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REMAX Launches 'Marketing as a Service' Platform to Empower Affiliates and Strengthen Market Leadership

The new marketing resource provides a seamless way for affiliates to market smarter and offer elevated service to clients.

DENVER – REMAX®, the No. 1 name in real estate¹, announced the launch of Marketing as a Service (MaaS), a dynamic, data-driven platform designed to help REMAX affiliates across the U.S. and Canada market listings more easily, connect with clients more effectively and drive business growth more strategically. MaaS represents the latest in a series of bold innovations from REMAX, reinforcing its ongoing commitment to invest in its value proposition for the brand's network of more than 145,000 agents.

Powered by Realforce, MaaS is a seamless, AI-fueled system that enables affiliates, including Broker/Owners, agents and teams, to launch strategic marketing campaigns with minimal effort and maximum impact. From automated listing packages to customizable ad programs and real-time analytics, MaaS consolidates top-tier marketing tools into a single, easy-to-navigate experience.

"This is about giving REMAX affiliates every advantage in this highly competitive industry," said Abby Lee, EVP of Marketing, Communications and Events for RE/MAX Holdings, Inc. "Marketing as a Service is designed to run in the background while REMAX agents stay front and center with their clients. It's another great example – one of many this year – of REMAX leaning into AI and tech innovations to help agents win listings, save time and build their businesses."

MaaS featured highlights include:

- **Simplified Marketing Tools:** MaaS consolidates the best REMAX listing assets into one intuitive dashboard, enabling ready-to-go campaigns in just a few clicks.
 - **Smart Automation:** Set and save campaign preferences, allowing the platform to auto-launch personalized outreach across channels.
 - **Performance Reporting:** Access to shareable, real-time dashboards with campaign metrics that can be forwarded to sellers and teams.
 - **Quarterly Market Report Emails:** Delivered via MAXTech® powered by BoldTrail, branded updates offer insightful market snapshots directly to an agent's sphere.
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- **Polished Brand Presence:** Campaigns reflect the refreshed branding from REMAX, delivering a modern, consistent look that reinforces professionalism and elevates brand perception.

REMAX affiliates throughout the U.S. and Canada can serve their clients with MaaS's no-cost base package, which includes flyers, digital and social content, and performance tracking. Advanced features such as lead generation, print mailers, recruiting campaigns and video will roll out in the months ahead.

Lee added, "We're being very aggressive in providing REMAX affiliates with difference-making competitive advantages that help them stand out—especially on social and digital platforms where most people begin their home search. REMAX is the most productive real estate network in the world² and REMAX agents are the most trusted³ professionals in the business — we want consumers to know that when they're choosing an agent to work with."

Strengthening the REMAX Value Proposition

MaaS arrives at a pivotal time in the brand's evolution. Earlier this year, REMAX unveiled a bold, digital-forward brand refresh designed to help agents shine in competitive markets. The company also launched MAXReferSM, a global referral platform powered by AI to enhance agent connectivity across borders; MAXEngageSM, a rewards-based app that encourages agents to get loud on social media; and AspireSM, an innovative onboarding program that will help attract and develop the next generation of top-producing REMAX agents.

MaaS strengthens the REMAX value proposition by making it easier for agents to market listings, put clients first and grow their businesses. It's a smarter, faster way to work, and part of a broader strategy to ensure REMAX remains an industry leader through purposeful innovation.

¹ Source: MMR Strategy Group study of unaided awareness.

² As measured by residential transaction sides.

³ Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study, years 2022-2025, and 2019.

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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



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