



Value Comparison Checklist

Where does your brand stand?

In today's competitive market, aligning with the right brand can be the difference between growth and stagnation. Use this checklist to compare your current brand's value proposition with that of REMAX®.

Brand Power	REMAX	YOUR COMPANY
#1 brand in residential transaction sides since 2024. ¹	✓	
#1 brand in agent productivity with an average of 11.9 sides per agent. ²	✓	
#1 brand in brand awareness. ³	✓	
Global brand with a presence in over 120 countries and territories.	✓	
REMAX agents are Voted the #1 Most Trusted Real Estate Agents in the U.S. ⁴	✓	
Nobody in the World Sells More Real Estate than REMAX. ⁵	✓	
No real estate brand is more likely to be recommended than REMAX. ⁶	✓	
REMAX: The #1 Name in Real Estate. ⁵	✓	
REMAX teams outproduce competitor teams: 17.2 average transaction sides per Agent. ⁷	✓	
8 out of 10 Homebuyers and Sellers know of REMAX. ⁸	✓	
Experienced individual agents: Average 16.7 Years in Real Estate. ⁹	✓	
Loyal agents: 10.9 Average Years with REMAX. ⁹	✓	
Remax.com - the most visited real estate franchisor website. ¹⁰	✓	
Professional agent and team signage for residential, commercial and luxury.	✓	
Annual awards and recognition programs based on yearly commission levels and career achievements.	✓	
The REMAX Collection®: Distinctive branding exclusively for luxury properties.	✓	
REMAX Commercial®: Opportunities and branding for commercial real estate brokers.	✓	
REMAX Commercial: Consistently named to Lipsey's Top 25 CRE Brands Survey.	✓	
Media/Advertising & Communications		
Official Real Estate Partner of INDYCAR team, Meyer Shank Racing. 320.7 million impressions expected in the U.S. and Canada combined in 2026. ¹¹	✓	
Highly impactful national and local advertising campaigns, with premium placements across TV, digital, billboards and more.	✓	
Impressions delivered: 3.53 billion REMAX media impressions expected to be delivered to consumers in 2026. ¹¹	✓	
Billions of dollars have been spent over the years promoting the REMAX brand and agents.	✓	
The REMAX hot air balloon fleet is the largest in the world, with 106 balloons worldwide, expected to generate 95 million impressions and complete 1,400 flights in the US in 2026. ¹¹	✓	
Customizable marketing that ties into the national advertising campaign available for agents to leverage across TV, outdoor, print, video, digital and social media channels.	✓	
REMAX Contests: Ready-made campaigns you can use to create client touchpoints, drive engagement and build your pipeline.	✓	

REMAX-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. 301.5 Million impressions expected to be delivered in 2026.¹¹	✓	
Branded social media images ready to be shared for holidays, personal promotion and more.	✓	
REMAX News: Your single source for real estate content including industry news, consumer trends, network stories and corporate announcements.	✓	
Specialized Events & Networks		
Annual R4® Global Convention: Agents and teams increase their sphere through masterminding, educational workshops, networking and connecting with other agents from around the world.	✓	
In-Region Agent Events: Agents can attend a variety of in-region events that could include hearing from industry leaders, masterminding and networking.	✓	
The REMAX Collection Luxury Forum: Top luxury agents from around the world gather to discuss the luxury market, network with other industry influencers and learn new ways to further their business.	✓	
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 honors individuals and teams who are at the top of their game with special activities, guest speakers, roundtable discussions and more.	✓	
REMAX Torchbearers: Each year, several top real estate agents under the age of 40 from the U.S. and Canada are honored as REMAX Torchbearers based on transaction sides and gross commissions. Torchbearers can show off their success with a customizable graphic.	✓	
REMAX Speakers Bureau: Creates opportunities for agents to share knowledge, build influence and become a recognized voice within the network.	✓	
Participation through AREAA®, LGBTQ+ Real Estate Alliance, NAHREP®, NAR®, NAREB and Women's Council of REALTORS® means having a real seat at the table — helping shape policy, support fair access to homeownership and stay connected through trade missions, local leadership, education and relationships across diverse markets.	✓	
Children's Miracle Network®		
Show your commitment to your community with exclusive donation programs that allow you to consistently give back after each closed transaction.	✓	
REMAX is the exclusive real estate brand contributor: Affiliates have donated over \$226 million in the U.S. and Canada combined since 1992.	✓	
Education & Development Resources		
REMAX University®: Provides affiliates at every level access to a wide range of easy-to-find courses, streamlined technical education and brokerage-provided resources.	✓	
Learning on the go and on demand: Over 2,000 training videos viewable on computers, tablets and smartphones, plus discounts on designations and certifications.	✓	
Track progress and discover new opportunities to learn. A virtual coach will also help keep your learning on track.	✓	
Business-building education: sales skills, technology, social media, productivity apps, goal setting, lead generation and more.	✓	
REMAX University offers courses to help teams develop and grow including Team Fundamentals, Developing High-Performing Teams and Momentum®: Master Team Builder.	✓	
Agent Essentials: Helps you start strong with a clear plan of action, practical skills and the confidence to build a thriving business as a self-motivated entrepreneur.	✓	
Learning Plans: Specific education modules for new-to-REMAX agents to help them onboard at their own time and pace.	✓	
Coaches Corner: Gain exclusive insights from some of the top coaches in the industry, as well as top producers in the network.	✓	
Team-Specific Coaching: Offerings from Buffini & Company and Workman Success Systems.	✓	
Tech Development: Ongoing learning through MAXTech® Success Summit, Technology Foundations and Train the Trainer, equipping REMAX agents with the knowledge to get more from MAXTech.	✓	
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.	✓	
AspireSM: This program combines financial incentives, world-class education including the Buffini & Co. 100 Days to Greatness, Certified Full-Service Professional (CFSP) designation and the advanced technology solutions in MAXTech powered by BoldTrail to support agents who are driven to greatness.	✓	

