



RE/MAX® Value Comparison Checklist

Does your brand measure up?



Below are multiple benefits RE/MAX offers that many broker/owners and agents find valuable. Check off what applies to your brand to see how it measures up to RE/MAX.

BRAND	RE/MAX	YOUR COMPANY
RE/MAX Leads the Industry in Brand Awareness³		
Voted #1 Most Trusted Real Estate Agents in Canada. ¹	✓	
Nobody in the World Sells More Real Estate than RE/MAX. ²	✓	
#1 in Brand Name Awareness. ³	✓	
RE/MAX: The #1 Name in Real Estate. ³	✓	
RE/MAX is 4x more likely to be recommended than other real estate brands. ⁴	✓	
RE/MAX is 3x more likely to be considered than other real estate brands. ⁵	✓	
Most Productive: 12.9 Transactions per Agent. ⁶	✓	
Over 90% of homebuyers and sellers know of RE/MAX. ⁷	✓	
Experienced Broker/Owners: Average 21.1 Years in Real Estate. ⁶	✓	
Loyal Broker/Owners: Average 20.5 Years with RE/MAX. ⁶	✓	
RE/MAX has the highest search interest on Google.com among real estate brokerage brands in Canada for over five years. ⁸	✓	
The RE/MAX referral network allows agents to exchange referrals and obtain leads from around the globe.	✓	
Professional agent and team signage for residential, commercial and luxury.	✓	
Annual awards and recognition programs based on yearly commission levels and career achievements.	✓	
The RE/MAX Collection®: Distinctive branding exclusively for luxury properties.	✓	
RE/MAX Commercial®: Opportunities and branding for commercial real estate brokers.	✓	
RE/MAX Commercial: Consistently named to Lipsey's Top 25 CRE Brands Survey	✓	
A presence in over 110 countries and territories and over 140,000 agents worldwide. ⁶	✓	
Media/Advertising & Communications		
RE/MAX is the voice of real estate in Canada, with over 1.9 billion PR impressions and 14,500 stories expected in 2024. ⁹	✓	
RE/MAX Blog: Your single source for real estate content including industry news, consumer trends, network stories and corporate announcements. Over 3.2 million total page views annually. ¹⁰	✓	
Sports Sponsorships: The only real estate brand that is the official partner of the Blue Jays™, WHL, PWHL, Canucks, Flames, Whitecaps, Oilers and also the Official Real Estate Agents of the NBA in Canada. Over 1.22 billion sports marketing impressions expected in 2024. ⁹	✓	
Highly impactful national and local advertising campaigns with premium placements across TV, digital, billboards and more.	✓	

Impressions delivered: Over 3 billion RE/MAX branding impressions to consumers estimated in 2024, that is estimated to generate 193k leads for agents this year.⁹	✓	
Billions of dollars have been spent promoting the RE/MAX name and its agents over the years.	✓	
Customizable marketing that ties into the national advertising campaign available for our network to leverage across tv, outdoor, print, video, digital and social media channels.	✓	
RE/MAX-owned social media channels offer engaging content that helps tell the brand story to consumers and allows you to share content to your own channels. 285 Million Impressions Expected in 2024.⁹	✓	
Branded social media images ready to be shared for holidays, personal promotion and more.	✓	
RE/MAX News: Your single source for real estate content including industry news, consumer trends, network stories and corporate announcements. 1 Million+ Page Views Annually.¹⁰	✓	
Power Moves Podcast: RE/MAX Canada President Christopher Alexander goes in-depth with some of the best RE/MAX broker/owners, team leaders and industry experts. Hear their strategies, learn from their insights and see the moves that took their careers to new heights.	✓	
Power Moves Podcast - YLN Edition: Discussions about all things real estate with fellow members of the RE/MAX Young Leaders Network, and highlights of their accomplishments and success stories.	✓	
Networking Events		
Kickstart: This in-depth orientation guides those new to the brand through the many tools and support services RE/MAX offers to build their business. Learn about the history of RE/MAX, the future of the company and all the resources available.	✓	
Activate: One of the largest Annual Canadian Conferences for broker/owners, managers & agents. A chance to learn from industry experts, network and build your referral database.	✓	
Annual R4® Global Convention: A collaborative event for broker/owners, managers and agents from around the globe to learn, network and build their referral database.	✓	
In-region Agent Events: Agents can attend a variety of in-region events that could include hearing from industry leaders, masterminding and networking.	✓	
The RE/MAX Collection Luxury Forum: Top luxury agents from around the world gather to discuss the luxury market, building their business and connecting with other top agents.	✓	
The Ultimate Teams Event: Team leaders, team members and those wanting to build a team benefit from educational sessions and networking opportunities.	✓	
Commercial Symposium: Commercial Brokers gather to learn, inform and connect on the commercial real estate industry.	✓	
Elite Retreat: An exclusive retreat for the previous year's Pinnacle, Diamond, Titan and Chairman Award winners. The event honours individuals and teams who are at the top of their game with special activities, guest speakers, roundtable discussions and more.	✓	
Networking Groups		
Young Leaders Network: Encourages RE/MAX Canada agents aged 40 and under to share knowledge and support fellow agents in the evolving industry, aiming to foster leadership and deeper, more meaningful connections.	✓	
Vanguard Collective: Empowers seasoned agents and team leaders over 40 to join an exclusive circle of professionals to help shape the future of real estate - while offering them a chance to become an ambassador and lead their local contingent on behalf of RE/MAX Canada.	✓	
Children's Miracle Network®		
Agents can make a difference in their community by partaking in the Miracle Home Program by voluntarily donating to their local Children's Hospital from each home sale.	✓	
Broker/owners can earn the designation of a Miracle Office based on the number of contributing agents and the total contributions made.	✓	
RE/MAX is the exclusive real estate contributor and since 1992 RE/MAX affiliates in North America have raised over \$200 million USD.	✓	
Quest for Excellence Scholarship Program		
RE/MAX Canada offers \$40,000 in scholarships for students graduating high school each year.	✓	

