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REMAX Sells Master Franchise Rights in Malaysia, Expanding the Global Brand's Presence in Southeast Asia

New region driven by REMAX value proposition and trusted brand reputation.

DENVER – REMAX® proudly announces the brand's expansion with the signing of a regional franchise agreement in Malaysia. REMAX Malaysia joins a worldwide network with a presence in more than 110 countries and territories – a global footprint unmatched by any other real estate brand.

The newly launched operation is led by experienced entrepreneur and real estate expert Kelly Ang, who cited the REMAX reputation, international network and community-driven approach as key reasons for purchasing the rights to REMAX Malaysia in the thriving Southeast Asian nation with a population of 35 million.

"Having worked in the real estate industry for over two decades, I've developed a deep understanding of market dynamics and consumer needs," said Ang. "Our experience, paired with the robust support system at REMAX, positions us to thrive in this exciting new chapter."

Based in Kuala Lumpur, the capital and largest city, REMAX Malaysia plans to grow its roster of Registered Estate Agents (REAs) and Real Estate Negotiators (RENS) to support clients and communities across the country – all while leaning into the brand's global resources, elite education and productivity-driven culture.

The region's official launch has already garnered accolades, including the 2025 International Prestige Brand Award—presented by the Asia Excellence Entrepreneur Federation(AEEF)—recognizing the professionalism of REMAX Malaysia's affiliates and strength of the REMAX brand.

"REMAX and REMAX Malaysia share a commitment to integrity and client service," Ang added. "We're eager to deliver an elevated experience to both the professionals joining our team and the consumers we serve."

Shawna Gilbert, REMAX Senior Vice President of Global and Commercial, praised Ang's vision and leadership saying, "Kelly Ang is a driven, strategic professional with the

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expertise to establish REMAX Malaysia as a benchmark for real estate excellence throughout the country.”

To further support its international network, REMAX recently launched [MAXRefer](#), an AI-powered global referral platform. MAXReferSM simplifies every step of the referral process – from smart agent matching to secure tracking and built-in referral fee payments – making it easier than ever for REMAX agents to collaborate across borders.

“People recognize REMAX all around the world – and it’s the community of outstanding professionals who make REMAX the trusted, productive, and unstoppable brand it is,” said Gilbert. “It’s our priority to provide global affiliates with the best resources, tools, and support they need to build their businesses.

This launch follows [two international milestones](#): the sale of master franchise rights in Côte d'Ivoire, expanding the REMAX brand’s presence across Western Africa, and the opening of REMAX Premier in Bahrain, located in the dynamic Seef District of Manama. These developments reflect the brand’s strategic focus on global growth and its commitment to connecting local markets with international buyers and investors.

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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. For the latest news about REMAX, please visit news.remax.com.
