETIME ACHIEVEMENT

Over \$3 million in gross commissions
At least seven years active with RE/MAX



CIRCLE OF LEGENDS

Over \$10 million in gross commissions
At least 10 years active with RE/MAX



LUMINARY OF DISTINCTION

Over \$20 million in gross commissions
At least 20 years active with RE/MAX



PARAMOUNT OF EXCELLENCE

Over \$30 million in gross commissions
At least 30 years active with RE/MAX

Career Awards

DETAILS

The Circle of Legend, Luminary of Distinction and Paramount of Excellence Career Awards are presented during the Special Awards Winner Reception. The Hall of Fame and Lifetime Achievement Awards Career Awards are presented during the "Best of RE/MAX" awards celebration at R4, the annual RE/MAX convention.

Winners unable to attend R4 may purchase their trophies through remax.crownawards.com.

Award status updates are reflected in the RE/MAX MAX/Center profile within 90 days of identification by RE/MAX, LLC.

No action or application is required on the part of Career Award winners. The Awards team at RE/MAX World Headquarters manages the process, working with regional teams and offices as needed.

Commissions determining Career Awards for associates outside the U.S. and Canada are calculated using an approved RE/MAX conversion rate to U.S. dollars. Only commissions earned while with RE/MAX count toward an award.

For more information on Career Award eligibility or process, please email awards@remax.com.



Top 25/50/100 INDIVIDUAL & TEAM RANKINGS

Top 25/50/100 rankings recognize sales associates and teams based on their total gross commissions in a given year. To qualify for the top teams rankings, year-to-date commission totals need to be equal to or greater than \$40,000 US dollars. Team size is calculated by adding the total number of team members plus team leader on the last day of the month, for that month's rankings.

INDIVIDUAL RANKINGS

- Top 100 (Worldwide/U.S./Canada/Global)
 - Residential
 - Commercial

TEAM RANKINGS

- Categories
 - "Small" = two-person team
 - "Medium" = three-to-nine-person team
 - "Large" = 10+ person team
- Top 100 (Worldwide/U.S./Canada/Global)
 - Residential and Commercial combined
- Top 50 (Worldwide/U.S./Canada/Global)
 - Residential for each team category (Small/Medium/Large)
- Top 25 (Worldwide/U.S./Canada/Global)
 - Commercial for each team category (Small/Medium/Large)

Please reference the Team Guidelines for further questions regarding Top 25/50/100 Individual and team rankings.



Special Awards: **EXTRAORDINARY ACCOMPLISHMENTS**

Presented each year at the RE/MAX R4 convention, Special Awards recognize the network's most elite producers, most dynamic offices and most respected leaders.

Special Awards are bestowed at the "Special Awards Reception" during R4. The upscale event, which includes awards for office growth and leadership, culminations with the highly anticipated announcement of Top 3 Teams and Top 10 Individual Residential and Top 5 Individual Commercial rankings.

The Distinguished Service Award, the most enduring accolade of all, recognizes individuals who have made a permanent, meaningful impact on the network by representing the best aspects of RE/MAX through their actions and achievements.

LEADERSHIP AWARD CATEGORIES

- Distinguished Service
- Broker of the Year Multi Franchise
- Broker of the Year Single Franchise
- Region of the Year
- Children's Miracle Network Hospital® Donations
 - Top Contributor Single Franchise (U.S./Canada)
 - Top Contributor Multi Franchise (U.S./Canada)
 - Top Contributor Individual Agent (U.S./Canada)
 - Top Contributor Team (U.S./Canada)
- Top 5 Franchise Sales Consultants
 - U.S./Canada/Global

COMMISSIONS AWARD CATEGORIES

- Top 3 Teams for each Team category (Small/Medium/Large)
 - Residential (Worldwide/U.S./Canada/Global)
 - Commercial (Worldwide/U.S./Canada/Global)
- Top 3 Teams (Overall)
 - Residential & Commercial (Combined Worldwide/U.S./Canada/Global)
- Top 10 Individuals
 - Residential & Commercial (Combined Worldwide)
 - Residential (Worldwide/U.S./Canada/Global)
- Top 5 Individuals
 - Commercial (Worldwide/U.S./Canada/Global)

TRANSACTIONS AWARD CATEGORIES (Worldwide/U.S./Canada/Global)

- Top 3 in Team Transactions for each Team category (Small/Medium/Large)
- Top 3 in Individual Transactions

TOP FRANCHISES AWARD CATEGORIES (Worldwide/U.S./Canada/Global)

- Largest Franchise by Associate Count
 - Single Franchise
 - Multi Franchise
- Largest Net Gain in Sales Associates
 - Small Market
 - Metro Market
 - Multi Franchise
- Number of Closed Transactions
 - Small Market
 - Metro Market
 - Multi Franchise
- Total Sales Volume
 - Small Market
 - Metro Market
 - Multi Franchise

Special Awards

DETAILS

For production and growth awards, separate winners are determined for the U.S., Canada and Global regions. The overall top performer is recognized as the worldwide winner.

Commission and transaction awards and rankings are additionally divided into Teams and Individuals.

