

# REMAX®

# 3.53 BILLION

Total Media Impressions  
2026



## INDYCAR SERIES

**320.7M**  
Impressions

REMAX is the official Real Estate Partner of INDYCAR team, Meyer Shank Racing.

## PUBLIC RELATIONS

**100K**  
Media Mentions

**550+**  
Regional PR Placements

**50+**  
Press Releases Created & Distributed

**15K+**  
Press Release Pickups on Web & Social Media

**110B+**  
Total Audience

## PUBLIC RELATIONS REPORTS

- REMAX National Housing Reports (12)
- Industry Survey Results
- Two Pulse Surveys

## BRAND

**10.1M**  
Estimated Clicks

- Google Search
- Bing Search
- Performance MAX/Demand Gen

## SPONSORED CONTENT

**50+**

Sponsored Content Articles in Industry Publications

**RISMEDIA™**    **1000WATT**

**inman™**    **HOUSINGWIRE**

**Real Estate News**

**HELPING YOU SAVE TIME. WIN MORE LISTINGS. CLOSE MORE TRANSACTIONS.**

New additions across the REMAX® network are designed to help agents connect with more customers and represent their clients at the highest level. From smarter marketing and referral tools to streamlined transaction support and lifelong client engagement solutions, these innovations are built to fuel growth and strengthen every relationship.



### MAXTech™ powered by BoldTrail

This end-to-end platform simplifies and streamlines running and managing your business.

### HomeView™

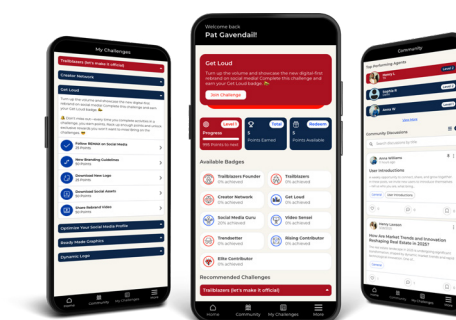
HomeView makes creating lifelong client relationships easier than ever. From the beginning of their home search to when they're ready to sell and beyond, HomeView enables you to provide consistent and personalized value to clients.

### BOSSCAT™ TECHNOLOGIES

BOSSCAT digitizes and streamlines home inspection data to produce quick inspection and repair estimates, significantly helping you and your client get from contract to close.

### The New remax.com

The number one real estate franchisor site<sup>2</sup> used by millions of homebuyers and sellers each year got an upgrade. A modern, intuitive experience streamlines the home search process for users — which could lead to more leads for REMAX agents.



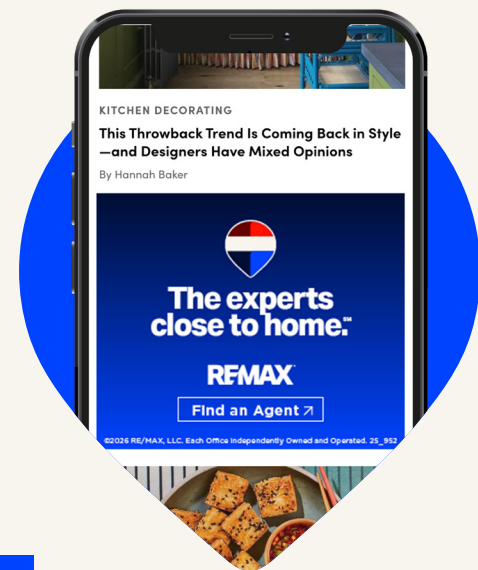
### MAXEngage™

MAXEngage is a gamified app — the first of its kind from a global real estate brand — designed to help you get loud on social media. Amplify your digital presence with various business-building challenges and earn points you can redeem for real benefits.



## DISPLAY

**57.8M**  
Total Impressions



## OUT OF HOME

**11,439**  
Total Signs

**2.35B**  
Total Impressions

## BALLOON

**95M**  
Total Impressions

**1,400**  
Balloon Appearances

## YOUTUBE



**119M** Impressions

## SPORTS PARTNERSHIPS & LOCAL EVENTS

**244.8M**  
Impressions

**13**  
Venues



## AUDIO

**29.1M**

Total Impressions Podcasts & Streaming News

## SOCIAL



**301.5M** Total Impressions



Partnerships With Influencers

## COMMUNITY



Since 1992, REMAX® agents have donated over \$226 million to Children's Miracle Network® in the U.S. and Canada.

©2026 RE/MAX, LLC. Each Office Independently Owned and Operated. 25\_815

REMAX

<sup>1</sup> Platform offers optional purchases. <sup>2</sup> More visits than any other national real estate franchisor website, according to ComScore report of 2025 data for U.S. real estate franchisor brands website visits in the "Business and Consumer Services/Real Estate" category. 2026 performance estimates are 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 03.03.2026. The advertising information provided in this document is subject to change at any time without prior notice. This is not an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document ("FDD"). Certain states require that we register the FDD in those states. This communication is not directed by us to the residents of any of those states. Moreover, we (or our designated regional franchisor) will not offer or sell a franchise in those states until we have registered the franchise (or obtained an exemption from registration) and delivered the FDD to the prospective franchisee in compliance with applicable law. New York residents: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. Minnesota Reg. No. F-9950. RE/MAX, LLC and RE/MAX Integrated Regions, LLC, 5075 S. Syracuse Street, Denver, CO 80237, 303.770.5531. ©2026 RE/MAX, LLC. Each Office Independently Owned and Operated. 25\_951