

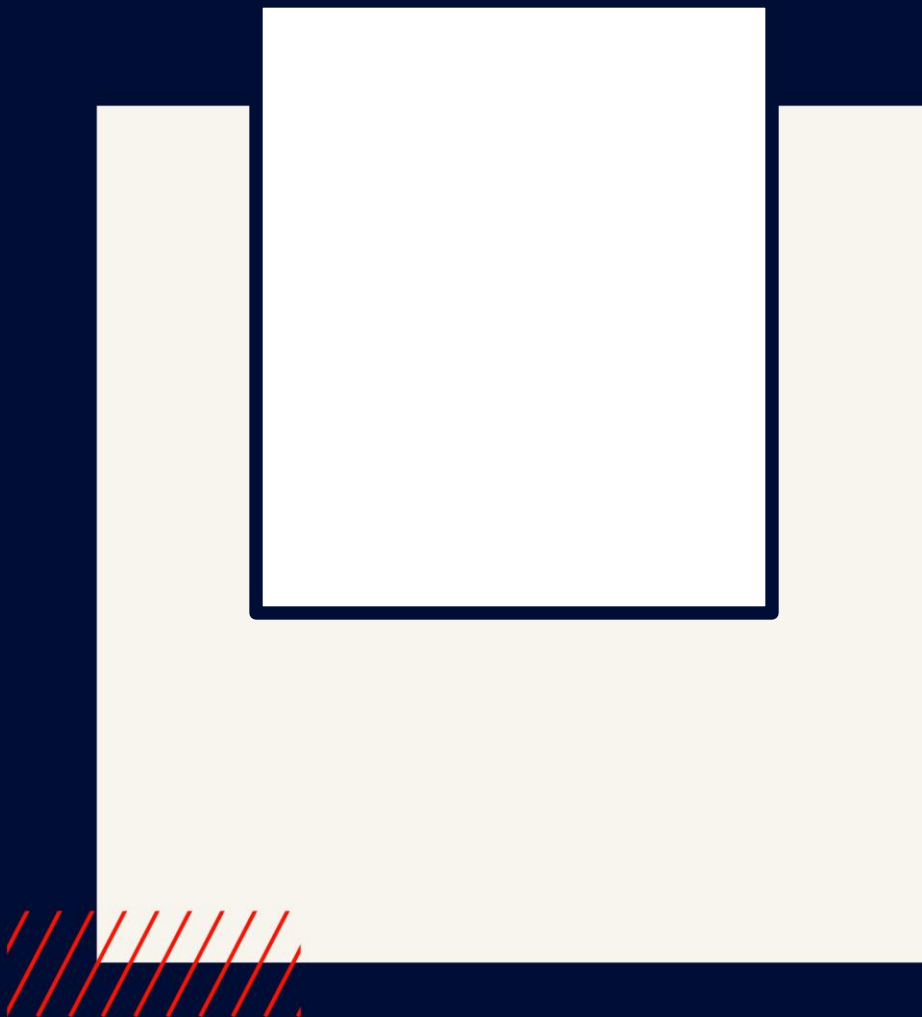
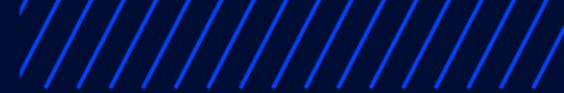


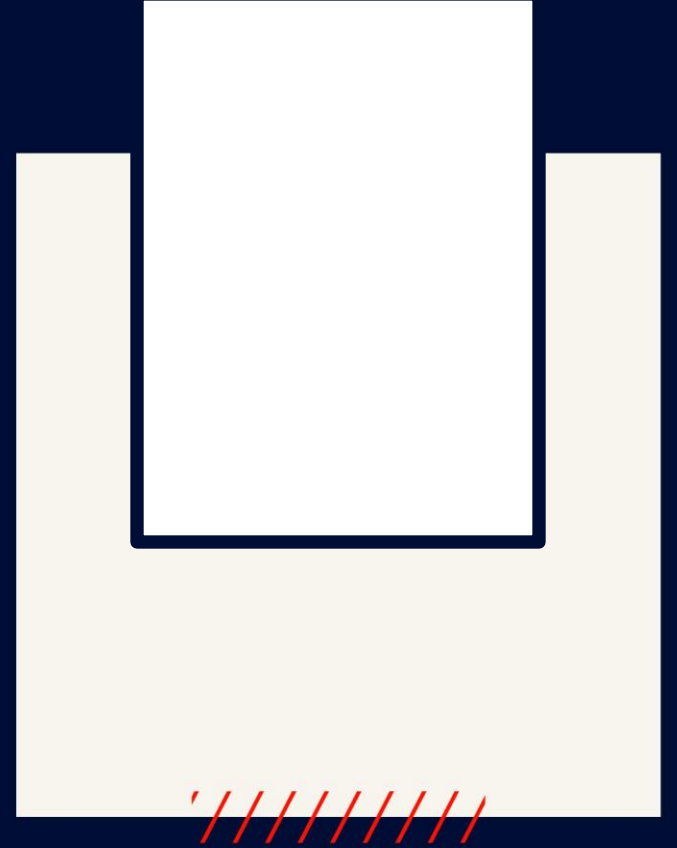
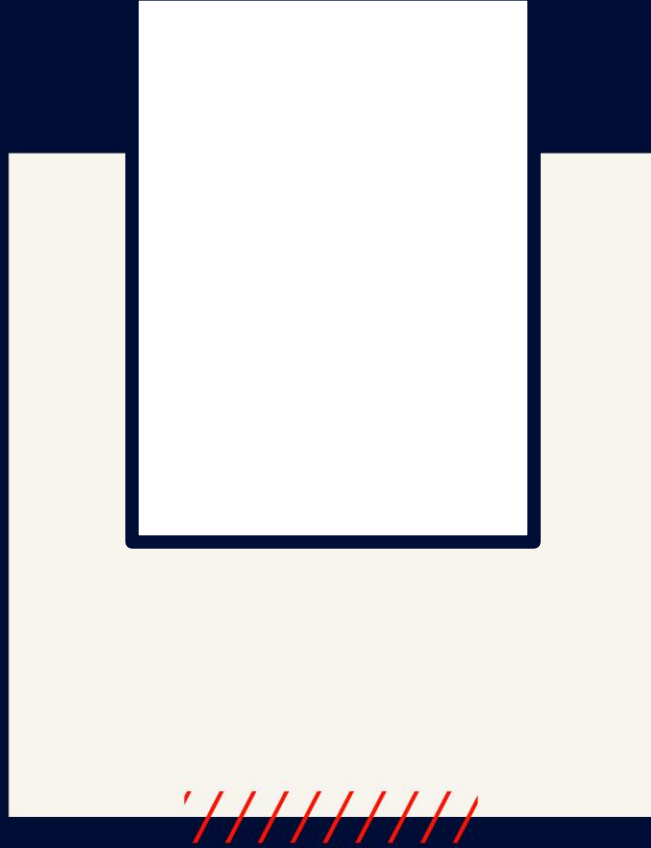
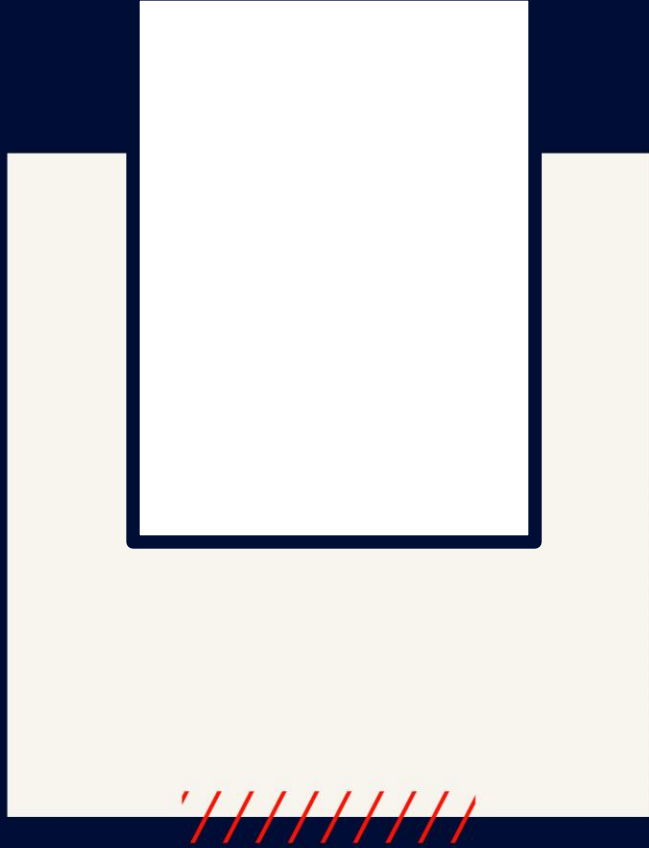
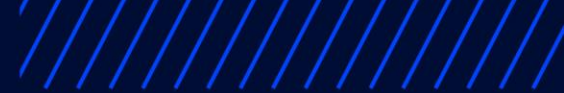
Build Your Business With REMAX[®]

Build the business you were born to lead. We don't just
see your goals, we see the greatness in you.

REMAX







VISION

TO BE THE
**GLOBAL
REAL ESTATE
LEADER**

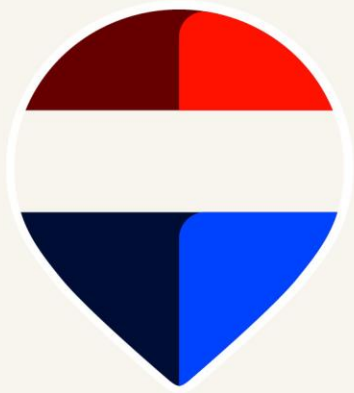
— THE —
ULTIMATE
DESTINATION
— FOR —
PROFESSIONALS
AND CONSUMERS

MISSION

DELIVER
— THE —
BEST
EXPERIENCE
IN EVERYTHING
**REAL
ESTATE**

VALUES

MAX
EFFORT
OBSESSED
— WITH —
CUSTOMER
EXPERIENCE
RIGHT
THING
EVERYBODY
WINS



Not only is REMAX® the #1 name in real estate,¹ but no other real estate brand is more likely to be recommended than REMAX.² That could mean big things for your business.

REMAX[®] is **4x**
more likely to be
recommended
than other real
estate brands.



Source: 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.
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The greatness in you.SM



Over 90% of
homebuyers and sellers
know of RE/MAX^{®*}



*Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell.
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The greatness in you.SM



REMAX® is once again voted
the most reputable real estate
company in Canada.



REPUTATION
Created by Leger



Based on Leger's 2025 Reputation Study that provides a complete sector analysis of reputation for 326 companies in Canada. Data was collected from Nov 14, 2024 to Jan 20, 2025.
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The greatness in you.™



Voted #1 most trusted
real estate agents in
the USA* and Canada**
year after year.



*Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study years 2022-2025, and 2019.
**Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study years 2021-2025, 2019 and 2017.
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The greatness in you.™

REMAX[®] agents closed
**over 1.5 million total
transaction sides**
in 2024.*

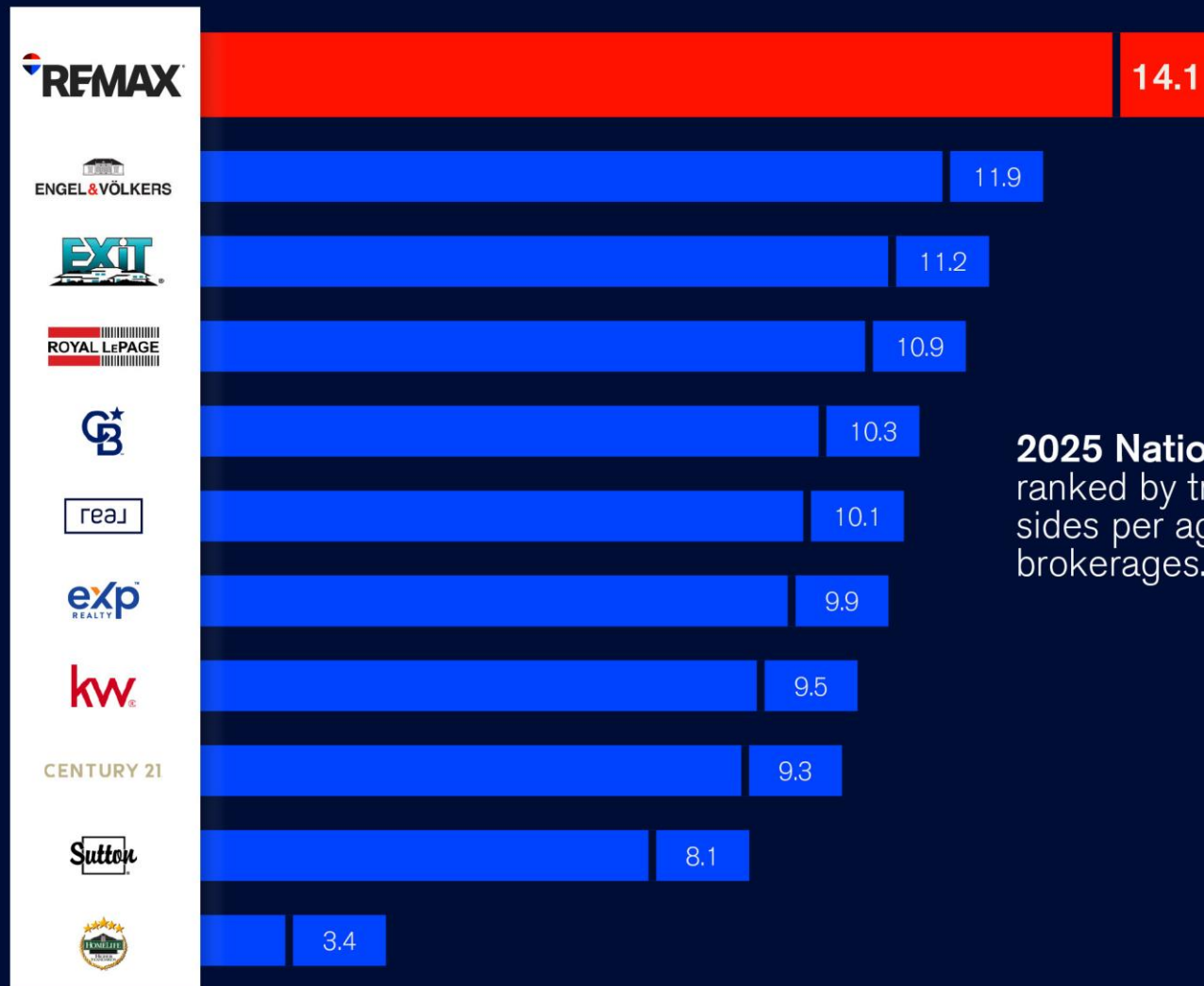


*Based on worldwide total transaction sides for full-year 2024. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25_011

The greatness in you.SM

When it comes to agent productivity, REMAX[®] agents lead the way.

