



## 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 agent(s) 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.

### **How does MAXRefer integrate with MAXTech powered by BoldTrail CRM?**

Once the referral agreement is signed by both parties and the client information is added, the client details are automatically sent to the accepting agent's MAXTech powered by BoldTrail CRM as a new lead. The lead is tagged as #maxrefer. If the agent is not using MAXTech powered by BoldTrail, the client information will be shared via email.

Once the lead is in the agent's CRM, they can track status, include notes and manage the contact. To start a smart campaign, the agent must gain consent from the lead per the CAN-SPAM Act. Once consent is given, the agent will have to opt-in the contact record manually to allow smart campaigns to begin sending.

### **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. The 5.5% processing fee helps cover the costs of using the referral platform, including transaction fees, AI-powered solutions and ongoing platform enhancements. This also supports upcoming features such as "Coming Soon" listings, office exclusives and other tools designed to make your experience even more efficient and streamlined. Neither RESAAS nor REMAX, LLC is responsible for any referral fees.

There is also an optional subscription available in MAXRefer. The Ultimate subscription provides affiliates with instant access to referrals, the ability to win unlimited referrals and preferred placement in search results. The cost is \$99/month or \$599 annually. For those not subscribed, there is a 10 hour wait time to respond to referrals outside the REMAX network. REMAX to REMAX referrals do not require a wait time to respond to referrals.

### **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, then clicking MAXRefer, and 3) by clicking on the Send Referral button on an agent's profile.

Affiliates outside the U.S. and Canada can access MAXRefer by clicking the MAXRefer tile within MAXCenter. Affiliates will be required to login using their remax.net email address or by creating a new MAXCenter profile. The Global Referrals (GryphTech) tile is still available to global affiliates. Every agent will automatically have MAXRefer profile to make it easier to send and receive referrals immediately.

\*For affiliates within regions who use iConnect, there will also be a MAXRefer tile to access the platform from there.

## **What languages are available within MAXRefer?**

Currently, MAXRefer has over 20 languages available to support the global network.

## **What currencies are accepted in MAXRefer?**

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 can view them but can only send referrals through MAXRefer.

## **What if I currently use the Global Referrals Platform (powered by GryphTech) for REMAX referrals?**

Affiliates who continue to use iConnect (powered by GryphTech) will retain access to the Global Referrals Platform. This will remain available for sending and receiving international referrals. Agents who do not use iConnect will instead use MAXRefer, which connects affiliates with over 145,000+ professional and trusted REMAX affiliates worldwide. We strongly encourage all users to begin transitioning to MAXRefer to ensure seamless referral capabilities across the entire REMAX network.

**Who should I contact for support?**

Please reach out to customer support by:

- Calling 888.398.7171
- Emailing [customersupport@remax.net](mailto:customersupport@remax.net)
- Clicking on the Customer Support link in the left navigation