Treat Accessibly		
A program that encourages homeowners to bring “treats to the streets” in the name of inclusivity and accessibility during Halloween. Agents can leverage lawn signs in their relationship-building efforts and increase their client base with this non-profit program that is infiltrating Halloween.	✓	
Treat Accessibly saw widespread media coverage last year generating more than 160 million impressions and over 80 TV and radio segments on nation-wide channels like CTV News, CBC News and Global News.	✓	
Industry Associations		
Broker/owners and agents have an opportunity to work within the industry at various levels to help increase integrity in best practises and increase opportunities for homeowners.	✓	
Build relationships with peers serving specific markets, learn about cultural differences and embrace the opportunity to serve.	✓	
Affiliations with AREAA, CCIM, CREA, NAIOP, LGBTQ+ Real Estate Alliance and various Real Estate Boards across Canada.	✓	
RE/MAX Balloon Program		
Branding: The RE/MAX hot air balloon fleet is the largest in the world, with 106 balloons worldwide.	✓	
Recognition: The RE/MAX hot air balloon is recognized all over the world, with over 15 million impressions and 319+ flights in Canada estimated for 2024. ⁹	✓	
Promotion: May be available for large scale community events, fairs and festivals.	✓	

EDUCATION

RE/MAX

YOUR COMPANY

RE/MAX University®		
Helps agents level-up their professional skills through courses, streamlined technology trainings and access to brokerage-based resources.	✓	
Learning on the go and on demand: Over 1,000 courses viewable on computers, tablets, smartphones, plus discounts on designations and certifications.	✓	
Agents can track progress and discover new opportunities to learn. A virtual coach will also help keep their learning on track.	✓	
Business-building education: sales skills, technology, social media, productivity apps, goal setting, lead generation and more.	✓	
Courses to help teams develop and grow including Team Fundamentals, Developing High-Performing Teams and Momentum® Master Team Builder.	✓	
Team-Specific Coaching: Workman Success Systems, Buffini, Jared James and Tom Ferry.	✓	
Learning Plans: Specific education modules for new-to-RE/MAX agents to help them onboard at their own time and pace.	✓	
Coaches Corner: Broker/owners, managers and agents can gain exclusive insights from some of the top coaches in the industry, as well as top producers in the network.	✓	
Complete Agent Development: A comprehensive training program that helps agents shift their mindset into business-owner mode and establish an actionable Agent Business Plan that supports their long-term growth and profitability.	✓	

TECHNOLOGY

RE/MAX

YOUR COMPANY

Comprehensive Listing Exposure		
Lead generation: 1.35 million leads to RE/MAX affiliates in 2023. ¹¹	✓	
global.remax.com: Listings in over 50 languages and 72 currencies; 750,000+ RE/MAX-only listings per month. ¹²	✓	
remax.ca/commercial: 2.3 million total page views last year. ¹³	✓	
remax.ca/luxury: Exclusively for luxury properties listed at twice the average local sales price.	✓	
Luxury listings syndicated to: remax.ca/luxury, global.remax.com, The Wall Street Journal and Mansion Global.	✓	