That means more REMAX property signs, more brand building and more closed transactions.



2025 National brands ranked by transaction sides per agent at large brokerages.

A Powerful Network of Over 145,000 Agents



2024 CANADA SNAPSHOT

WE'RE EXPERIENCED

13.3
YEARS

9.8
YEARS

AVERAGE YEARS IN REAL ESTATE

AVERAGE YEARS WITH REMAX

WE GET RESULTS

316,377

RESIDENTIAL TRANSACTION SIDES

WE'RE THRIVING

938
OFFICES

25,171
AGENTS

WE'RE PRODUCTIVE

14.1
SIDES

AVERAGE RESIDENTIAL
TRANSACTION SIDES
PER AGENT

\$173,280
AVERAGE COMMISSION (CAD)

EARNINGS PER AGENT

WE CELEBRATE

INDIVIDUAL & TEAM SUCCESS

\$2 MILLION+



106

\$1 MILLION+



373

\$750K TO
\$999,999



322

\$500K TO
\$749,999



814

\$250K TO
\$499,999



3,245

\$100K TO
\$249,999



7,137

\$50K TO
\$99,999



4,125

In Canada, REMAX® agents average **45% more in commissions** after their third year with the network as compared to their first year. After five years with REMAX, agents' **average productivity is up 63%.***

| Former Brokerage | Avg. Year 1 GCI at REMAX | Avg. Year 3 GCI at REMAX | % GCI Change (Year 1 to Year 3) | Avg. Year 5 GCI at REMAX | % GCI Change (Year 1 to Year 5) |
|---|--------------------------|--------------------------|---------------------------------|--------------------------|---------------------------------|
|  | \$151K | \$178K | 18% | \$174K | 15% |
| CENTURY 21. | \$139K | \$170K | 22% | \$185K | 33% |
|  | \$139K | \$177K | 27% | \$168K | 21% |
|  | \$176K | \$238K | 35% | \$220K | 25% |
|  | \$158K | \$180K | 14% | \$188K | 19% |

There are plenty of reasons to join REMAX. Whatever your reason, know your path to success can start here.

The Power of REMAX Office Name

Year Established

Agent Count

Location(s)

Office Productivity

Local Market Share

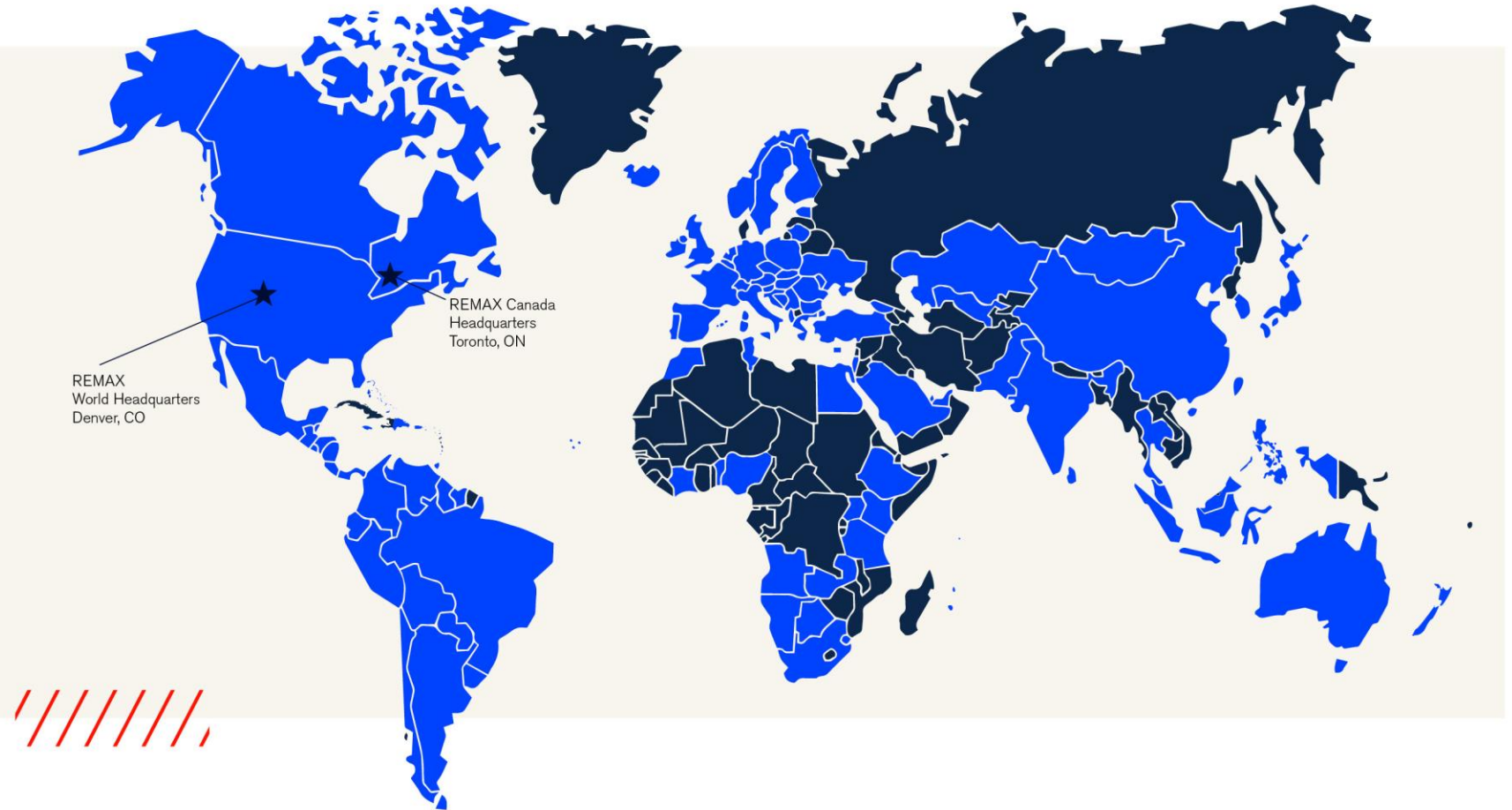


The Power of REMAX®

Nearly
8,500
Offices Worldwide

145,000+
Agents Worldwide

A Presence in
Over 110
Countries &
Territories



Be the Voice for Industry Progress



Committed to Giving Back to Others



2.8 Million+
Kids and Families
Helped Each Year
in Canada

Over
\$104 Million
Donated by the
REMAX® Network
in Canada¹

13
Hospitals Supported
Across Canada

33
Year Partnership



¹Since 1992. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25_011

Supporting Future Buyers and Sellers



Scholarship Program

Forty cash scholarships of \$1,000 each given to students annually.

Big Things Happen When REMAX® Agents Work Together



2020

40,000 Homes Participated

2021

100,000 Homes Participated

2022

Four Accessible Halloween Villages & 100,000+ Homes Participated

2023

Nine Accessible Halloween Villages Across Canada & 100,000+ Homes Participated

2024

33,000+ lawn signs were provided by REMAX agents



MAXEVENTS

The strength of our
network *is* our network.

The *greatness* in you.SM



Expand Your Connections Locally and Globally



ACTIVATE



LUXURY FORUM
The RE/MAX Collection®

COMMERCIAL
SYMPOSIUM



KICKSTART



A photograph of the Halifax city skyline, featuring a dense cluster of modern and older buildings along the waterfront. A small tugboat is visible in the blue water in the foreground. The sky is blue with scattered white clouds. The image is framed by a dark blue border with diagonal red lines in the bottom left and top right corners.

ACTIVATE

October 7-9, 2025
Halifax Convention Centre
Halifax, Nova Scotia



KICKSTART



Western Canada

Manteo at Eldorado Resort
Kelowna, BC

- September 22-23
- November 17-18

Eastern Canada

The Waterside Inn
Mississauga, ON

- December 2-3

Gain Knowledge and Advance Your Career



The Starting Point to Success



Discover how great minds think alike as a member of the Young Leaders Network. Scan to learn more today!



Step Into the Forefront of the Industry



Bringing together expert minds to help craft the future of real estate.



Connect, collaborate and lead the charge with fellow visionaries. Scan to learn more today!



MAXMARKETING

THE
REMAX
COLLECTION

REMAX

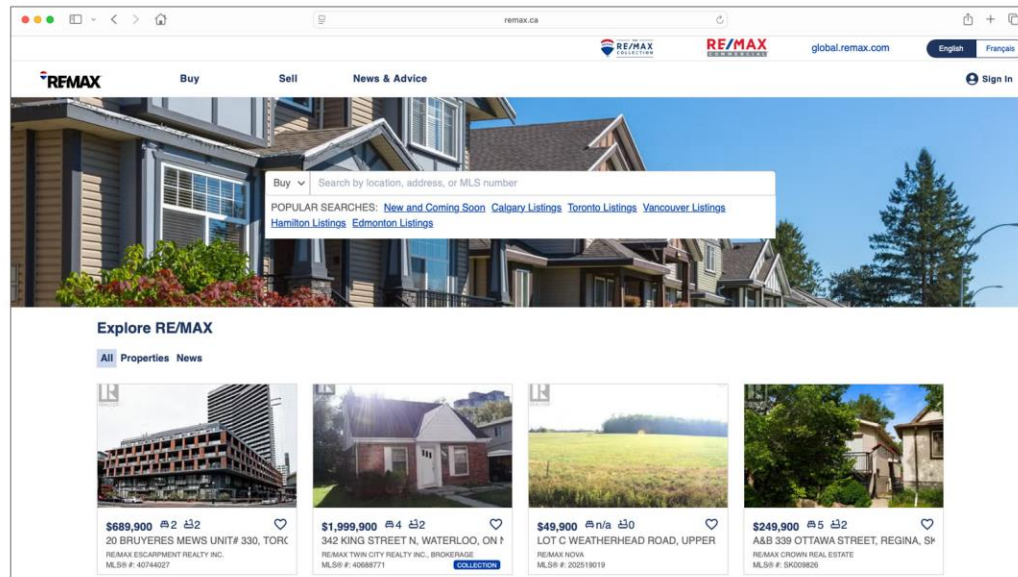
REMAX
COMMERCIAL

The *greatness* in you.SM



Wide-Reaching Websites

REMAX® websites reach the most Canadians of any real estate franchise brand.*



→ **938k Leads**
Generated Worldwide in 2024 for REMAX Agents**



*Comscore Media Metrix® Multi-Platform, Total Audience (desktop 2+, mobile 18+), Real Estate Category minus realtor.ca, based on [P] RE/MAX and its Licensees' Sites monthly average January 2024-December 2024.) **Internal data, Google Marketing Platform, full-year 2024. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25_011

The *greatness* in you.™

Consumers Want To Find REMAX®



RE/MAX 2025 IMPRESSION COUNT

OVERALL BRAND

RE/MAX® isn't just on the map – it's grabbing attention and winning brand love.

4.8B

Estimated Media Impressions Overall



2M Estimated Clicks
109K Estimated Leads

OUT OF HOME

Our story will echo from street corner to street corner.

(Billboards, Digital Superboards, TSAs, Digital Screens)

424M Estimated Total Impressions
608 Estimated # of Faces



PAID SEARCH & PERFORMANCE MAX

Maxing out metrics, click by click.

37M Estimated Total Impressions
92K Estimated # of Leads

HOME SHOWS

There's no place like the RE/MAX VIP experience at the home show. Various dates throughout 2025.



- Toronto
- Ottawa
- Vancouver
- Calgary
- Edmonton
- Winnipeg
- St. John's

240M+ Estimated Total Impressions

DIGITAL VIDEO

Reaching the screens of millions of Canadians - popcorn not included!

150M Total Estimated Impressions
(Digital Video, Basis & YouTube)



BROADCAST TV

Higher visibility on highly watched channels.



55M Estimated Total Impressions

31M Estimated Sports Broadcast Impressions
Logos: SN, TSN, CBC, TSN+.

20M Estimated Lifestyle Television Impressions
Logos: HGTV, Food Network, Comedy, Sci-Fi, Drama, Life.

4M Estimated News Television Impressions
Logos: CBC News Network, BT, Breakfast Television.

SPORTS PARTNERSHIPS

The MVP of real estate is ready to reach even more sports fans.

2 Leagues



5 Teams



1.36B Estimated Total Impressions

INFLUENCER MARKETING

Helping turn likes into keys.

14M Estimated Total Impressions
Includes organic and paid media



COMMUNITY SPIRIT

Teaming up to make a difference.



360M+ Estimated Total Impressions

BALLOON FLIGHTS

Just look up.

421 Estimated Appearances

13.9M Estimated Total Impressions



SOCIAL & DIGITAL DIRECT

Hitting the digital scene like never before.



173M Estimated Total Impressions

9K Estimated Leads
(Digital Direct & Social Stats)



reddit



theScore



46M Estimated TikTok Impressions



PUBLIC RELATIONS

Crafting stories as compelling as our properties.

2B Estimated Total Impressions

12 PR Reports in 2025



"ON THE HOUSE" CONTEST SERIES

New year, new winners! Watch for 4 new and exciting contest campaigns launching in 2025.

