

# Miracle Home Program Updates 2025



Since 1992, REMAX has worked to change kids' health through their agents' generous donations, creative fundraising events and more. Each year, thousands of REMAX Associates in the U.S. and Canada support their local children's hospital.

Entering our 33rd year of partnership, REMAX and Children's Miracle Network have identified program improvements to better recognize the transformational giving to children's hospitals that is put forth each year by agents and offices. Simultaneously, we aim to increase the positioning of our partnership to strengthen brand awareness and consumer affinity for REMAX.

## NEW: Miracle Achievement Status

The following levels for Children's Miracle Network contributions will be based on total support from individual Associates and offices in an annual calendar year (January 1 - December 31, 2025).

Starting in 2024, giving levels will be celebrated and recognized across both the U.S. and Canada at the time of achievement.

### Miracle Agent:



**\$500+**



**\$2,500+**



**\$5,000+**



**\$10,000+**



**\$50,000+**

### Miracle Office:



**\$2,000+**



**\$5,000+**



**\$10,000+**



**\$25,000+**



**\$100,000+**

# Miracle Home Program U.S. and Canada Status Criteria - Updated 2025



## Miracle Agent:

- Based on the total support, including all types of contributions, from an individual Associate in an annual calendar year (January 1 - December 31, 2025).
- To achieve Miracle Agent status and unlock the benefits that come along with that, an agent would need to reach a minimum of a \$500 contribution in an annual calendar year.
- Any agents donating with a home sale, but giving less than the \$500 threshold on an annual basis, can still market their listings as Miracle Homes or Properties, but can not claim the title of 'Miracle Agent'. Agents donating with a home sale can promote their affiliation with Children's Miracle Network, but do not have access to the 'Miracle Agent' title and exclusive marketing assets that come with it.

## Miracle Office:

- Based on the total support (including all types of contributions) from single office location (single Office ID) in an annual calendar year (January 1 - December 31, 2025). To achieve Miracle Office
- status and unlock the benefits that come along with that, an office would need to reach a minimum of \$2,000 in collective contributions in an annual calendar year - including all Associate giving and office-wide donations. Offices giving less than the \$2,000 threshold that do have 100% of agents
- giving at Miracle Agent status (\$500+ annually) can still consider themselves a Miracle Office. This would be at the discretion of each office to track and manage. Benefits for Miracle Offices in this category will be delivered upon request, as participation levels are not tracked nationally in U.S. and Canada.

## For Note:

- Miracle Teams were most recently introduced in the U.S. in 2022, recognizing collective team contributions at \$1,500 and above. Given the limitations of tracking contributions by team in Canada, and to maximize the agent and office offerings, Miracle Teams will no longer be included in the national recognition levels. We will reassess at the end of the year if tracking capabilities improve.
- Recognition items and stewardship achieved at each level will vary across the U.S. and Canada.
- A digital marketing toolkit will be available for miracle achievement status unlocked, including marketing assets, social media templates and more.
- Office achievement status thresholds will be based on individual office achievements, not brokerage-level achievement (multi-office).
- Local hospitals will facilitate local stewardship and recognition within each level, in addition to the nationally offered recognition (local activation will vary by market).

For more information, visit  
[resources.miraclehomeprogram.org](https://resources.miraclehomeprogram.org)

Questions?  
[miraclehomeprogram@remax.com](mailto:miraclehomeprogram@remax.com)

# Miracle Home Program

## Achievement Level Benefits - CANADA



**\$500+**

- Access to the Bronze Miracle Agent digital marketing toolkit
- Designated name badge ribbon at national events in 2026



**\$2,500+**

- Access to the Silver Miracle Agent digital marketing toolkit
- Designated name badge ribbon at national events in 2026



**\$5,000+**

- Access to the Gold Miracle Agent digital marketing toolkit
- Highlight on Miracle Makers Facebook Group
- Designated name badge ribbon at national events in 2026



**\$10,000+**

- Access to Platinum Miracle Agent digital marketing toolkit
- Highlight on Miracle Makers Facebook group
- Designated name badge ribbon at national events in 2026



**\$50,000+**

- Access to Diamond Miracle Agent digital marketing toolkit
- Highlight on Miracle Makers Facebook group
- Designated name badge ribbon at national events in 2026