

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.

Luxe Exchange

An exclusive virtual showcase of premier luxury homes. This is your chance to present a top-tier listing and connect with luxury real estate professionals worldwide.

REMAX University[®]

A learning hub, with a dedicated luxury page, designed to help agents scale their professional expertise.

LUXURY RESOURCES

U.S.	https://resources.remax.com/the-remax-collection/
Canada	https://agentbrokerhub.remax.ca/the-remax-collection/
Global	https://globalresources.remax.com/the-remax-collection/

All-in-One-Place Resources:

Video eBooks

Consumer-facing commercials

Property marketing brochure

Luxury listing presentation

Look Book

Customizable brochure to present digitally or print professionally

“REMAX vs. the Industry” social graphics

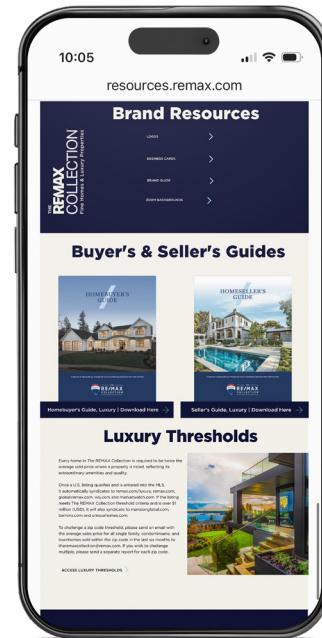
Distinct yard signs and sign riders

Photofy

Mobile content creation platform for listings and agent branding

REMAX Hustle

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



INTERNATIONAL PUBLICATIONS

The REMAX Collection luxury agents receive access to exclusive digital and print advertising programs with internationally renowned publications where luxury listings can reach millions of qualified buyers. Reach out to the publication representative for possible special rate availability.

Unique Homes
uniquehomes.com

The High End direct mail magazine by Unique Homes

The Wall Street Journal
realestate.wsj.com

Mansion Global Experience Luxury magazine
mansionglobal.com/advertise

Kingdom Magazine
kingdom.golf

The Chronicle of the Horse
chronofhorse.com



THE REMAX COLLECTION LISTING CRITERIA

U.S.

Visit the Luxury Agent Hub <https://resources.remax.com/luxury-thresholds-us/>
Download the PDF to search by zip code.

Canada

Visit the Luxury Agent Hub
<https://agentbrokerhub.remax.ca/luxury-thresholds-canada/>
Download the PDF to search by province and city.

Once a listing qualifies and is entered into the MLS, it automatically syndicates to remax.com/luxury (U.S.) or remax.ca/luxury (Canada), global.remax.com, wsj.com and MarketWatch.com. U.S. and Canadian listings that meet The REMAX Collection threshold and are priced at \$1M+ USD or \$1.3M CAD will syndicate to MansionGlobal.com and Barrons.com. U.S. listings that meet the same threshold will also syndicate to UniqueHomes.com.

FEATURE YOUR LISTING ON THE HOMEPAGE CAROUSEL

To have your property considered for placement on the remax.com/luxury homepage carousel, email listing details to theremaxcollection@remax.com. Listings must be \$2M+ USD. Selection is not guaranteed.

U.S. CONSUMER GUIDES

Equip your clients with The REMAX Collection **Homebuyer's Guide**, covering agent and client expectations, the buying process and key terms. The

Homeseller's Guide walks sellers through preparing, pricing and marketing their home.

Both guides are available in digital and print formats.



REMAX UNIVERSITY

From online and in-person courses and events to broker/owner and agent-specific programs, REMAX University offers advanced certifications and educational opportunities to stay ahead.

Luxury learning programs include:

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

SOCIAL CLUB

Instagram: @TheREMAXCollection

Facebook: 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.