4 Contests
145 Winners
\$80,000 In Prizes



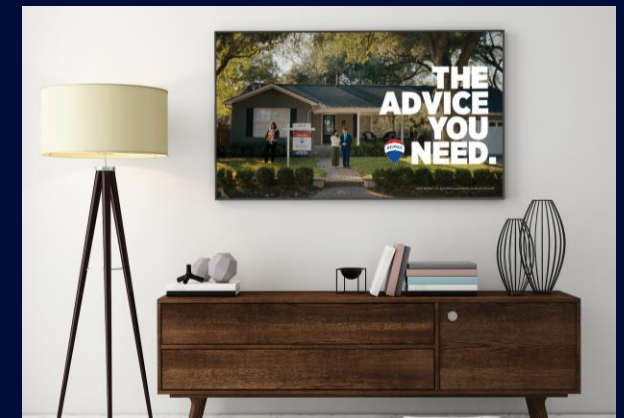
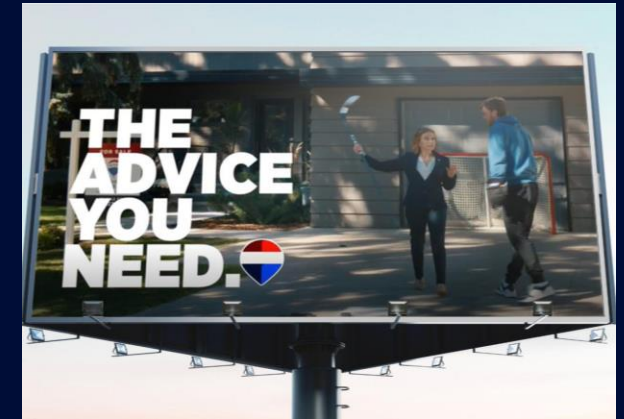
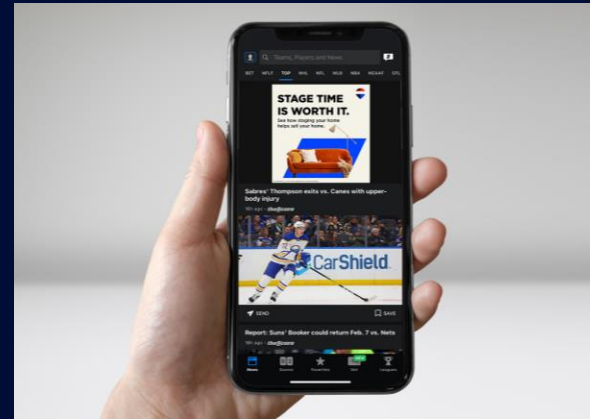
PETVALU X REMAX

Gifting furry friends in forever homes continues into the new year. Awwwww!

5,000+ Gift Boxes
6.6M Estimated Total Impressions

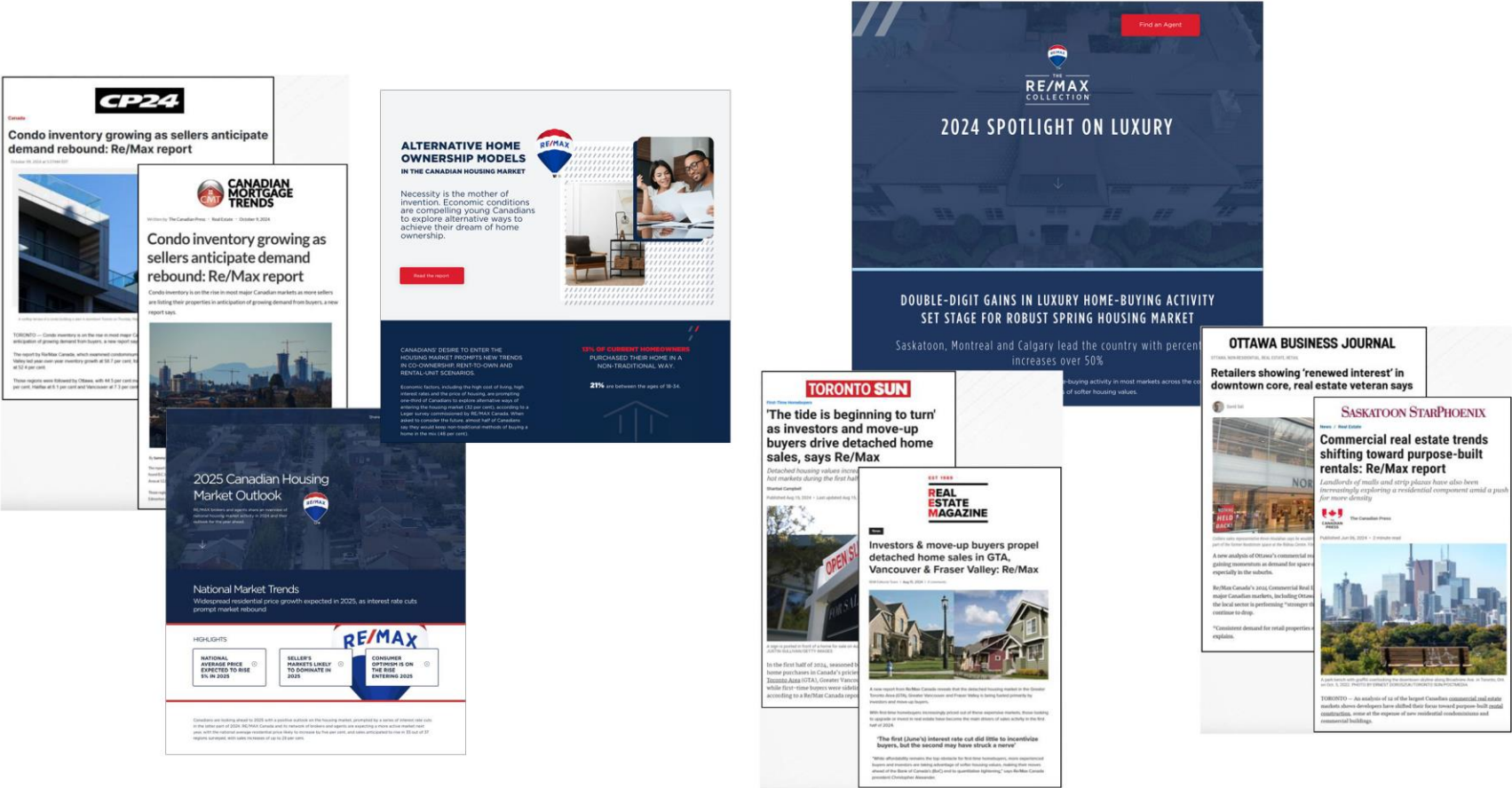
petvalu





The Voice of Real Estate in Canada

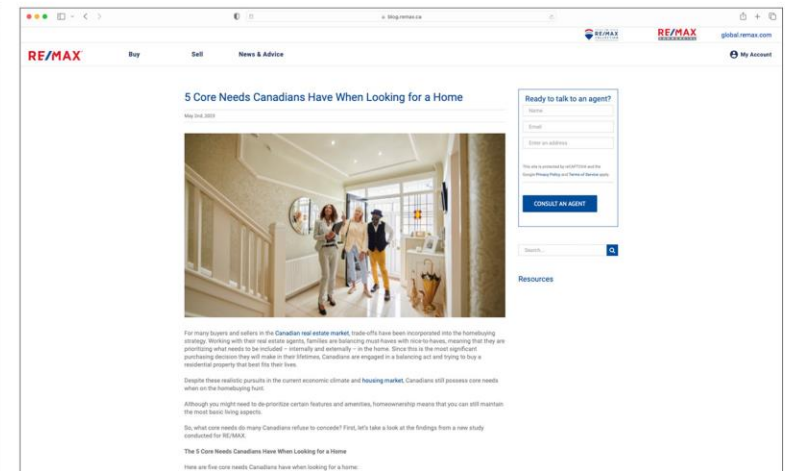
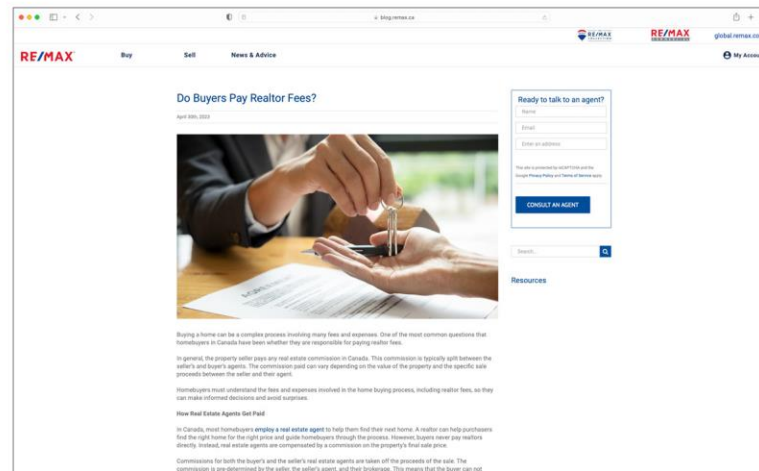
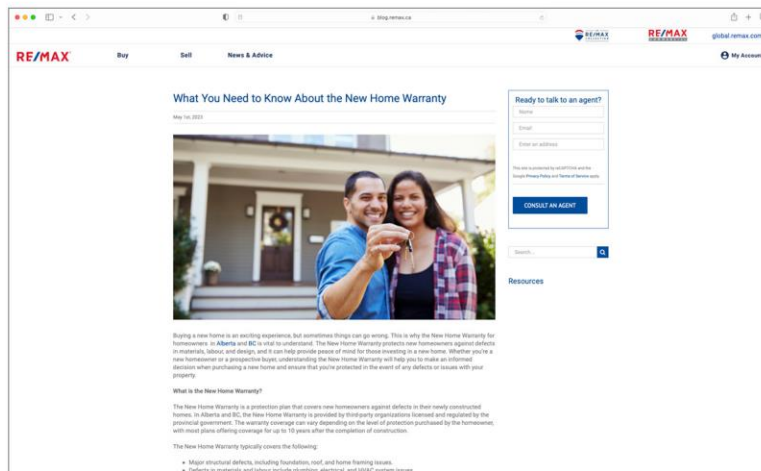
REMAX® Canada is the voice of real estate, with **3.2 billion impressions** and **13,500+ stories** secured in 2024.



2025 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 1.30.2025. The advertising information provided is subject to change at any time without prior notice. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25_011

The greatness in you.™

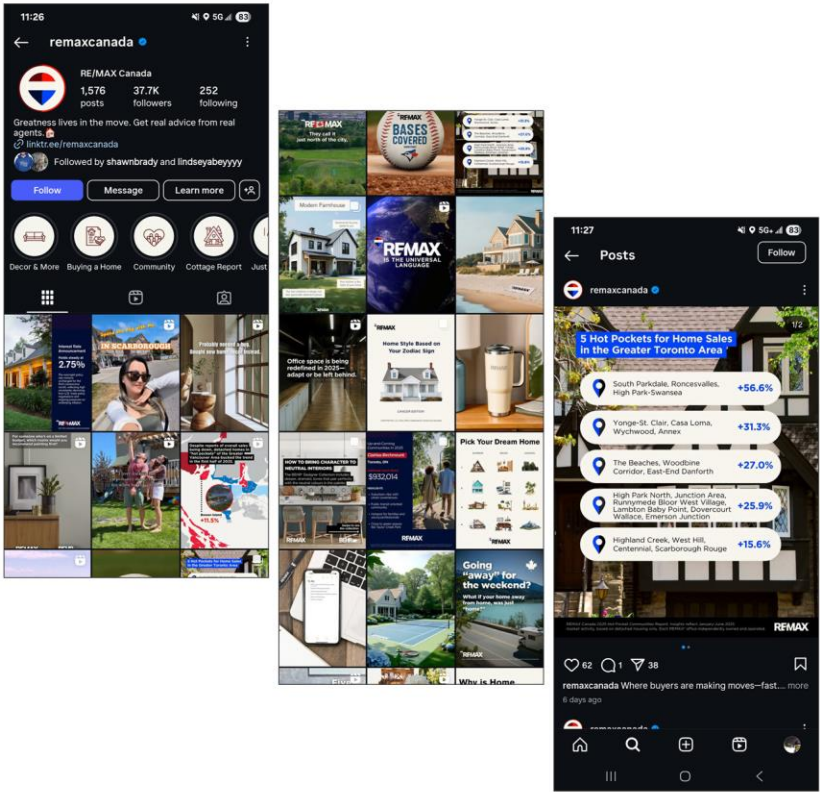
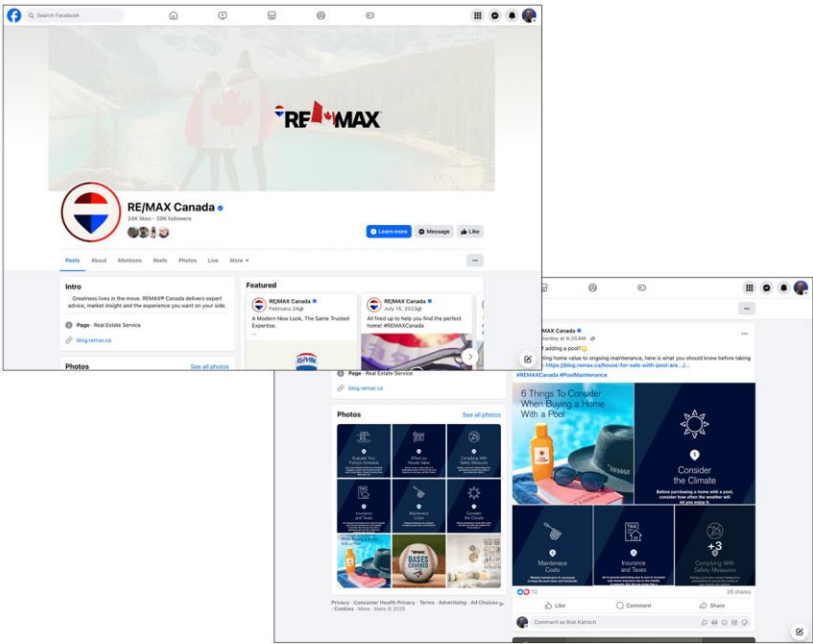
A source for market news and homebuyer and seller advice.



6.7M+ page views in 2024

REMAX® Social Media

REMAX reaches consumers on social media to drive awareness of the brand and agents.



