

Program Overview

The REMAX Collection® is a global luxury brand with elevated marketing resources for agents representing upscale homes and affluent clientele. The REMAX Collection luxury agents are versed in more than just unique properties around the world; they know luxury lives in the experience. Become a part of the luxury network that helps open doors to luxurious living worldwide.

The details are what sets the network apart.

Luxury Resources

Robust, curated luxury content for U.S., Canada and global affiliates — designed to help elevate the upper market segment and secure listings.

Elevated Standards

Every home in The REMAX Collection is required to be 2X the average sold price where a property is listed.

Luxury Forum

An annual event where luxury agents are invited to network with other industry influencers and learn new ways to expand their business.

REMAX University®

A learning hub designed to help agents scale their professional expertise.

Luxe Exchange

An exclusive virtual showcase of premier luxury homes, presented by The REMAX Collection. Held four times a year, this curated event features exceptional properties and premier luxury listings.

Social Club

Connect with us:

Instagram: @TheREMAXCollection

Facebook: facebook.com/groups/TheREMAXCollectionGroup

LUXURY RESOURCES

<https://globalresources.remax.com/the-remax-collection/>

All-in-One-Place Resources:

Look Book

Customizable brochure to present digitally or print professionally

REMAX Hustle

remaxhustle.com
Customize videos, video editor, digital welcome mats

Video eBooks

Distinct yard signs and sign riders

Check with your region's preferred signage

Photofy

Mobile content creation platform for listings and agent branding

Consumer-facing commercials

Letterhead and posters

Luxury listing presentation

"REMAX vs. the Industry" social graphics

LUXURY COLLABORATORS

These well-known companies provide valuable marketing resources to bring a world of luxury to your business. Unique vendors ensure your luxury listing receives the exposure it deserves.

Xpressdocs

xpressdocs.com/remax

Markful

markful.com/the-remax-collection

Peleman

Presentation Materials
shop-usa.peleman.com/collections/remax-collection

Luxury Presence

luxurypresence.com/theremaxcollection

BoxBrownie.com

boxbrownie.com/remax





REMAX UNIVERSITY (RU®)

RU is a world-class learning platform for luxury agents to enhance their skills and receive industry-leading education and coaching on demand.



global.remax.com

This global website showcases listings in over **100 countries/territories** in 50 languages and 70+ currencies.

Top 10 Countries Searched

- | | |
|--------------|--------------------|
| 1. Mexico | 6. Netherlands |
| 2. Portugal | 7. Brazil |
| 3. Germany | 8. Chile |
| 4. Argentina | 9. Spain |
| 5. Italy | 10. Czech Republic |

Data obtained from Gryphtech LLC and Google Analytics between 01/01/2024 and 12/31/2024. Language, currency and country count as of 12/31/2024.

LUXURY DESIGNATIONS

- **CLHMS™ designation from The Institute for Luxury Home Marketing.** Agents selling homes \$2M+ USD may earn the GUILD Elite™ designation.
- **Luxury Listing Specialist (LUXE) designation.** Learn how to sell the \$1M+ market. No luxury sales experience required.

Luxury designations are not required to use The REMAX Collection branding, but are encouraged. Learn more at <https://rem.ax/RUluxury>

PRIVATE FACEBOOK GROUP

facebook.com/groups/TheREMAXCollectionGroup

The REMAX Collection Facebook Group is exclusive to global luxury professionals who want to build a community of like-minded individuals. The purpose of this group is to share best practices, contribute through positive communication and help each other grow. The REMAX Collection Facebook Group does not serve as a listing platform. Complete the group membership questions for consideration.

global.remax.com | remax.com/luxury (U.S.) | remax.ca/luxury (Canada)