Have a chance to promote your luxury listings in The Globe and Mail at no cost.	✓	
Lead-generating, customizable agent, team and office websites with real-time IDX home search.	✓	
Listings syndicated to a variety of RE/MAX websites, real estate portals, and listing promotion tools.	✓	
MAX/Center®		
Centralized location for all RE/MAX systems, profiles and resources: technology, tools, news, logos, marketing resources, global referral network and more.	✓	
MAX/TechSM Powered by kvCORE		
Lead generation tools allow agents to generate new leads organically or supercharge results with built-in paid advertising.	✓	
An AI-powered smart CRM provides lead validation and scoring, plus follow-up via email, text and phone.*	✓	
Present: A next-generation CMA and presentation builder that helps agents guide clients through an interactive and compelling pricing discussion. Available in regions where MLS provides sold data.	✓	
Teams: Teams within a brokerage can have their own team-based website, lead routing and more. Additionally, this add-on allows team leaders to manage their team of agents within a brokerage independently.	✓	
ListingMachine: Connects directly to the MLS, pulling in property details and creating an entire marketing campaign for each listing, including social content posting to various platforms.	✓	
DesignCenter: Offers additional branded print and digital pieces to help your agents promote their personal brand and listings.	✓	
Social: Helps your agents' engagement by posting content to their Facebook, X and LinkedIn accounts. Options range from different content categories to frequency of posting.	✓	
Deep integration into industry leading transaction management platforms makes closing the deal streamlined.	✓	
Smart Campaigns: Behavioural nurturing delivers unique, relevant and timely content that drives engagement across both new leads and personal sphere of influence contacts.	✓	
Over 50 seamlessly integrated add-on solutions like paid advertising, PropertyBoost lead generation, vanity domains and more allow you to customize the platform to meet the unique needs of you and your team.	✓	
Video Marketing & Infographics (remaxhustle.com)		
Create, edit and share your own professional quality videos for every need through the RE/MAX Hustle Video Editor.	✓	
Personalize national ad campaign commercials with your name, face and contact information.	✓	
Market listings with customized, eye-catching videos to highlight the home's features.	✓	
Share digital welcome mats and Hustlegraphics easily to social channels.	✓	
Social Media Templates & Graphics (Photofy™)		
Agents and teams can share customizable RE/MAX-branded content on social media and in digital marketing through the mobile app and website tool.	✓	
RE/MAX Marketplace		
Agents and teams get access to approved suppliers that offer RE/MAX-branded materials: business cards, yard signs, branded swag and many more resources at a discounted rate.	✓	
rem.ax URL Shortener		
Agents and teams can create shareable short links and QR codes from long URLs and track their traffic for enhanced marketing insights.	✓	
RE/MAX Customer Support		
Timely, professional support available through an online portal, email, text message, and live chat.	✓	