 417 Million+ Social Impressions Delivered in 2024*



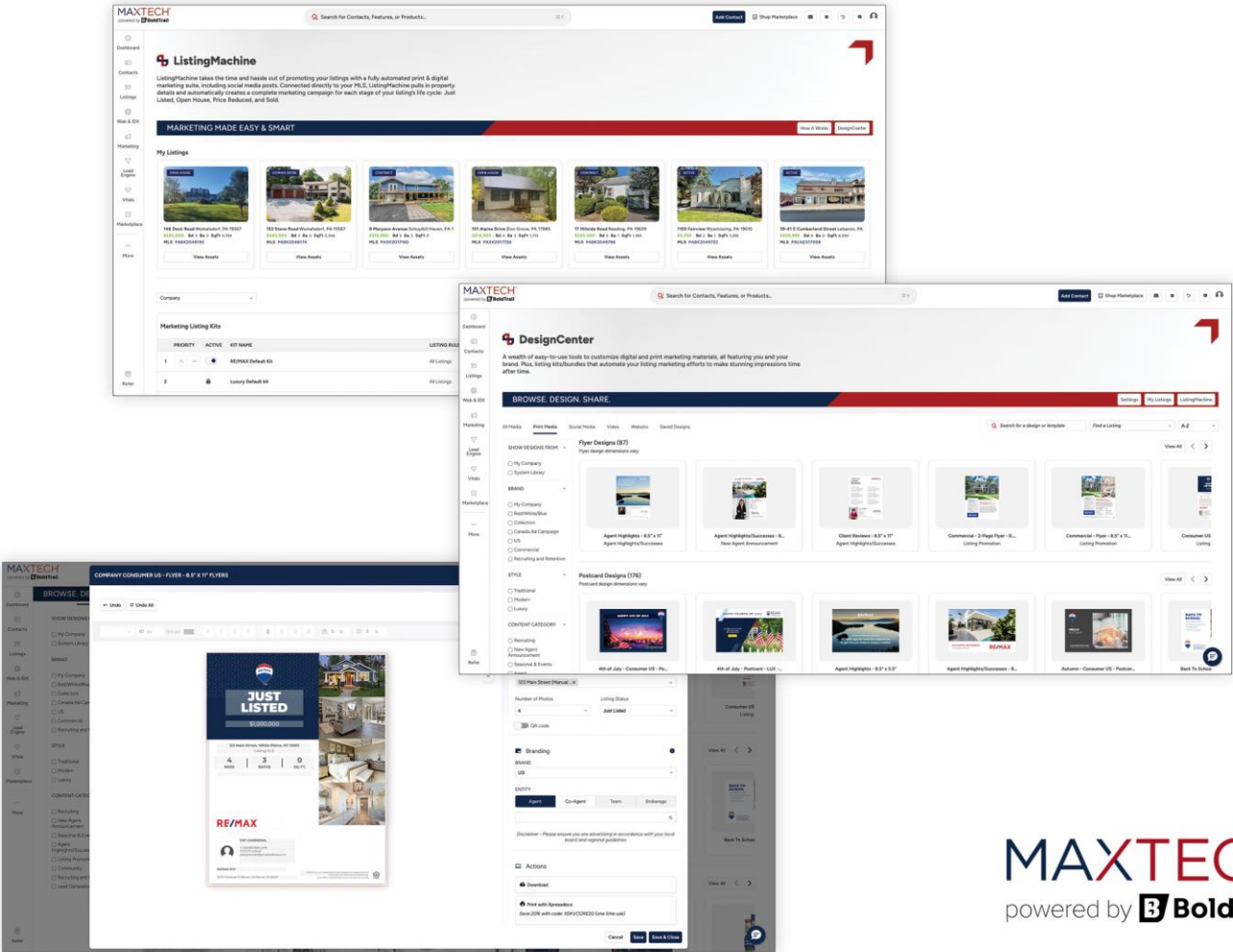
*2024 data combined from vendors, first and third-party data including Falcon and in-platform reports. All figures are based on estimated traffic count.
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The greatness in you.™

Promote Your Listing and Your Brand the Easy Way

ListingMachine + DesignCenter

No additional cost to RE/MAX® agents.



MAXTECH
powered by **B BoldTrail**



Social Media Made Simple



No additional cost to REMAX[®] agents.

MAXTECH[®]
powered by **B** BoldTrail

Search for Contacts, Features, or Products...

Add ContactShop Marketplace

Dashboard
Contacts
Listings
Web & IDX
Marketing
Lead Engine
Vitals
Marketplace
More
Refer

Social

Maintaining a strong brand on social media establishes credibility and expertise, but finding quality content is time consuming. Social automates this chore by curating relevant content that gets posted to your social media channels.

HANDS-FREE SOCIAL MEDIA MANAGEMENT

Settings and PreferencesIn-Market ListingsDesignCenter

Calendar

Articles 0Holidays 0My Listings 0In-Market 0ALL POSTS 0

< October 2024 >

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Analytics

Current Month to Date10/01/202410/17/2024GO

View by Content Type

Engagements Posts00

Summary

Articles 0 (0%)Holidays 0 (0%)My Listings 0 (0%)

Content Breakdown

Articles0My Listings0

Holidays0

Daily Engagement View

Connections

Facebook NOT CONNECTED

LinkedIn NOT CONNECTED

Social Media Platforms

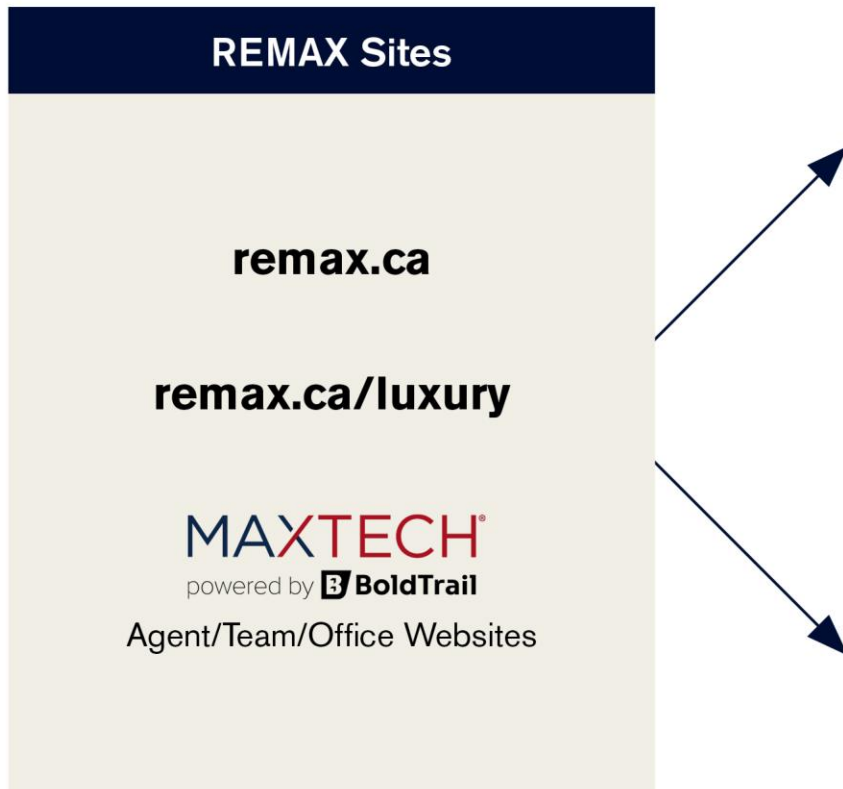
Facebook

LinkedIn

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Canada Automated Listing Distribution – Residential



Real Estate Portals

global.remax.com

(with 50 languages and 72 currencies)

MANSION GLOBAL

THE WALL STREET JOURNAL


BARRON'S

Listing Promotion Solutions

MaaS

 **DesignCenter**

 **Present**

 **ListingMachine**



MAXTEAMS

The *greatness* in you.SM

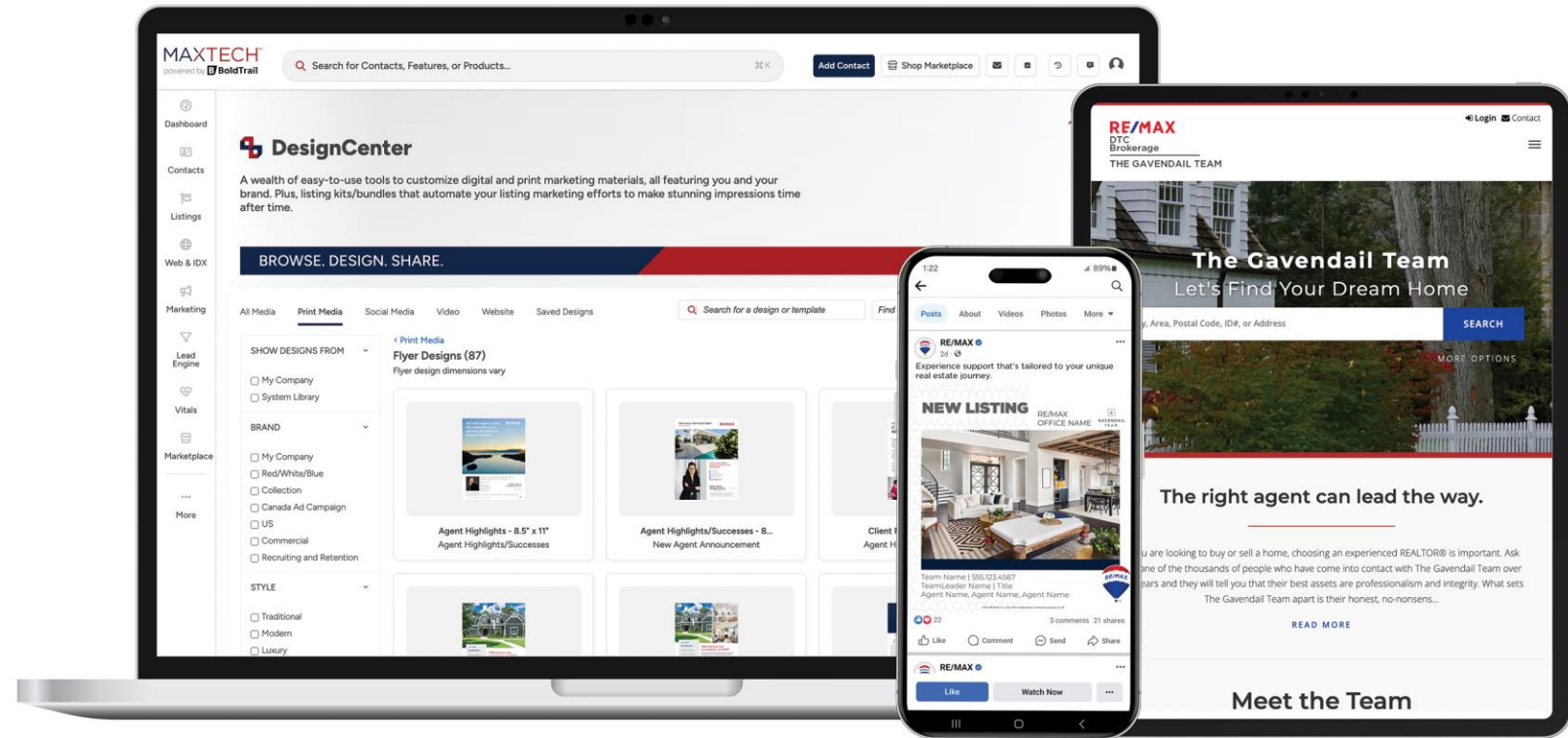


Elevate your team with professional signage.

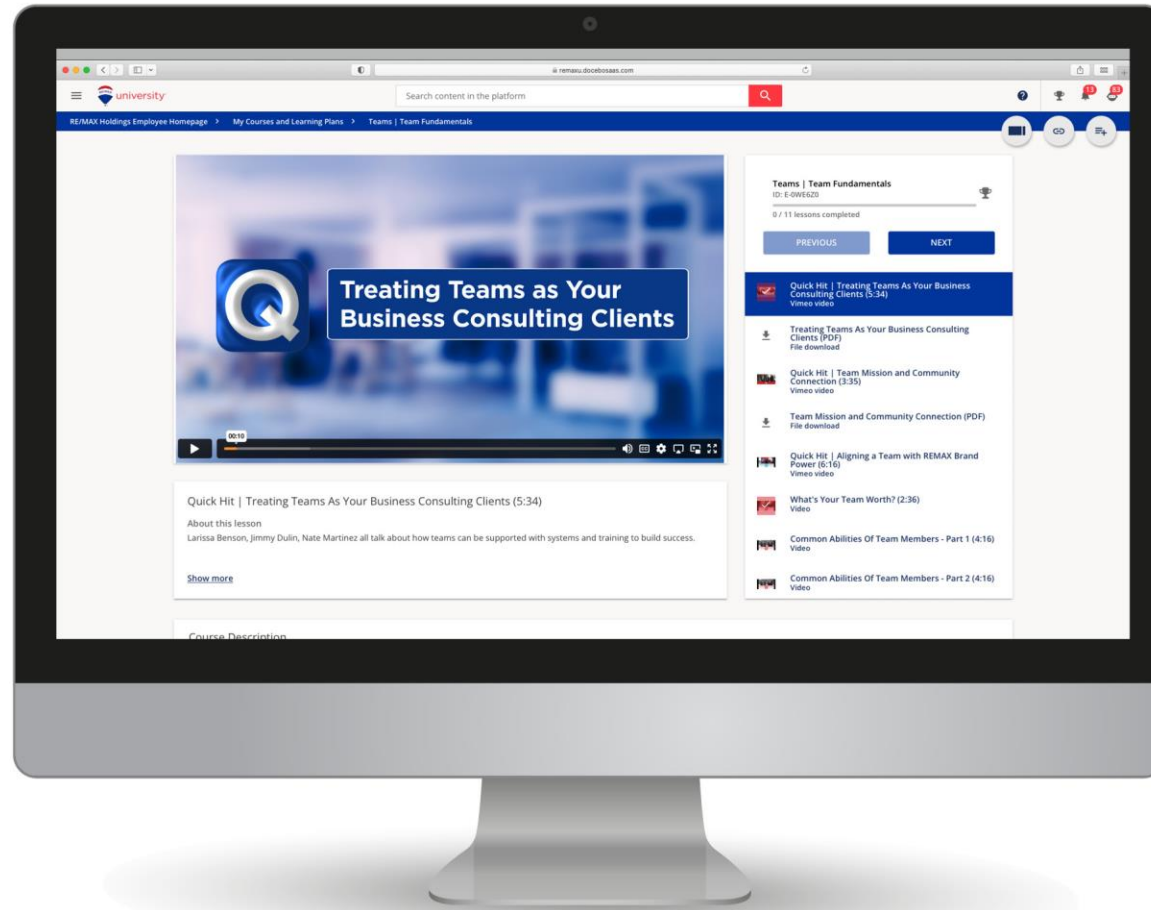


Lead-Generating

- Lead-generating Team Websites
- Social Graphics
- Paid Advertising
- Print Materials



Build and Function Within Your Team Your Way



THE
REMAX
COLLECTION[®]

The *greatness* in you.SM



Build Your Luxury Presence



The right luxury agent
can lead the way.



