

# RE/MAX

# 4.6 BILLION

Estimated Total Media Impressions



## INDYCAR SERIES

RE/MAX is the official Real Estate Partner of INDYCAR team, Meyer Shank Racing.

**320.7M** Impressions

## SPORTS PARTNERSHIPS

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

**597.8M** Estimated impressions  
**2** Leagues **4** Teams



## SOCIAL MEDIA & DIGITAL

Hitting the social scene like never before.

**141M** Estimated impressions

Logos for Instagram, YouTube, TikTok, Pinterest, Facebook, and LinkedIn.

## PUBLIC RELATIONS

10 Canadian market reports in 2026

- Commercial Property Report
- Spotlight on Luxury
- Recreational Property Reports
- Fall Market Update
- Housing Market Outlook

**2.5B** Estimated impressions (based on report coverage and always-on)

## AUDIO

Hey! Listen.

**12M** Estimated impressions

- Podcasts
- Streaming News

## PAID SEARCH & PERFORMANCE MAX

Maxing out metrics, click by click.

**4.7M** Estimated impressions

- Google Search
- Demand Gen

## COMMUNITY SPIRIT

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

**56.2M** Estimated impressions



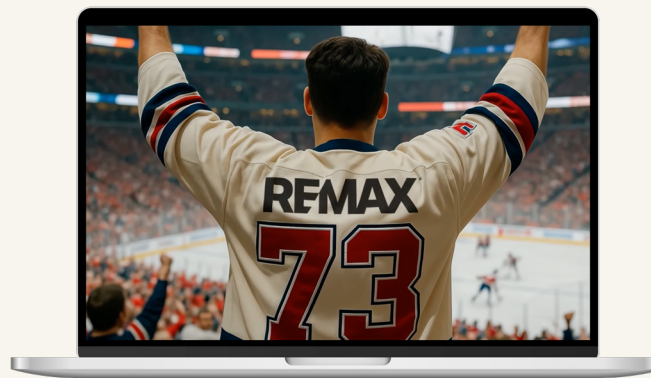
## RE/MAX.CA BLOG

A blog worth bragging about.

**240** Blog Posts **2.5M** Estimated page views (incl. paid media campaigns/contests)

## DIGITAL VIDEO

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



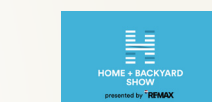
**63.1M** Estimated impressions



## HOME SHOWS

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

**434.2M** Estimated impressions



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

## BALLOON FLIGHTS

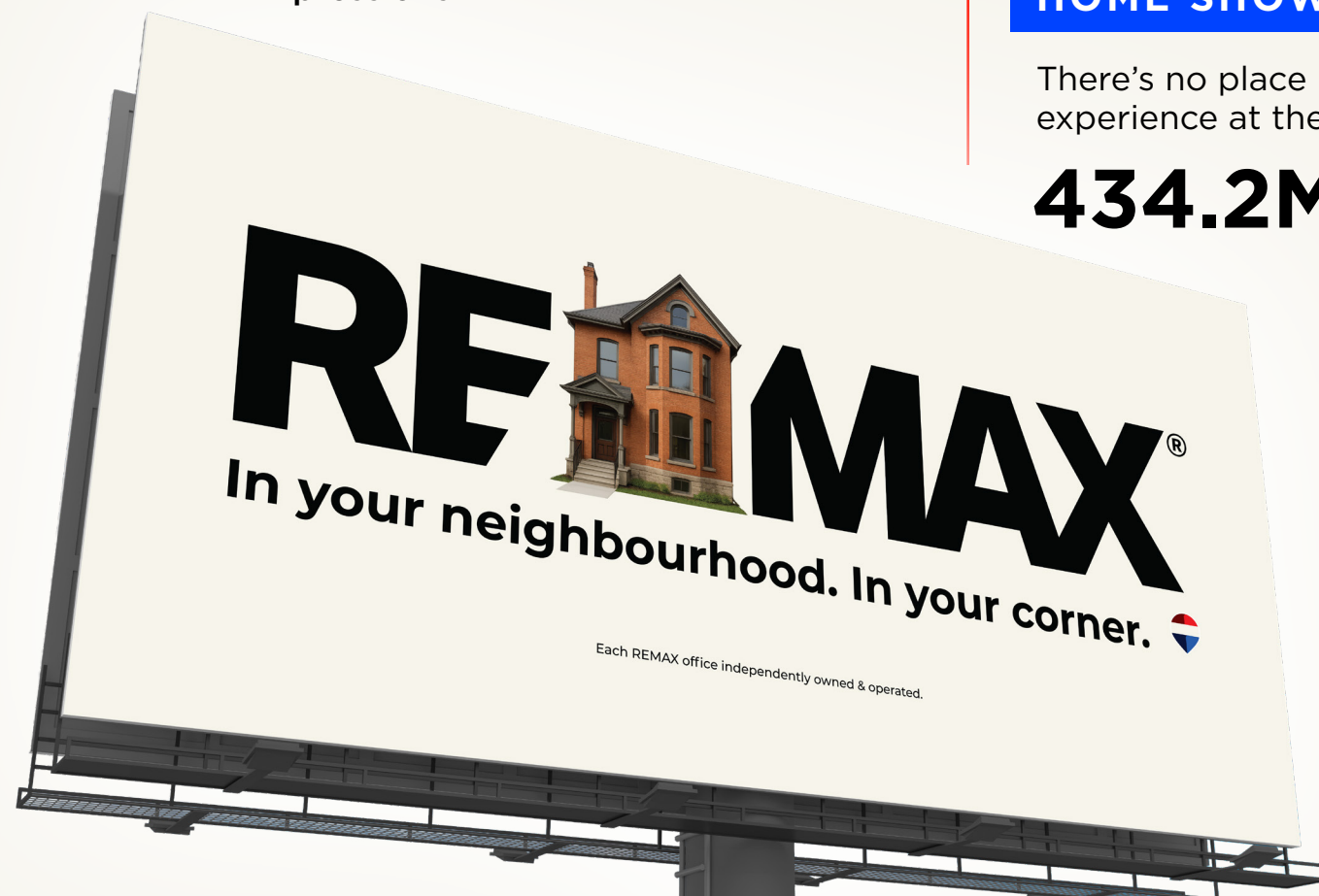
Just look up.

