

# The Experts Close to Home



## The 2026 RE/MAX® Spring National Ad Campaign has arrived — built for the way Canadians actually choose an agent.

With an estimated 496.7 million impressions across cross-channel placements, this spring campaign does more than keep RE/MAX top-of-mind. It helps buyers and sellers understand who RE/MAX is and why local expertise matters when the stakes are high, and drives high-intent traffic to remax.ca.

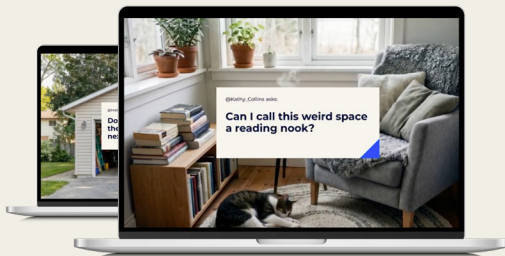
This year's creative moves past big promises to tell a more meaningful story — one rooted in neighbourhood knowledge, real experience and agents who know the difference between a house and a home with history, equity and emotion attached.

The look is cleaner. The tone is personal. And the message is clear: when everyone has an opinion, trust the experts who actually live here.

**From high-impact brand moments to social micro-messaging, every touchpoint proves expertise, close to home.**

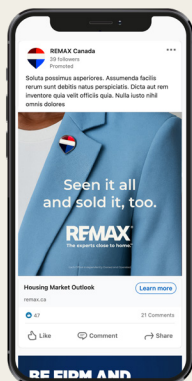
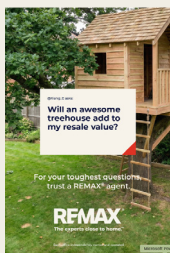
### ONLINE VIDEO

April - June



### SOCIAL

Always On



### OUT OF HOME

February - April



### AUDIO

April - June

- Podcasts
- Streaming News



SONOS

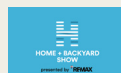


Apple Podcasts



### HOME SHOWS

January - April



### BOOSTED SOCIAL CONTENT

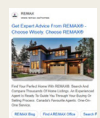
February - April



### PAID SEARCH & PMAX

Always On

- Google Search
- Demand Gen



### PROGRAMMATIC VIDEO AND DISPLAY

April - June