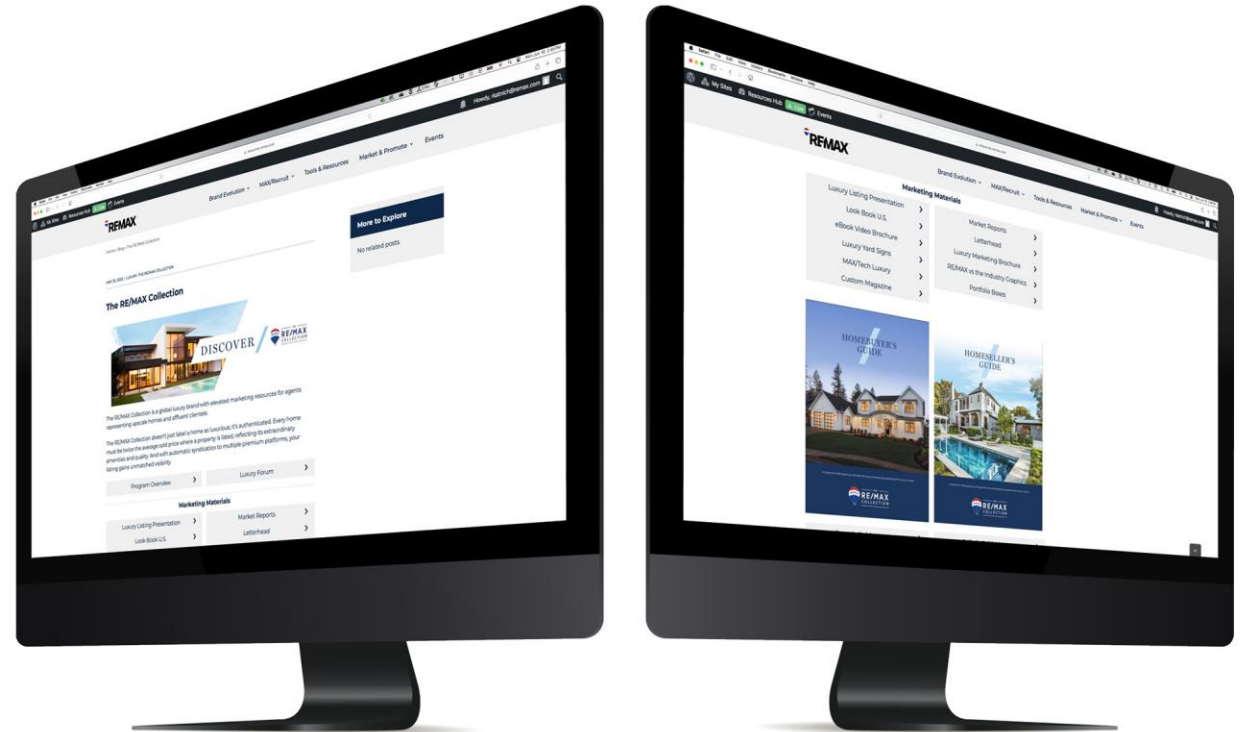
Market Your Luxury Brand

With resources available to U.S., Canada and Global REMAX affiliates, The REMAX Collection® Luxury Hubs help agents:

- Streamline their business
- Elevate the overall client experience
- Access exclusive customizable graphics like video e-books, listing presentations, look books, distinct yard signs and the REMAX Hustle video tool.



**SCAN TO VISIT
THE LUXURY HUB**





The *greatness* in you.SM



Expand Your Business

EXPAND WITH EXPERTISE.™

With a presence in over 110 countries and territories, the RE/MAX® network's unmatched global footprint could unlock more commercial referral opportunities and the potential to work across all property types.

remaxcommercial.com

- OFFICE
- RETAIL
- INDUSTRIAL
- MULTIFAMILY
- HOSPITALITY
- LAND

MORE INDUSTRIAL. LESS COMPLEX.

For your industrial real estate investment, rely on the expertise of RE/MAX Commercial® brokers and the strength of their global network.

remaxcommercial.com

RE/MAX
EXPAND WITH EXPERTISE.™

COMMERCIAL THAT BUILDS COMMUNITIES.

- OFFICE
- RETAIL
- INDUSTRIAL
- MULTIFAMILY
- HOSPITALITY
- LAND

RE/MAX
EXPAND WITH EXPERTISE.™

AN ALLY TO YOUR AMBITION.

- OFFICE
- RETAIL
- INDUSTRIAL
- MULTIFAMILY
- HOSPITALITY
- LAND

RE/MAX
EXPAND WITH EXPERTISE.™

Global stats:

60,000+ Commercial Transactions
\$16 Billion+ Commercial Volume¹
15,560 Commercial Associates
in all market segments²

Canada stats:

13,000+ Commercial Transactions
\$7.7 Billion+ Commercial Volume (CAD)*
810 Commercial Brokers
in All Market Segments**



OFFICE



MULTIFAMILY



RETAIL



HOSPITALITY



INDUSTRIAL



LAND



Tools To Market Your Commercial Business

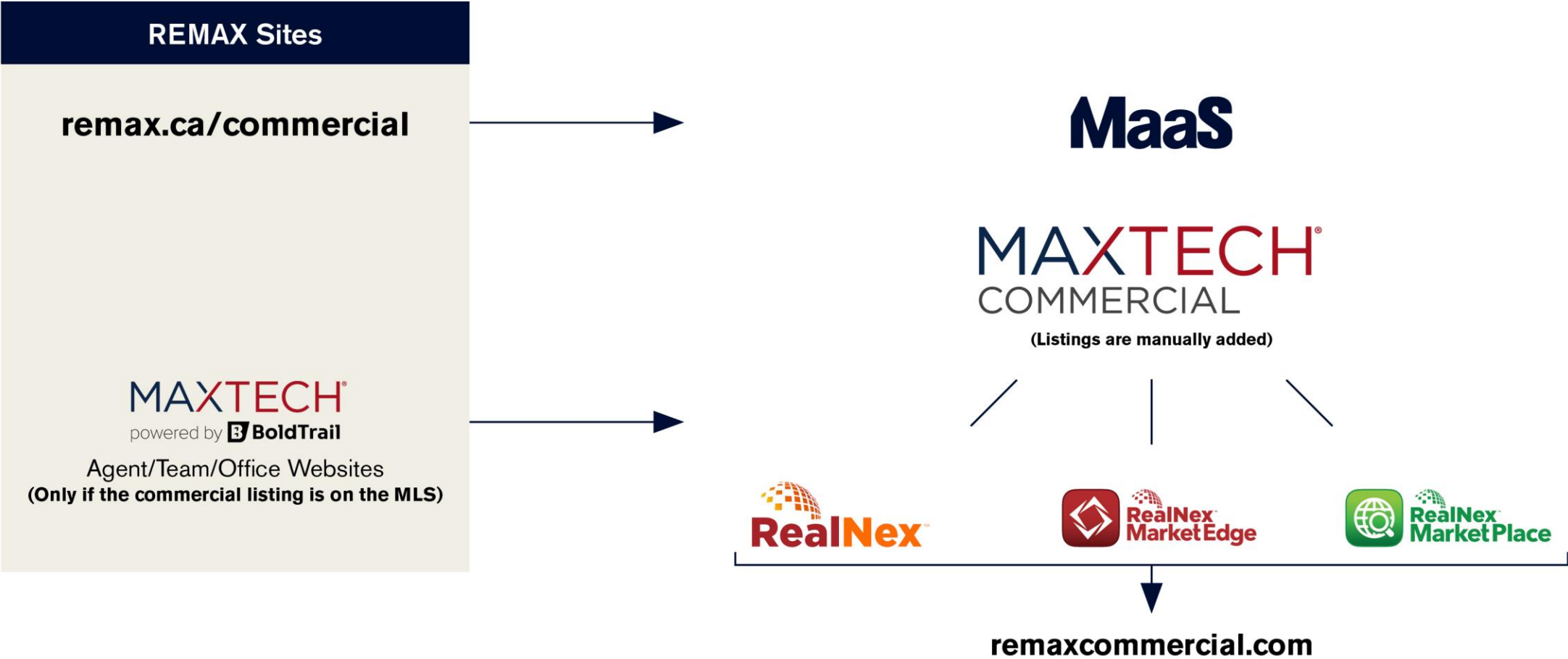


MAXTECH[®]
COMMERCIAL

MAXTech[®] Commercial—Exclusively for REMAX Commercial Brokers

Elevate your commercial business with a cutting-edge listing and productivity suite powered by RealNex[™]. With MAXTech Commercial, you can unlock unmatched efficiency and insights.

Canada Listing Distribution – Commercial



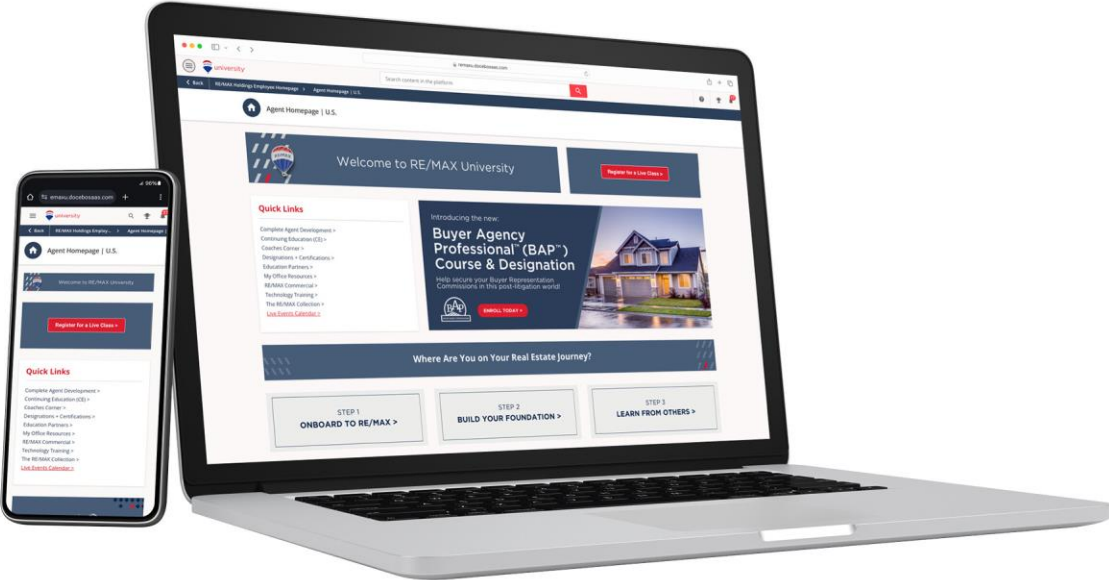


MAXEDUCATION

The *greatness* in you.SM



Gain the Educational Resources To Elevate Your Business



New agents who engaged with REMAX University® on average:



Closed 85% more transactions.
Earned 233% more in commissions from year 1 to year 2*.



*Based on a study of agents in Canada who participated in at least one online RU course during their first year with REMAX.
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The greatness in you.™

Become More Credible to Your Buyers and Sellers



PSA Certification
Pricing Strategy Advisor



SRES Designation
Seniors Real Estate Specialist



NAR's Green Designation
People, Property,
Planet, Prosperity



ABR Designation
Accredited Buyer's Representative



CLHMS Certification
Certified Luxury Home
Marketing Specialist

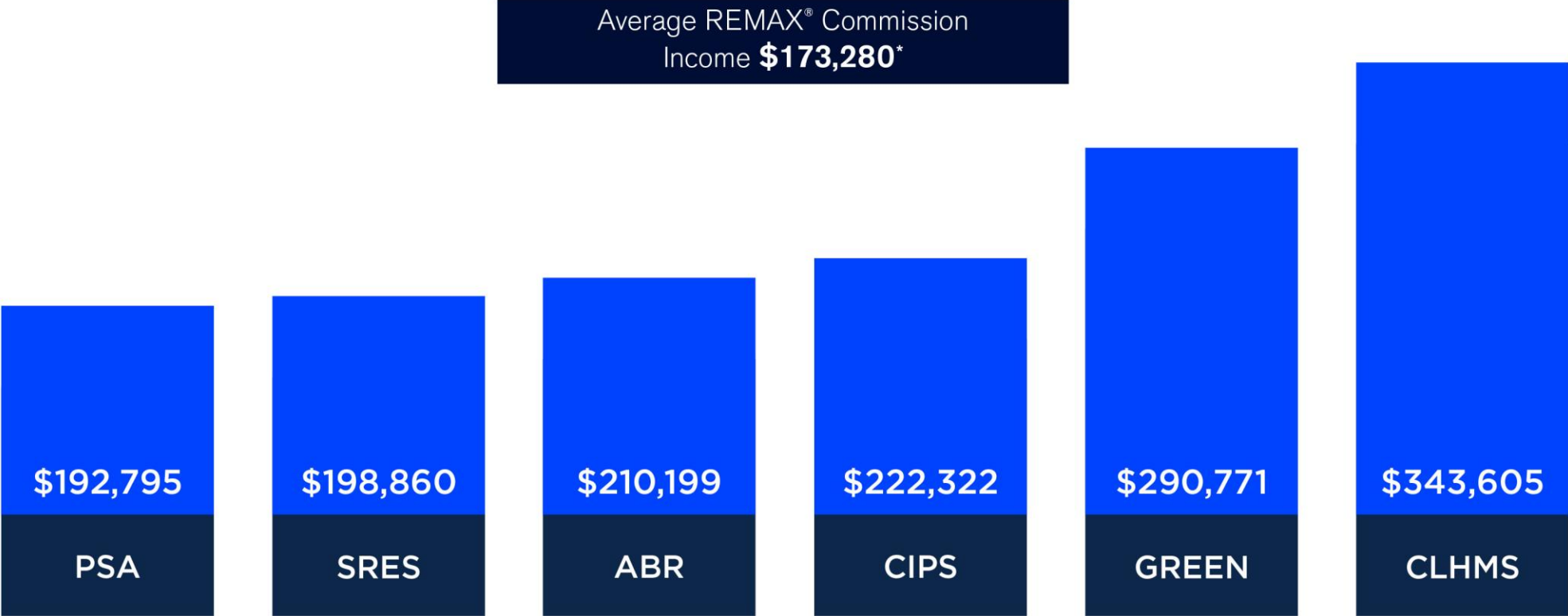


CIPS Designation
Certified International
Property Specialist
(Available in 10 countries)

+ more!

