



Value Comparison Checklist

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 brokerage's value proposition with that of REMAX®—the #1 name in real estate.¹

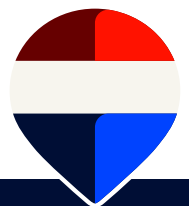
	REMAX	YOUR COMPANY
Brand Power		
#1 brand in agent productivity with an average of 11.7 sides per agent. ³	✓	
#1 brand in brand awareness. ¹	✓	
Global brand with a presence in over 120 countries and territories.	✓	
REMAX agents are Voted the #1 Most Trusted Real Estate Agents in the U.S. ⁴	✓	
Billions of dollars in advertising have helped make REMAX the real estate leader it is today.	✓	
The official real estate partner of various national and local sports franchises.	✓	
Onboarding & Support		
Onboarding Team: Supports and guides you through every step of the launch or transition of your brokerage.	✓	
Dedicated Global Service Consultants: Provide ongoing support in recruiting, retention, marketing strategies, REMAX resources and services.	✓	
Broker 101: In-person course to introduce broker/owners and managers to the extensive resources and programs available.	✓	
Online agent and broker resource hub that includes the latest marketing programs, tech solutions and resources to help power your business.	✓	
Recruiting & Retention Resources		
MAXRecruit®: Recruiting resources, solutions and education to highlight your value prop and boost your efforts to attract, recruit and retain top-level talent.	✓	
Recruiting 101: A 4-day immersive course providing key strategies to highlight your value prop, have effective recruiting conversations and help grow your business by attracting and keeping top talent.	✓	
Recruiting 201: Take a deeper dive into advanced strategies and frameworks designed to help broker/owners and managers strengthen your recruiting efforts, boost retention and lead with confidence.	✓	
Coaching: One-on-one, group coaching and coaching webinars to offer the guidance and accountability you need to help recruit and retain agents.	✓	
Online communities help you connect with growth-minded broker/owners locally.	✓	

Aspire SM : An innovative recruitment program featuring financial incentives, world-class education and the advanced technology solutions in MAXTech [®] powered by BoldTrail to support agents who are driven to greatness.	✓	
Education & Development Resources		
REMAX University [®] : Provides REMAX broker/owners and agents at every level access to a wide range of easy-to-find courses, streamlined technical education and brokerage-provided resources. Broker/owners can also upload documents, videos and links to share with agents – while tracking the educational content they engage with to stay informed on their progress.	✓	
Momentum SM : Built to help broker/owners learn the fundamentals of running a successful brokerage.	✓	
Agent Essentials: Help your agents start strong with a clear plan of action, practical skills and the confidence to build a thriving business as self-motivated entrepreneurs.	✓	
REMAX Golf Lifestyles: Empowers agents to connect passionate golf consumers with exceptional golf-course living through elite certification, exclusive media and partnership opportunities and a powerful lifestyle-driven referral network. (Coming soon)	✓	
Tech Solutions⁵		
MAXTech [®] powered by BoldTrail: A cloud-based, tech ecosystem that puts your business development on track, all in one place.	✓	
Office Website: Create a lead-generating source for prospects through a recruiting page on your office website while building a digital presence for your brokerage. Plus, manage consumer leads from your office website by controlling how they're distributed to agents.	✓	
Smart CRM: Nurture your network your way – manage contacts with hashtags, set follow-ups and add notes to track engagements with prospects.	✓	
Smart Campaigns: Personalize your outreach with recruiting and retention campaigns to nurture agent relationships.	✓	
HomeView TM : A first-of-its-kind homeownership platform designed to boost agent productivity and amplify your brokerage's impact. Keep your brokerage present from search to close to long after move-in—while helping agents deepen relationships and generate repeat and referral business.	✓	
MAXTech [®] Lead Concierge: Turn opportunities into conversations with a dedicated team that responds to inbound leads, qualifies prospects and books appointments – helping your agents stay focused and follow up faster.	✓	
SkyView SM : An AI assistant designed to support how you run and market your business. It helps streamline day-to-day tasks, generate content and provide guidance by leveraging insights from REMAX resources. (Coming soon)	✓	
SmartProtect: Built-in smart security and client perks that extend the relationship beyond closing and keep your agents connected, powered by Alarm.com. (Coming soon)	✓	
BOSSCAT TM : Get fast, reliable repair estimates from home inspection reports —helping your agents move deals forward and get to closing faster.	✓	
BackOffice: A single, streamlined solution to manage agent onboarding, billing, commission tracking and disbursements, reporting and accounting – so your brokerage can run smoothly.	✓	
Brand & Marketing Resources		
Luxury: The REMAX Collection [®] provides luxury agents with access to distinctive signage, dedicated luxury websites, courses and listing syndication.	✓	
Commercial: Providing commercial brokers access to Buildout Sync, commercial websites, listing presentations and educational programs.	✓	

Marketing Studio: Allows you to create targeted recruiting ads and deliver them to specific prospects in your market. Plus, new partnerships with RateMyAgent, Canva, realtor.com, and Zillow could help your agents save time, win listings and be profitable. (Coming soon)	✓	
DesignCenter: Print and digital marketing and recruiting campaign templates are available to help you reach prospects in your market including social graphics, flyers and postcards.	✓	
MasterPitch SM : A structured listing presentation framework that helps your agents articulate their value, prepare for client interactions and convert more opportunities into signed listings.	✓	
Brand Boutique: Your new destination for premium REMAX-branded gear.	✓	
REMAX Hustle: Customize and send a recruiting video to your prospects through social, email or text; or create a welcome message for new agents.	✓	
MAXShop: Find solutions for back-end management, office-branded collateral or integrated technology offerings for the entire office.	✓	
Events		
Annual R4 [®] Global Convention: Broker/owners, teams and agents increase their sphere through masterminding, educational sessions, networking, and connecting with others in the REMAX network from around the world.	✓	
Broker Owner Conference: A collaborative convention for REMAX broker/owners to share best practices, strategies and more.	✓	
Specialized Events and Networks: Beyond luxury and commercial specialty events, agents may qualify for or be accepted into exclusive groups, such as Torchbearers and Elite Retreat, which offer exclusive networking, leadership development, and growth for those who earn their place.	✓	
Strategic Growth		
Dedicated team to support your growth through mergers and acquisitions, team offices and expansion into new markets.	✓	
Business Diversification: Programs and brand platforms that support growth into the luxury and commercial segments.	✓	
Succession planning, ownership transition support, vendor partnerships for financial and operational guidance and access to Flight Plan SM – a program designed to help broker/owners build a clear roadmap for succession and protect their legacy.	✓	

Ready to see how REMAX can elevate your business? Let's talk.

Call 303.796.1852 or email franchiseinquiries@remax.com
to start a confidential conversation today.



(1) MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? (2) The transaction totals of some brands include a small number of commercial sides, in addition to residential sides. (3) U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2024 transaction sides and agent counts, some of which it estimates when company elected not to provide. (4) Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark[®] American Trust Study, years 2022-2025, and 2019. (5) The rules applicable to telemarketing and the use of commercial electronic messages vary from province to province, and it is the marketer's responsibility to be aware of and comply with all federal and provincial marketing and communications laws.

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