Branding & Marketing Resources		
Lead generation: Over one million leads generated in 2025 for REMAX agents. ¹²	✓	
global.remax.com: Listings in 50 languages and 72 currencies; 600,000+ REMAX-only listings per month. ¹³	✓	
Spotlight Listings by realtor.com: Premium listing placements that position your properties at the top of search results to increase visibility and attract more serious buyers.	✓	
Zillow Showcase: An enhanced listing experience that uses high-impact visuals and interactive features to drive deeper engagement and stronger buyer interest.	✓	
Commercial: Providing commercial brokers access to Buildout Sync, commercial websites, listing presentations and educational programs.	✓	
Luxury: The REMAX Collection provides luxury agents with access to distinctive signage, dedicated luxury websites and education.	✓	
Luxury listings gain exposure across global.remax.com, The Wall Street Journal, Mansion Global, Barron's, Unique Homes and Market Watch.	✓	
REMAX Golf Lifestyles: Opens the door to a specialized niche built around golf communities. It blends six key pillars to empower your business: consumer lead generation, media partnerships, golf lifestyle certification program, in-club experiences and elevated technology and thought leadership.	✓	
MasterPitch SM : Brings together strategy, solutions and presentation to give you a full-spectrum listing system. MasterPitch adapts to the home, the seller and your unique approach to the job. Physical and digital solutions combine to create a listing system built to help you win.	✓	
Brand Boutique: Gives you access to premium REMAX-branded apparel, gear and MasterPitch products.	✓	
Lead-generating, customizable agent, team and office websites with real-time IDX home search.	✓	
Marketing Studio: A central hub to create, manage and run ads for your brand and listings - designed to expand your reach and maximize your impact.	✓	
AI Generated Videos: Turn listings into high-impact video content in minutes. Automatically generated, easy to customize and designed to stand out across social.	✓	
RateMyAgent: Build credibility with verified reviews that showcase your results. Strengthen your reputation and give clients the confidence to choose you. (coming soon)	✓	
Canva: Create polished, on-brand marketing in minutes with ready-to-use templates and easy customization.	✓	
Present: A next-generation CMA and presentation builder that helps you guide clients through an interactive and compelling pricing discussion. Available in regions where MLS provides sold data.	✓	
ListingMachine: Connects directly to the MLS to automatically pull listing details and generate a full marketing campaign - complete with ready-to-post social content to keep your listings active and visible.	✓	
DesignCenter: Create polished, on-brand print and digital marketing with customizable templates that help promote your listings and strengthen your personal brand.	✓	
Social: Helps your engagement by posting content to your Facebook, X and LinkedIn accounts. Options range from different content categories to frequency of posting.	✓	
REMAX Newsletters: Quarterly market insights simplified into easy-to-understand newsletters you can send to your sphere.	✓	
MAXEngage SM : Get loud on social media by tackling challenges that incentivize the things you're already doing online. Earn badges, view leaderboards and gain points redeemable for spend on marketing activities.	✓	
REMAX Hustle: Create, edit and share professional quality videos with your network using customizable templates.	✓	
Photofy TM : Share customizable REMAX-branded content on social media and in digital marketing through either the desktop or app versions of the platform.	✓	
REMAX Marketplace: One-stop shop for the solutions and resources to run your business. Approved suppliers offer REMAX-branded materials: business cards, yard signs, branded swag and much more at a discounted rate.	✓	
Tech Solutions*		
MAXCenter [®] : Centralized location for all REMAX systems, profiles and resources. Access REMAX solutions, marketing resources, branding, global referral network and more.	✓	
MAXRefer SM : A global referral platform that allows agents to exchange referrals and obtain leads from around the globe.	✓	