The More You Learn, The More You Earn[®]

The real dollars and cents value of education.



*Average commission income for REMAX designees in Canada calculated in USD and converted to CAD as per Bank of Canada currency exchange rate on Dec. 31, 2024.
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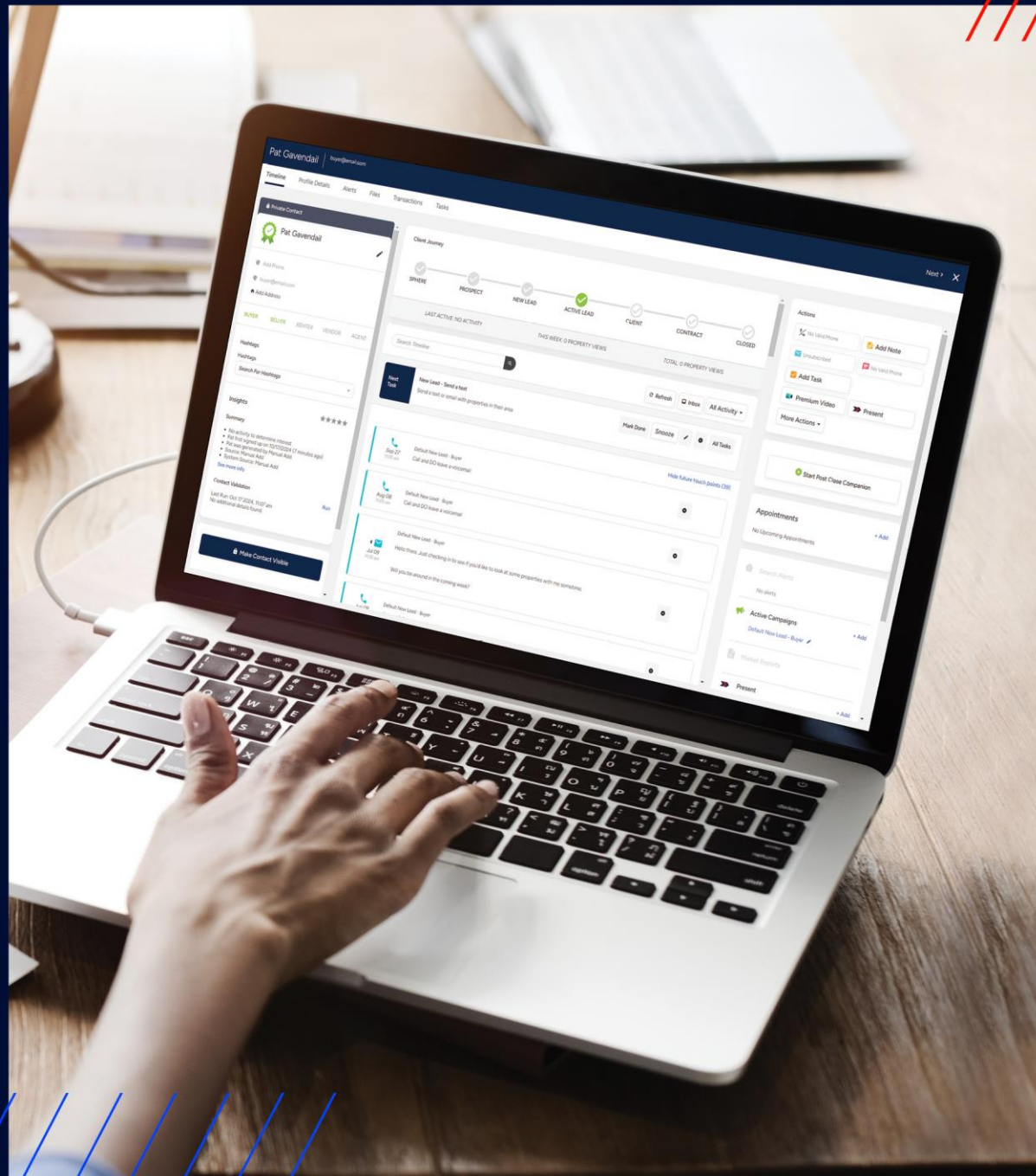
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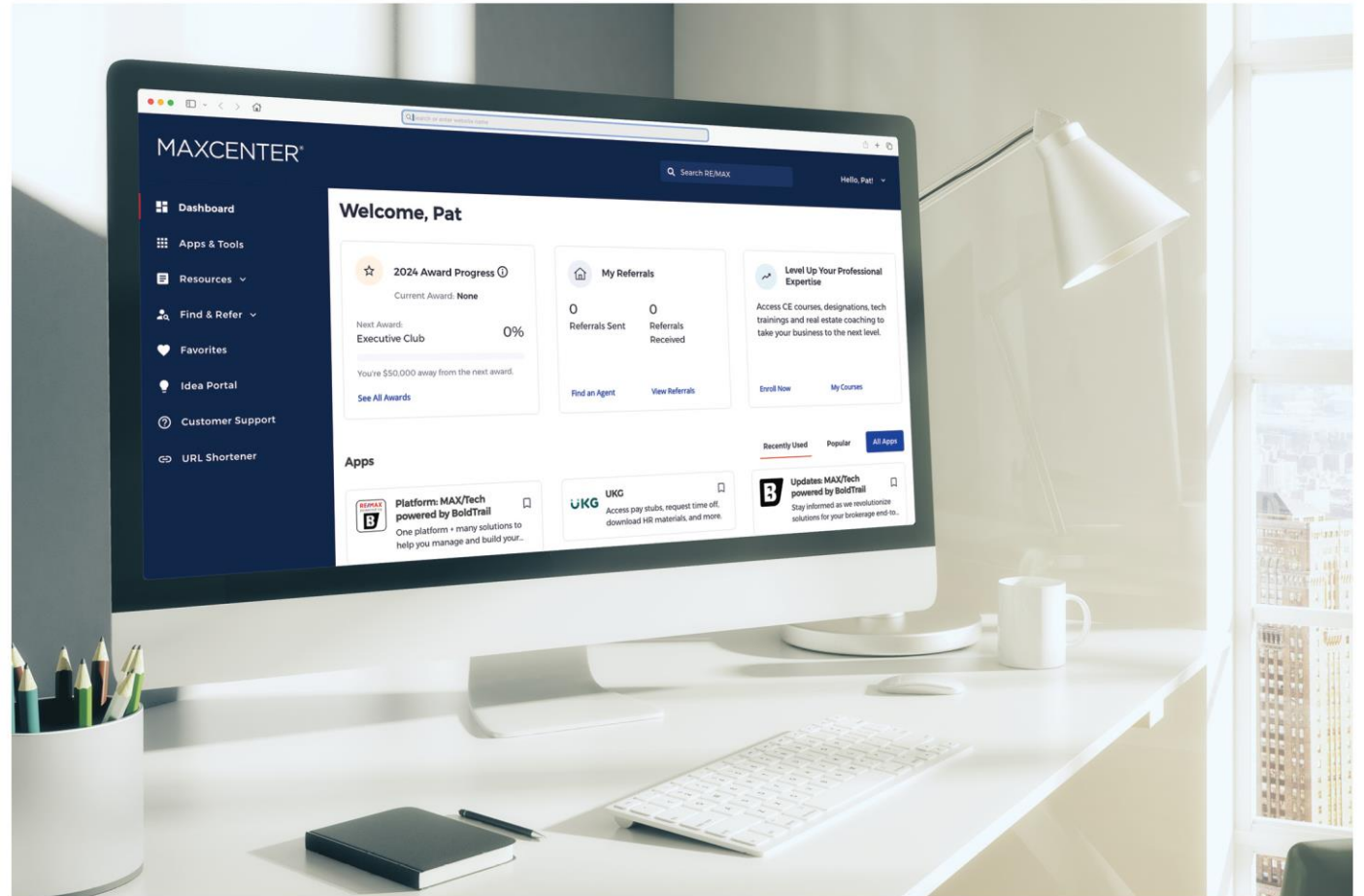
MAXTECH[®]

The *greatness* in you.SM



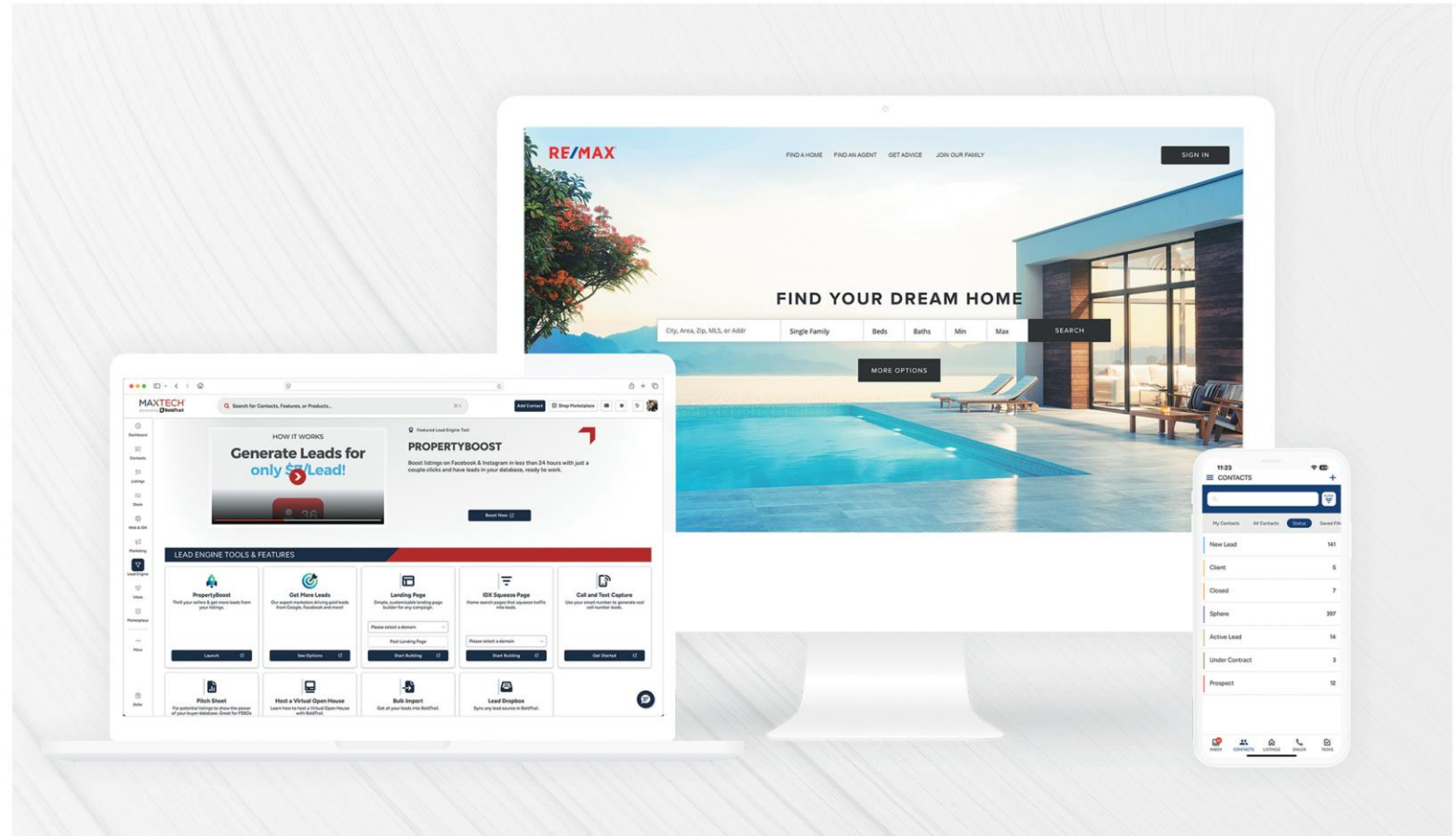
Your Access Point To Build Your Business

MAXCENTER®



Tech To Power Your Business

MAXTECH[®]
powered by **B BoldTrail**



Connect with Clients and Win More Listings

MAXTECH
powered by BoldTrail

Try Searching for "Import Leads"