**310** Estimated appearances **9.5M** Estimated impressions

## OUT OF HOME

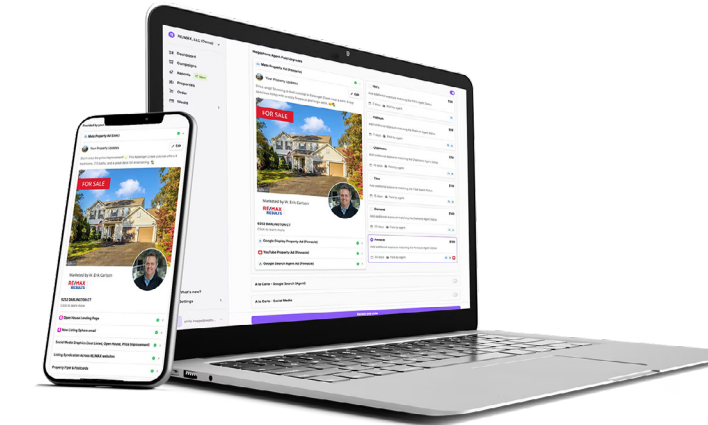
The RE/MAX story will echo from street corner to street corner.

**495M** Targeted impressions **1,303** Total signs



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

New additions across the RE/MAX 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.



### MAXRefer™

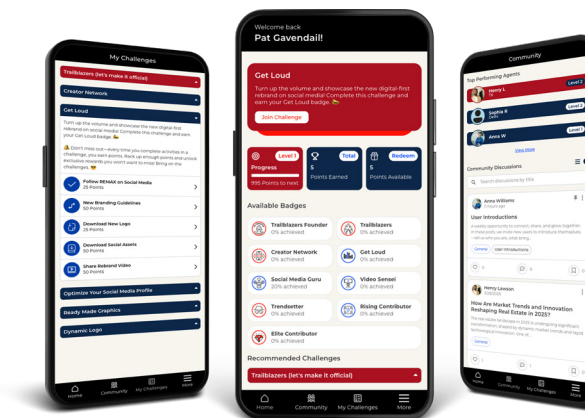
This AI-powered platform connects thousands of RE/MAX agents worldwide, making it easy to securely send, receive and manage referrals across the global network.

### MAXTech™ powered by BoldTrail

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

### RE/MAX Marketing Studio™

RE/MAX Marketing Studio offers you a streamlined, forward-thinking approach to marketing your business. This platform helps you create, manage and deliver your marketing across print, digital and social channels. Recent additions like Canva design tools and automated agent reviews and market reports give you even more options to promote your brand, listings and expertise.<sup>1</sup>



### 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.ca

The site 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 RE/MAX 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.

<sup>1</sup> Platform offers optional purchases. 2026 performance estimates based on third-party projection data as well as past performance data. RE/MAX Canada does not guarantee, and is not in any way responsible for, the accuracy of estimates and third-party data. Data is current as of January 2026. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a RE/MAX franchise. It is for informational purposes only. In many provinces a franchise offer can only be made following the delivery of a franchise disclosure document. We will not offer or sell a franchise in those provinces until a franchise disclosure document has been delivered to you before the sale in compliance with applicable law. RE/MAX Canada, Inc., 639 Queen St. West, Suite 600, Toronto, Ontario, M5V 2B7. ©2026 RE/MAX, LLC. Each Office Independently Owned and Operated. 25\_951