MAXTech powered by BoldTrail: A cloud-based, tech ecosystem that simplifies and streamlines every aspect of running and managing your business, creating a single end-to-end solution for efficiency and growth.	✓	
Smart CRM: Nurture your network your way - manage contacts with hashtags, set follow-ups and add notes to track engagements with clients.	✓	
SkyView SM : An AI powered assistant built specifically for REMAX agents - helping them prepare for meetings, generate ideas and operate thier business using insights tied directly to the REMAX ecosystem. (Coming soon)	✓	
Team Add-On: 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.	✓	
Folio: Keep important transaction emails and timelines organized with this intelligent AI-powered email productivity solution.	✓	
HomeView TM : The first-of-its-kind homeownership solution that puts agents at the coveted center of the lifelong client relationship. Share your app with clients at any point in the transaction to create engagement and value from home search to post-close.	✓	
The branded mobile CRM app enables you to manage your pipeline and convert leads in the palm of your hand.	✓	
Smart Campaigns: Behavioral nurturing delivers unique, relevant and timely content, driving engagement across both new leads and personal sphere of influence contacts.	✓	
MAXTech Lead Concierge: Ensures you are connected with conversation-ready buyers and sellers through near-instant outreach by actual people. (Available in select states in the U.S.)	✓	
SmartProtect: A smart security solution that provides clients with a complimentary camera after closing, plus an Agent Safety Button in the app for added peace of mind on the job. ¹⁴	✓	
AI Visualizer: An AI-powered tool that allows buyers to digitally reimagine spaces, helping them better understand a property's potential and make more confident decisions.	✓	
A branded open house app captures visitors while kicking off follow-up campaigns.	✓	
BOSSCAT TM : Helps move deals forward faster by turning inspection reports into clear repair estimates - helping buyers and sellers understand next steps.	✓	
REMAX Stickers		
Creatively connect with other agents, buyers and sellers using a full array of REMAX-branded animated stickers.	✓	
rem.ax URL Shortener		
Create shareable short links and QR codes from long URLs and track their traffic for enhanced marketing insights.	✓	
REMAX Customer Support		
Timely, professional support available through an online portal, email, text message and live chat.	✓	



Current as of May 2026. Offerings are subject to change.

*Laws pertaining to telemarketing (including texting) can vary from state to state and are also subject to federal law (i.e. Telephone Consumer Protection Act (TCPA)). Marketing emails are subject to federal law (CAN-SPAM) and to various state laws. It is the caller's/texter's/emailer's responsibility to be aware of and comply with all state and federal telemarketing, texting and email related laws. Caller/texter/emailer/user of product is responsible for obtaining any required prior written consent for marketing calls/texts/emails as well as for including appropriate opt-out mechanisms or "STOP" functionality that may be required by state and/or federal law.

¹Data is full-year or as of year-end 2025, as applicable. The transaction totals of some brands include a small number of commercial sides, in addition to residential sides. Except as noted, competitor data is from company websites and industry reports. ²U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2025 transaction sides and agent counts, some of which it estimates when company elected not to provide. ³MMR Strategy Group study of unaided awareness. ⁴Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark American Trust Study, years 2022-2025 and 2019. ⁵As measured by residential transaction sides. ⁶MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand, or any brands, they would be most likely to recommend to a friend or relative and if so, which brand(s). ⁷2025 RealTrends Verified Top Agents and Teams, based on 2024 residential transaction data from participating U.S. agents. Comparing RealTrends network affiliation breakouts, brands with 150 qualifying team members in each team category are included. ⁸MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers and those planning to buy or sell. ⁹Internal data, YE2025. ¹⁰Based on ComScore report of 2025 data for U.S. real estate franchisors among website visits in the "Business and Consumer Services/ Real Estate" category. ¹¹2026 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 January 2026. ¹²Global, Agent app, Agent website, Office website, MAXTech, REMAX app, remax.com and remax.ca. Internal data, Google Marketing platform, full-year 2025. ¹³Source: Gryphtech and Google Analytics as of year-end 2025. ¹⁴Only available in participating MLSs. Figures aggregate all REMAX franchisees. Any competitors listed are representative and not an exhaustive list. ©2026 RE/MAX, LLC. Each Office Independently Owned and Operated.