In many of the office categories, a distinction is made between metro and small markets, and between single franchises and multi franchises.

SPECIAL AWARD DEFINITIONS

Single vs Multi Franchise

Single Franchise: A franchise with a single franchise agreement (a single office with a team office and has only one franchise agreement would be considered a Single Franchise).

Multi Franchise: A franchise with two or more franchise agreements.

Net Growth Index

The difference between a prior period agent count and the current agent count with adjustments to exclude agent activity attributed either to transfers from other RE/MAX offices during the evaluation period or to re-activations within 30 days after termination of RE/MAX affiliation.

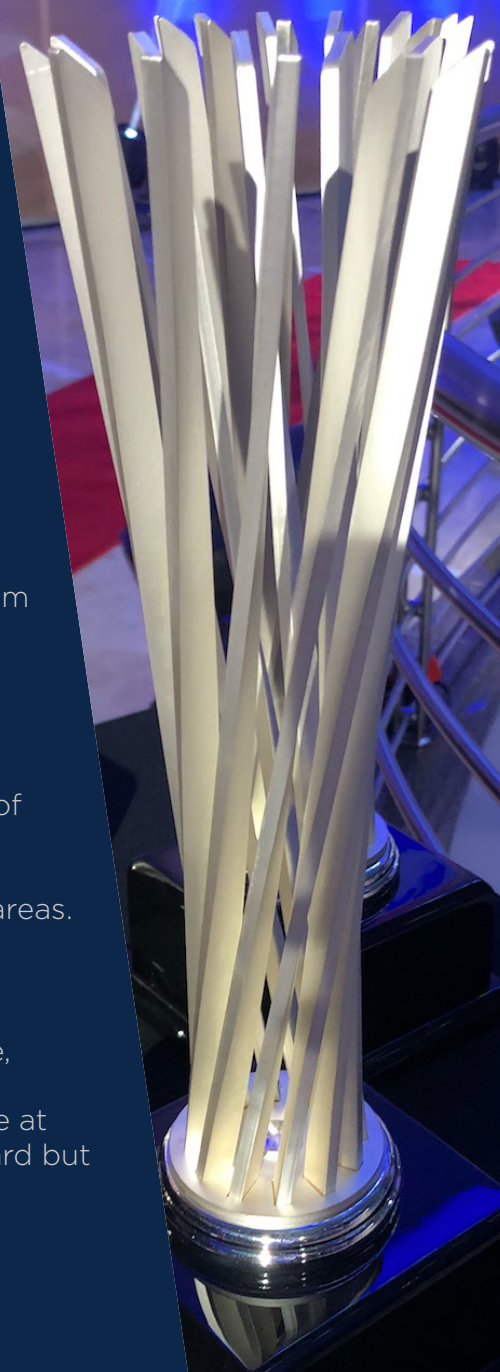
Small vs Metro Market

Small Market: 30K or less in populations that are substantially distant from major urban areas.

Metro Market: 30K or more in population.

Special Nomination Awards – Distinguished Service, Broker/Owner of the Year Single Franchise, Broker/Owner of the Year Multi Franchise and Region of the Year – are determined through a nomination process. Regions submit nominations in December, and the final selections are made at RE/MAX World Headquarters in January. Recipients are notified that they've won a Special Award but are not given specific details.

For more information on Special Award eligibility or process, please email awards@remax.com.



Visibility

WELL-EARNED ACCLAIM

Special Awards Winner Reception

The Specials Award Reception recognizes RE/MAX's top networkwide winners based on commissions, transactions, and volume production at an office and agent level. Distinguished Service, Broker/Owner of the Year Single and Multi Office, and Region of the Year are just some of the special awards recognized.

100% Recognition R4 Luncheon

The 100% Luncheon recognizes the top agents and teams earning between \$100,000 - \$249,999 in commissions.

Best of RE/MAX R4 Awards Ceremony

This formal event celebrates the success of top RE/MAX associates from across the network in a high-energy and entertaining evening. R4 registration and an event ticket is required for all attendees.

Neck Medals Top 25/50/100 Rankings

If they're attending R4, individuals and team leaders in the year-end Networkwide Top 25/50/100 rankings can receive their medal at the Trophy Booth in the R4 Marketplace. They should wear the medal proudly throughout the convention.

Marketing **YOUR ACHIEVEMENTS**

Winning an award is exciting, but the benefits extend far beyond the moment. In a competitive industry, awards and achievements provide valuable credibility that can generate additional business.

To leverage the acclaim earned through the RE/MAX Awards & Recognition Program, here are a few ideas honorees should consider:

- Display trophies and certificates in a prominent, visible way.
- Issue a press release about the award (templates are available in the RE/MAX Marketing Portal via MAX/Center).
- Add the appropriate Career Award or Club Award logo into your email signature and business cards (available in the RE/MAX Marketing Portal via MAX/Center).
- Reference the award on websites, social media profiles and promotional materials.
- Wear career award lapel pins.

Any advertising of RE/MAX awards or rankings by an office or affiliate must accurately present the office's or affiliate's accomplishments. For more information, see page 69 of the Brand Identity Manual.

For assistance with any of these resources, please email awards@remax.com.