Add ContactMarketplaceBack to Delegations

DashboardContactsListingsVitalsWeb & IDXMarketingLeadEngineMarketplaceMore

My Campaigns

1 - 14 of 14

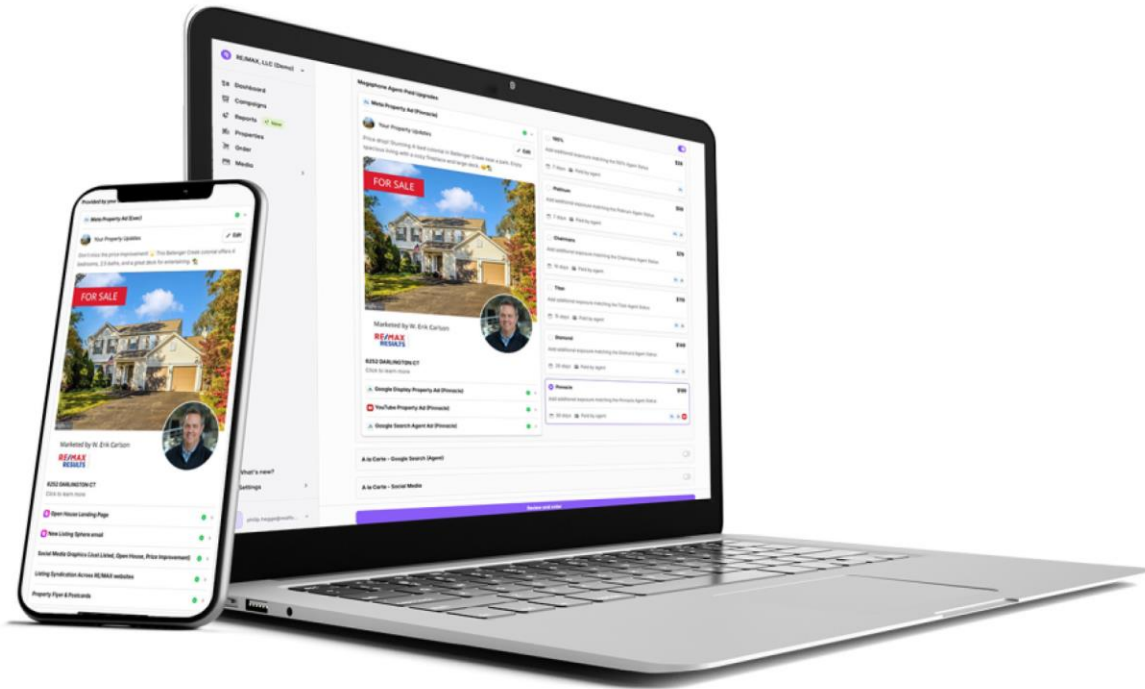
50 RowsColumns

| CAMPAIGN NAME | CAMPAIGN DESCRIPTION | STARTS WHEN | DESIGNED FOR | CHANNELS | TOUCHES | ALWAYS RUN | STATUS | SCOPE |
|--|--|---------------------------|--------------|---|---------|------------|-------------------------------------|---------|
| <input type="checkbox"/> CAD Test | N/A | No start triggers defined | Agent | Email | 1 | No | <input type="checkbox"/> | Company |
| <input type="checkbox"/> CAD Test (from agent) | N/A | No start triggers defined | Agent | Email | 1 | No | <input type="checkbox"/> | Company |
| <input type="checkbox"/> CORE Active Buyer | Default for Buyer Leads with Active Status | Status IS Active Lead | Buyer | Task | 1 | No | <input type="checkbox"/> | Company |
| <input type="checkbox"/> CORE Active Renter | Default for Renter Leads with Active Status | Status IS Active Lead | Renter | Task | 1 | No | <input type="checkbox"/> | Company |
| <input type="checkbox"/> CORE Active Seller | Default for Seller Leads with Active Status | Status IS Active Lead | Seller | Task | 1 | No | <input type="checkbox"/> | Company |
| <input type="checkbox"/> Default Closed | System default for contacts whose status is Closed | Status IS Closed | All | Change status, Create call, Email, Text | 8 | No | <input type="checkbox"/> | Company |
| <input type="checkbox"/> Join Customizable Template - Experienced Agents | Recruiting campaign for experienced agents with text to replace with your specific information | No start triggers defined | Agent | Email | 10 | No | <input checked="" type="checkbox"/> | Company |
| <input type="checkbox"/> Join Customizable Template - New Agents | Recruiting campaign for new agents with text to replace with your specific information | No start triggers defined | Agent | Email | 10 | No | <input checked="" type="checkbox"/> | Company |
| <input type="checkbox"/> Recruiting - Greatness in You | Greatness in You Email Recruiting Campaign | No start triggers defined | Agent | Email | 8 | No | <input type="checkbox"/> | Company |
| <input type="checkbox"/> Recruiting - Missing U | Recruiting email campaign for former agents | No start triggers defined | Agent | Email | 6 | No | <input checked="" type="checkbox"/> | Company |
| <input type="checkbox"/> Recruiting - HMR Claims | Recruiting Email | No start triggers defined | Agent | Email | 1 | No | <input checked="" type="checkbox"/> | Company |
| <input type="checkbox"/> Recruiting - Path to Success | Recruiting Email Campaign | No start triggers defined | Agent | Email | 3 | No | <input type="checkbox"/> | Company |
| <input type="checkbox"/> Recruiting - Production Increase | Recruiting email campaign | No start triggers defined | Agent | Email | 3 | No | <input checked="" type="checkbox"/> | Company |
| <input type="checkbox"/> Recruiting - Unstoppable | Recruiting email campaign | No start triggers defined | Agent | Email | 9 | No | <input checked="" type="checkbox"/> | Company |

Smart Campaigns

Smart email campaigns allow you to maintain constant contact with clients through just a few button presses.

Make Marketing Masterpieces



MaaS

Marketing as a Service

One hub to manage and execute your marketing assets and templates across channels.

Make Marketing Masterpieces (Cont'd)

ListingMachine + DesignCenter

Templates and designs for flyers, brochures and presentations.



Templates for branded videos of listings, testimonials and more.

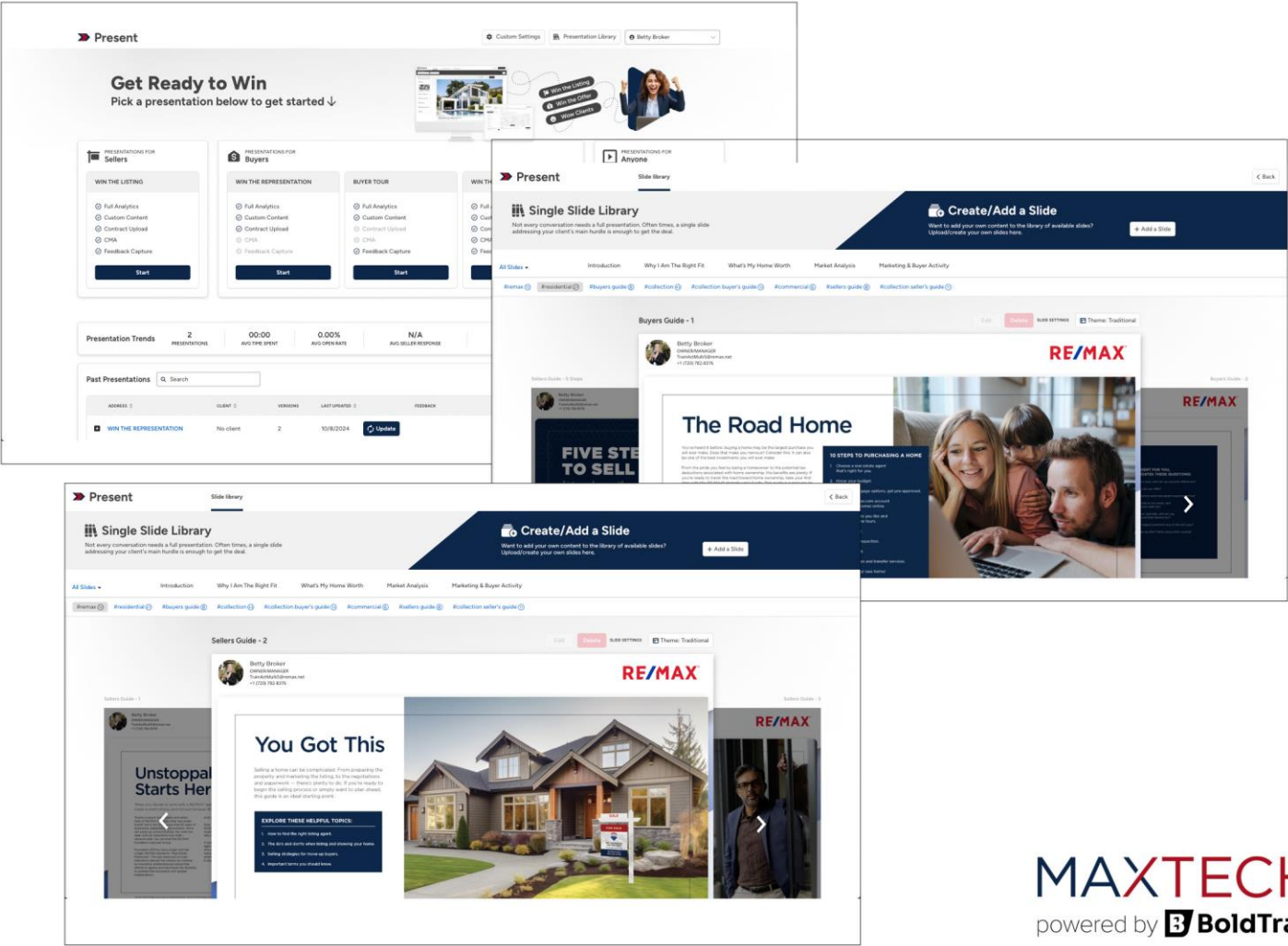


Branded social media templates with seamless sharing to social platforms.

Win the Listing and Wow Your Clients



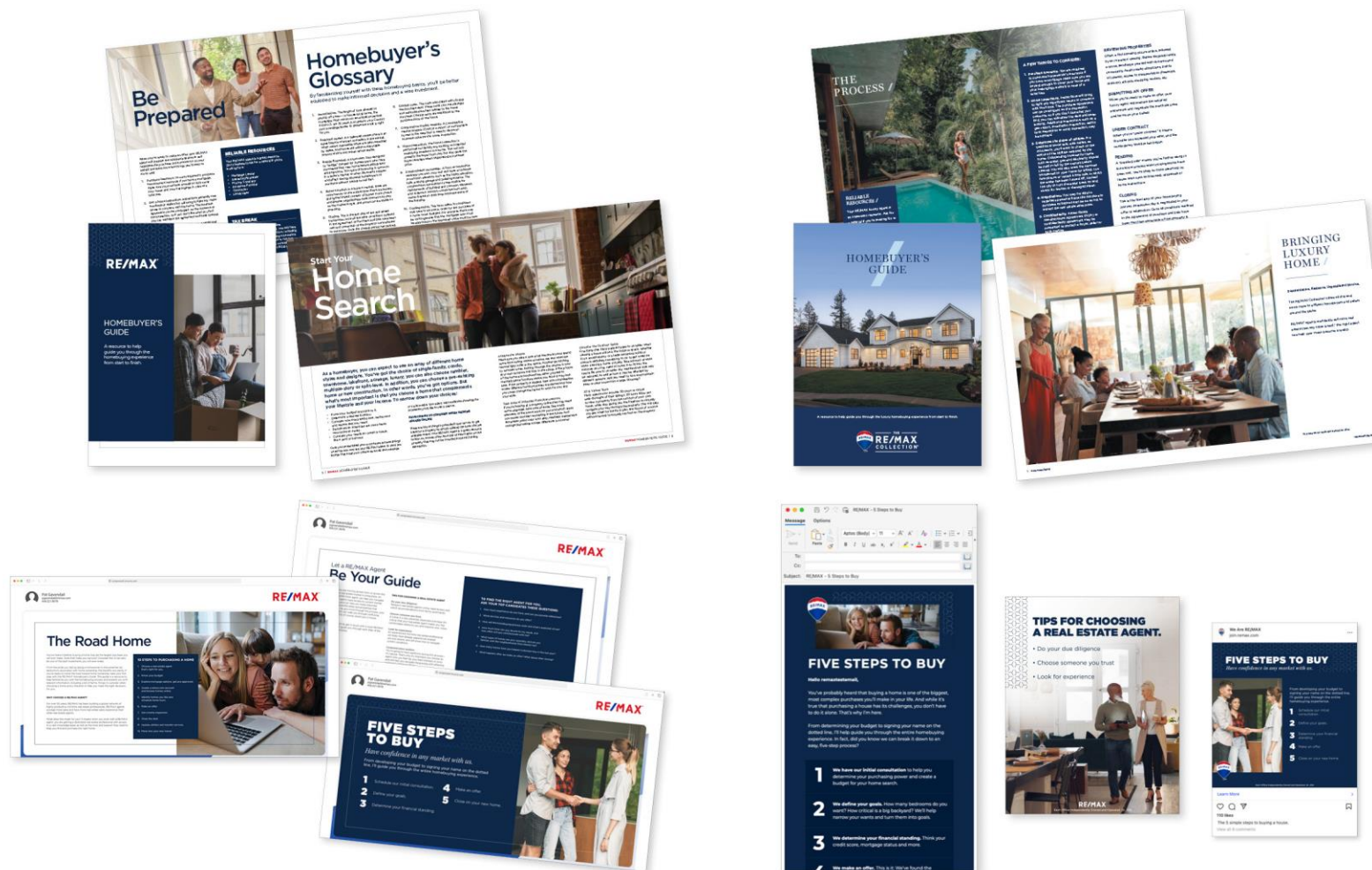
No additional cost to RE/MAX® agents.



Be Extraordinary for Buyers

If it will help you reach and support homebuyers, REMAX® likely has it.

- Exclusive REMAX Canada Housing Market Outlook and niche reports available on remax.ca
- Marketing materials available via the exclusive REMAX Resource Hub.
- Personalized lead-gen materials available via REMAX Hustle, Photofy and MAXTech® powered by BoldTrail.
- Buyer agent-specific educational courses with earnable designations via REMAX University®.



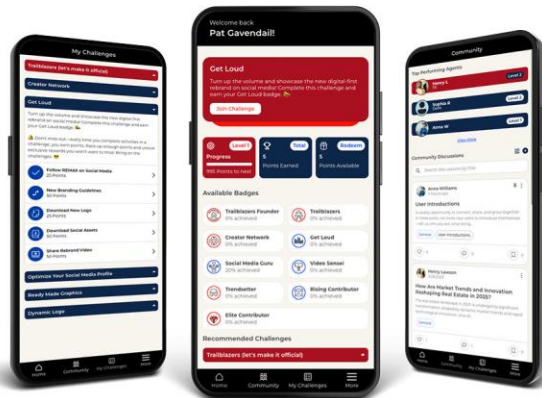
Be Extraordinary for Sellers

If it will help you reach and support homesellers, REMAX® likely has it.

- Exclusive REMAX Canada Housing Market Outlook and niche reports available on remax.ca
- Marketing materials available via the exclusive REMAX Resource Hub, REMAX Hustle, Photofy and MAXTech® powered by BoldTrail.
- Customizable listing presentations and CMA tool through Present.
- Listing agent-specific educational courses with earnable designations via REMAX University®.