ADDITIONAL BROKER/OWNER BENEFITS

RE/MAX

YOUR
COMPANY

Onboarding & Support		
Onboarding Team: Provides guidance through every phase of building your business.	✓	
Dedicated Franchise Development Consultant: Offers consulting in recruiting, retention, marketing strategy, tools and services.	✓	
Broker 101: Live 4-day course designed as an introduction to RE/MAX ownership.	✓	
Regional Management Training: A refresher designed to help managers and administrators sharpen their skills, leverage brand resources and make new connections.	✓	
Dedicated agent and broker resource hub that includes the latest marketing programs, tech, tools and resources to help power your business.	✓	
Free and paid events for every brokerage model and ownership style.	✓	
MAX/Recruit: Recruiting & Retention Support		
Get the recruiting resources, tools and education to highlight your value prop and boost your efforts to attract, recruit and retain top-level talent on one platform with MAX/Recruit.	✓	
Recruiting 101: An exclusive event providing key strategies to highlight your value prop and grow your business by attracting and keeping top talent.	✓	
Coaching: Choose between one-on-one, group coaching or coaching webinars to get the guidance and accountability you need to help recruit and retain agents.	✓	
Recruiting Club: Connect with growth-driven peers, gain valuable competitor insights, master recruiting and retention best practices and discover the latest RE/MAX tools and resources.	✓	
Unstoppable Starts Here: Use this recruiting campaign's materials for social posts, paid advertising and print ads.	✓	
Recruiting presentation and brochures to present to prospects and agents.	✓	
Private online communities helping you connect with growth-minded owners locally, nationally and globally.	✓	
RE/MAX University		
Recruit, develop and retain agents by connecting them to valuable, loyalty-building content to help them build their business.	✓	
Upload documents, videos and links to share with your agents.	✓	
Assign educational programs to your agents and monitor their progress.	✓	
Momentum Broker Development: Built to help broker/owners learn the fundamentals of running a successful brokerage.	✓	
Momentum 2.0: Takes a deeper dive into the entrepreneurial and operational disciplines of business development.	✓	
MasterTracks Powered by Momentum: Curriculum that focuses on leadership, recruiting, staffing and agent development.	✓	
Technology & Tools*		
Office Website: Create a lead-generating source for prospects through a recruiting page on your office website while building a digital presence for your brokerage.	✓	
Smart CRM: Stay organized and connected with your top prospects using recruiting drip email campaigns, contact notes and follow up reminders.	✓	
Smart Campaigns: Stay connected with prospects with customizable recruiting email campaigns.	✓	
DesignCenter: Print and digital recruiting materials are available to help you reach prospects in your market including social, flyers and postcards.	✓	
Social: Helps put you in front of your recruits by posting content to your brokerage's Facebook, X and LinkedIn accounts.	✓	
RE/MAX Hustle: Stay top of mind with high-quality videos. Introduce yourself to leads, boost responses and tailor campaigns for a personalized experience.	✓	

Photofy: Utilize RE/MAX value prop messaging, welcome a new agent to the office or create a custom graphic to post to social media.	✓	
RE/MAX Marketplace: Find solutions for back-end management, office-branded collateral and swag or integrated technology offerings for the entire office.	✓	
Networking Events		
The Activate Canadian Conference: Network with broker/owners, managers and agents with learning opportunities that include recruitment and branding strategies to help grow your business.	✓	
Broker Owner Conference: A collaborative convention for RE/MAX broker/owners to share best practices, strategies and more.	✓	
Broker/Owner Management Retreat: A chance to make new connections and learn next level growth strategies in a next level location.	✓	
Annual R4® global convention: Broker/owners increase their sphere through masterminding, networking and connecting with other broker/owners from around the world.	✓	



RE/MAX is a business that builds businesses.
Yours could be next.

Call 604.256.9433 or email franchiseinquiries@remax.ca
to start a confidential conversation today.



*The rules applicable to telemarketing and the use of commercial electronic messages vary from province to province, and it is the marketer's responsibility to be aware of and comply with all federal and provincial marketing and communications laws.

Current as of April 2024. Offerings are subject to change. ¹Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2019 - 2024 and 2017. ²As measured by residential transaction sides. ³Source: MMR Strategy Group study of unaided awareness. ⁴Source: MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand they would be most likely to recommend to a friend or relative, and if so which one. ⁵Source: MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand they would be most likely to consider if they were planning to buy or sell a home, and if so which one. ⁶Internal data, full year 2023. ⁷Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. ⁸Google Trends, 2018 - 2024. ⁹2024 performance estimates based on third-party projection data as well as past performance data. RE/MAX, LLC does not guarantee, and is not in any way responsible for, the accuracy of estimates and third-party data. Data is current as of March 2024. The advertising information provided is subject to change at any time without prior notice. ¹⁰Source: Google Analytics, Jan. 1 - Dec. 31, 2023. ¹¹Source: internal data, Google Marketing platform, full year 2023. ¹²Source: Gryphtech Google analytics as of year-end 2023. ¹³Internal data, Google Analytics, full year 2023. This advertisement is not an offering. The information in this advertisement is not an offer to sell, or a solicitation of an offer to buy, a franchise; it is for informational purposes only. A franchise is offered in many jurisdictions only by delivery of a franchise disclosure document to you in compliance with applicable franchise sales laws. Further, if you are currently affiliated with another franchisor, this material is not intended to offer a RE/MAX franchise or to solicit a change in affiliation. RE/MAX of Western Canada (1998), LLC and RE/MAX Ontario-Atlantic Canada, Inc., 639 Queen St. West, 6th Floor, Toronto, Ontario, M5V 2B7. © 2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24_370