***Global Office De-Identification Checklist***

*The following checklist sets forth examples of areas where RE/MAX branding must be removed, but the list is not exhaustive. Please refer to your Franchise Agreement for details regarding your de-identification obligations.*

# Signage – Property/Office/Outdoor

Discontinue all use of RE/MAX property signs on any listings for any agent of office. If transitioning to a new business, ensure any new sign design you or your agents use is not similar to RE/MAX property signage, including the RE/MAX red-over-white-over-blue design, The RE/MAX Collection signage, or RE/MAX Commercial signage.

Remove any signage at office premises that contains the RE/MAX trademarks. This may include:

Exterior signage

Interior Signage

Window decals

If in office building, any directory listings for building.

# Corporate & Licensing

Update any corporate records to remove reference to RE/MAX in any trade or fictitious name.

Update any local real estate authorities, including any licensing bodies, to remove any reference to RE/MAX.

Notify local organization of REALTORS, any property listing organizations and any clients that the office is no longer affiliated with the RE/MAX Network.

# General Advertising & Marketing

Terminate all advertising, including any campaigns, using the RE/MAX trademarks.

Notify any vendors who assist you in the creation or placement of print or digital advertising, including digital campaigns, or the operation of media accounts, to terminate or cease use of all advertising, posts, displays, etc. that contain the RE/MAX trademarks.

Update any other outdoor advertising, such as bus benches, etc., to remove the RE/MAX trademarks.

# Other Office Matters

Cease all use of RE/MAX Marks on letterhead or other printed materials.

Update business cards to remove all RE/MAX marks and any red-over-white-over-blue design

Remove any car wraps or other promotional marketing containing the RE/MAX trademarks from vehicles.

Destroy any RE/MAX-specific materials relating to the operation of a RE/MAX franchise.

Update voicemail to remove any reference to RE/MAX.

# Domains/Email Addresses

Any domain containing "remax” or any other RE/MAX trademark (or variation thereof) must be transferred to RE/MAX, LLC, or deactivated, per RE/MAX, LLC’s instructions. This includes any domain registered by anyone associated with or at the direction of the office.

Cease use of any email addresses that contain reference to the RE/MAX trademarks.

# Social Media

Cease all use of the RE/MAX marks on any social media platforms, such as the following (this list is not exhaustive):

Facebook

Instagram

LinkedIn

YouTube

TikTok

Pinterest

Twitter

Cancel any social media screen names or usernames that contain reference to the RE/MAX marks. In the alternate, RE/MAX, LLC may request transfer of these items.

# Other Online Uses

Conduct online searches for all third-party directory listings.

Update all online directories to remove any reference to RE/MAX.

Update all website code and meta tags to remove any reference to RE/MAX.

Remove references to RE/MAX designations, certifications, awards or recognition that were granted during affiliation with the RE/MAX Network.