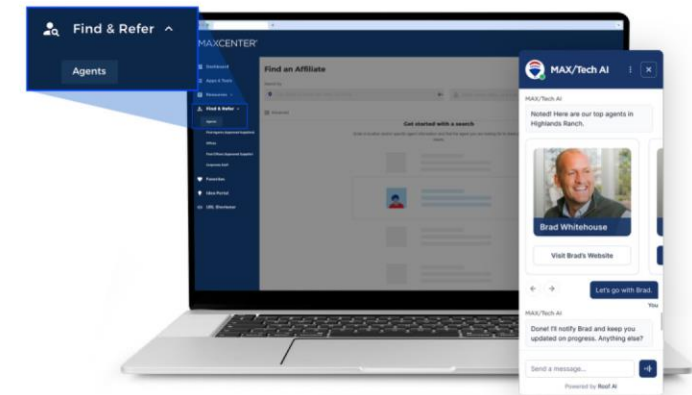


Powered by People, Not Just Platforms



MAXENGAGESM

- Gamified app to spark your online presence.
- Complete challenges, rise through tiers and unlock badges to celebrate your impact.
- Earn points you can redeem for merch, promos and more.



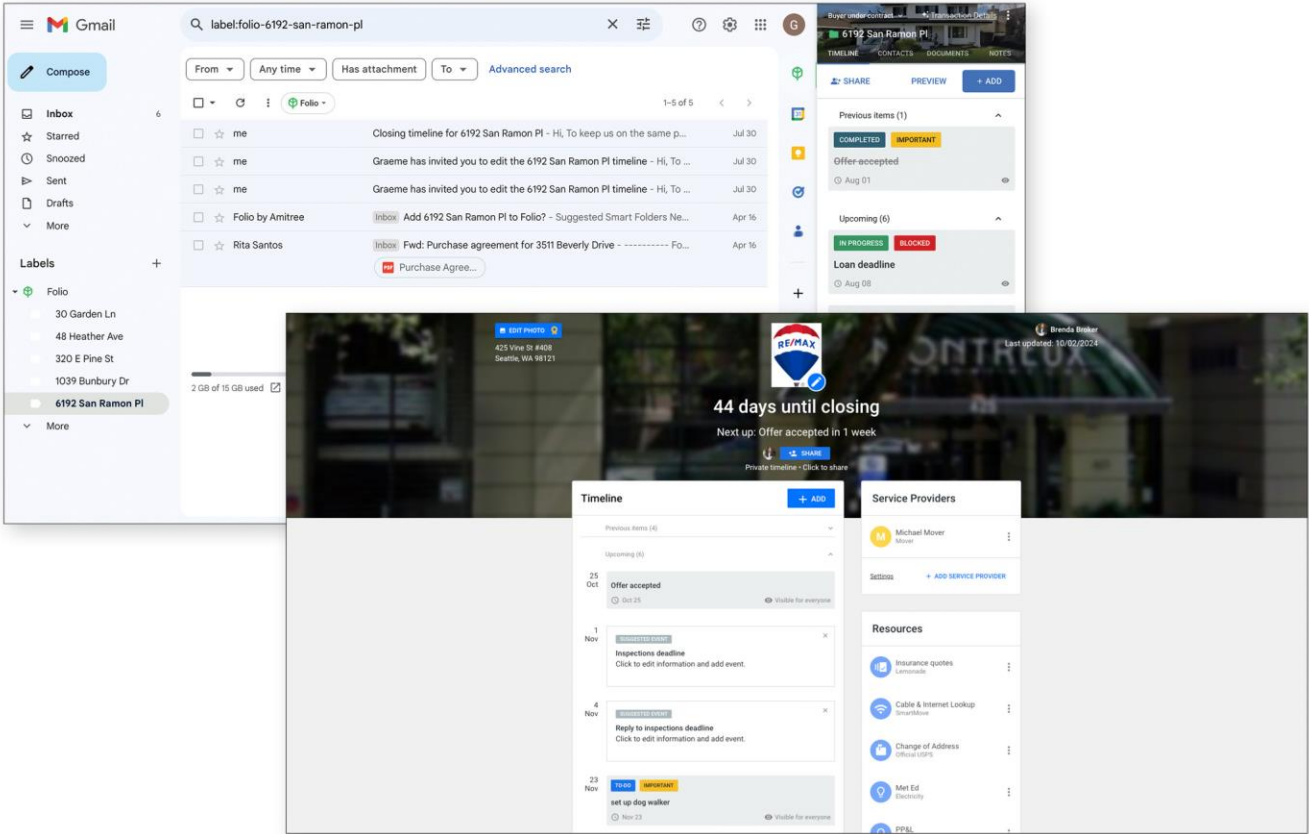
MAXREFERSM

- AI-powered referral platform.
- Recommends best referral agents based on client's needs.
- Refer to trusted REMAX pros all over the world.

Your Intelligent Email Solution



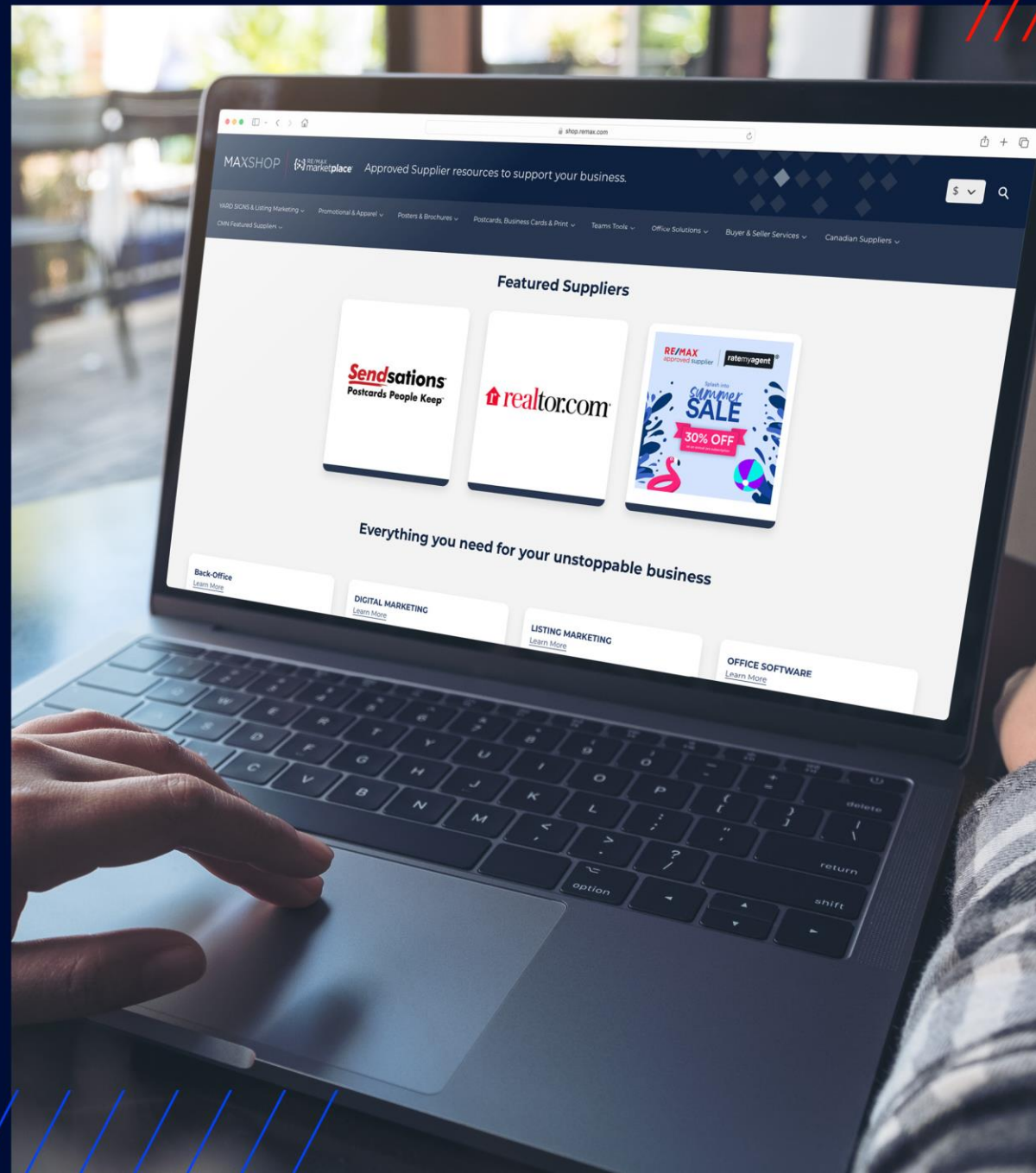
No additional cost to REMAX® agents.



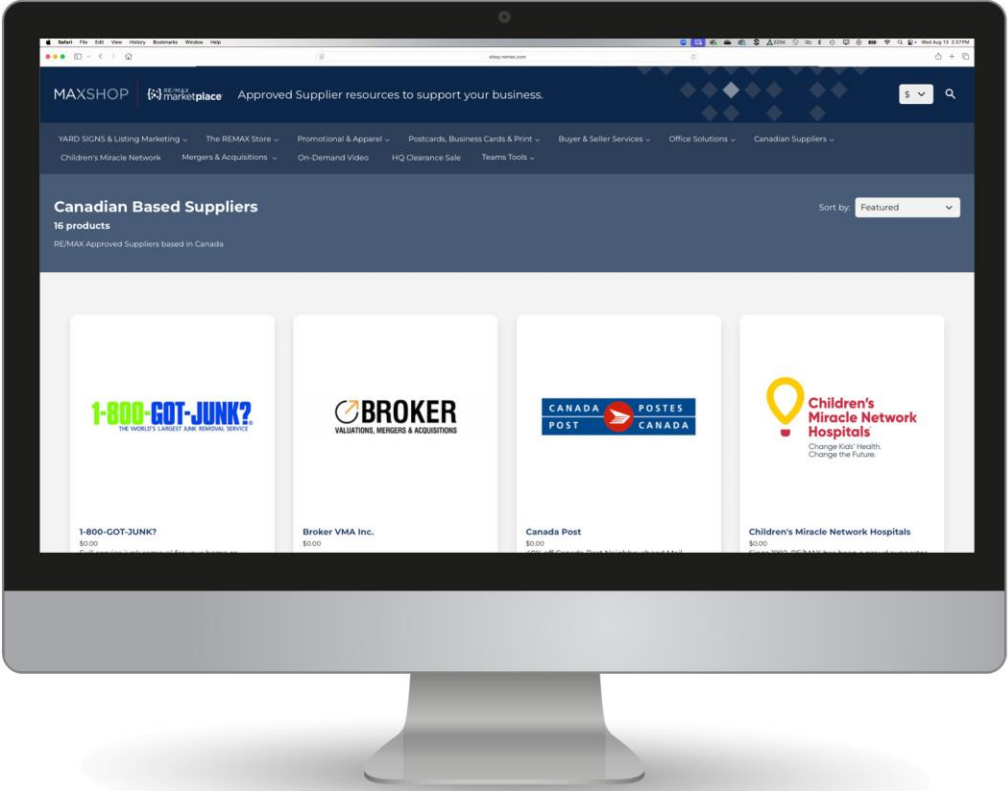


MAXSHOP

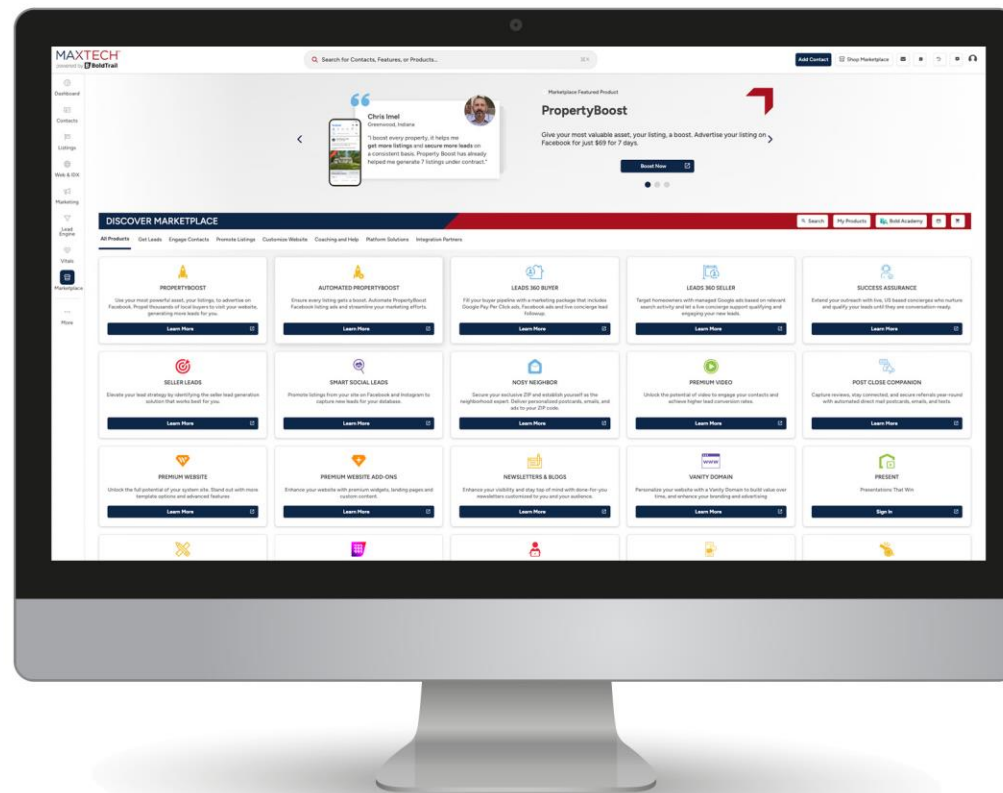
The *greatness* in you.SM



Stay Competitive With Essential Tools



Add-Ons to Empower Your MAXTech[®] powered by BoldTrail Experience



Additional REMAX[®] Offerings





The REMAX group insurance plan with SimplyBenefits, provided by CapriCMW, reflects the evolving needs of agents.

- Dental, prescription drugs, massage, chiropractic services, travel insurance benefits and more
- Competitive rates and premiums
- Available on an individual basis
- Mobile app to submit your expenses and manage your plan
- Dedicated support team





Dominion Lending Centres and REMAX have partnered to enhance agent support and client service by streamlining access to top-tier mortgage solutions. Agents benefit from increased collaboration, referral opportunities, and exclusive events that strengthen industry connections.





Any questions?



Thank You

The *greatness* in you.SM

