



Frequently Asked Questions

What is MAXRefer?

MAXRefer is the new global referral platform available to all affiliates within the REMAX network and accessible via MAXCenter. The platform is the central location for REMAX agents in all countries to send, receive and manage referrals. In addition, MAXTech AI is available within MAXCenter to assist REMAX affiliates through conversation with Max, the AI chatbot.

How does AI assist in finding a referral partner?

REMAX affiliates input their clients' needs into the MAXRefer chat feature in MAXCenter, where they will be prompted to answer specific questions or can type in exactly what is needed to expedite the process. Once the referral is submitted, the information is sent to MAXRefer, where responses from interested agents are also available. The AI feature in MAXCenter makes it easier and faster to submit a referral and find a referral partner.

How do referrals in MAXRefer work?

REMAX affiliates can send a referral to another REMAX affiliate in two ways: 1) directly to a REMAX agent via MAXRefer or 2) as an open referral to the entire REMAX network via MAXRefer. When a referral is accepted, the referring affiliate pays a referral fee to the accepting affiliate's broker upon the successful completion of the transaction. The platform tracks the referral from start to payment so affiliates remain up to date on the transaction's progress.

Agents who are interested in the referral inquiry can respond back to the agent with their interest. The agent then can connect with the interested agents and determine who will best represent them with their client. They will have choice because the REMAX network receives the request and can respond rather than having to comb through the agent roster or make requests via social media. This saves time and empowers agents to find the best possible match.

What type of referrals are possible?

Residential, luxury and commercial referrals are all possible within MAXRefer, as are rentals and leases.

What happens if a REMAX affiliate is not able to connect with a REMAX referral partner?

Because MAXRefer is an instance of RESAAS, agents will have the option to open their search to all RESAAS users if they choose, which can help expand their referral network and introduce other agents to the power of REMAX. Additionally, agents from outside the REMAX network can also find REMAX agents via the platform, especially in areas where other brands are not located.

Is there a cost associated with MAXRefer?

Yes, the accepting affiliate pays a referral fee to the referring affiliate. The referral fee is paid based on the agreed upon amount between the two affiliates. Once the transaction has closed, the referral fee owed to the referring agent is sent through RESAAS Pay via ACH. A 5.5% processing fee is deducted from the referral fee before being remitted to the referring affiliate's broker. Neither RESAAS nor RE/MAX, LLC is responsible for any referral fees.

When is MAXRefer available?

MAXRefer will be available to all affiliates May 7. All RE/MAX agents will have a profile within MAXRefer. Prior to launch, affiliates should go into their MAXProfile and update their information as the MAXRefer profile is created based on the information in MAXProfile.

Who has access to MAXRefer?

MAXRefer is available to all affiliates within the REMAX network. No sign-up is required.

How does an affiliate access MAXRefer?

Affiliates within U.S. and Canada can access MAXRefer in three ways within MAXCenter: 1) by clicking the MAXRefer tile, 2) by selecting Find & Refer in the left navigation, and 3) by clicking on the Send Referral button on an agent's profile.

Affiliates outside the U.S. and Canada can access MAXRefer through iConnect through the MAXRefer tile or through MAXCenter. Affiliates will be required to login using their remax.net email address or create a new MAXCenter profile. The Global Referrals (GryphTech) tile will still be available to affiliates until it is decommissioned at a later date. Every agent will automatically have a MAXRefer profile to make it easier to send and receive referrals immediately.

What languages are available within MAXRefer?

Currently, the MAXRefer platform is available in English. However, Spanish, Portuguese and French will be added at a later date.

Does MAXRefer include multiple currencies?

Yes, multiple currencies are included in MAXRefer. If the referral is going to a different country, MAXRefer will ask the referring agent what currency they want to be paid. If the referral is within the same country, the currency will be based on the country currency. The following countries are not supported by RESAAS Pay: Aruba, Belize, Bonaire, Guyana, Suriname and Venezuela.

What if I currently have referrals in MAXCenter?

Affiliates who have open referrals in MAXCenter will still be able to view them but this feature will not be available after May 7.

What if I currently use GryphTech for REMAX referrals?

Currently, GryphTech will remain an option for global referrals, but users are encouraged to start utilizing MAXRefer so they have connection with all 145,000+ professional and trusted REMAX affiliates for sending and receiving referrals. The referral feature within GryphTech will be decommissioned at a later date.

Who should I contact for support?

Please reach out to customer support by:

- Calling 888.398.7171
- Emailing customersupport@remax.net
- Clicking on the Customer Support link in the left navigation