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## **REMAX Harnesses Unmatched Global Footprint, Launches AI-Powered Referral Platform with RESAAS to Strengthen Agent Network and Drive Brokerage Profitability**

*The new industry-leading platform connects REMAX agents worldwide with smart matches and provides seamless at-closing fee payments.*

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**Denver** – REMAX®, the #1 name in real estate\*, is proud to announce MAXRefer – an AI-powered global referral system to enhance agent efficiency and connectivity worldwide. Built with cutting-edge-technology from RESAAS Services Inc. (“RESAAS”) (TSX-V: RSS, OTCQB: RSASF), a leading provider of technology solutions for the real estate industry, the MAXRefer real-time data platform will streamline and scale referral exchanges across the REMAX network of over 145,000 agents in more than 110 countries and territories. Launching May 7, MAXRefer represents a significant step in driving agent success and cross-border collaboration.

MAXRefer is built to simplify every step of the referral process – from identifying the best agents to finalizing the transaction and facilitating referral payments at closing. The platform helps ensure a secure, efficient and transparent process by tracking referrals from initiation to completion, making it easier for REMAX agents to connect, collaborate and close transactions with speed and confidence.

“We are committed to elevating the experience for REMAX brokers and agents while enhancing the value proposition of our brand,” said Erik Carlson, Chief Executive Officer of RE/MAX Holdings, Inc. “With the introduction of our AI-powered referral platform, we are leaning in to support the REMAX community, helping agents earn more listings, save time, and tap into the unmatched global connectivity that sets REMAX apart.”

REMAX is the first global real estate franchisor to capitalize on RESAAS’s proven, enterprise-grade software. More than 600,000 real estate agents worldwide use RESAAS.

“The networking effect works best at scale. With an unrivaled global network of agents, REMAX affiliates are perfectly positioned to support their business and enhance their clients’ experience with RESAAS’s industry-leading Enterprise referral platform,” said Tom Rossiter, CEO of RESAAS. “The global referral platform is the combination of the power of AI, RESAAS’s proven technology and at-the-close referral fee payment. This is the future of how referral business will be done.”

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Added Travis Saxton, Executive Vice President of Strategy for REMAX: “With MAXRefer, we are able to scale the power of the REMAX network and leverage AI to make agents’ lives easier and process referrals faster, which we hope will ultimately increase the number of network referrals as well as agent productivity.”

With the launch of MAXRefer, REMAX reaffirms its position as a technology-forward real estate network who embraces innovation – giving agents a faster, smarter way to close deals.

*\* Source: MMR Strategy Group study of unaided awareness*

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## **About the REMAX Network**

As one of the leading global real estate franchisors, RE/MAX, LLC is a subsidiary of RE/MAX Holdings (NYSE: RMAX) with more than 145,000 agents in nearly 9,000 offices and a presence in more than 110 countries and territories. Nobody in the world sells more real estate than REMAX, as measured by residential transaction sides. REMAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. REMAX agents have lived, worked and served in their local communities for decades, raising millions of dollars every year for Children’s Miracle Network Hospitals® and other charities. To learn more about REMAX, to search home listings or find an agent in your community, please visit [www.remax.com](http://www.remax.com). For the latest news about REMAX, please visit [news.remax.com](http://news.remax.com).

## **About RESAAS Services Inc.**

RESAAS is an award-winning technology company serving the Global Residential and Commercial Real Estate Industry.

Over 600,000 Residential Real Estate Agents in 160 countries use RESAAS to obtain unique Real Estate Data, access to qualified international referrals and Coming Soon listings. Commercial Real Estate's largest Brokerages and Institutions leverage RESAAS as a Data Exchange to securely distribute their own data with designated third-parties.

For more information, please visit [www.resaas.com](http://www.resaas.com).

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