



The Aspire Program

FAQ for RE/MAX Western Canada Broker/Owners & Managers

April 2, 2025

GENERAL QUESTIONS

What is happening?

On April 2, 2025, RE/MAX, LLC and RE/MAX Canada are launching the Aspire program, a multifaceted growth pilot program that enhances the RE/MAX value proposition for brokerages and agents alike. It is designed to help brokerages recruit new-to-RE/MAX agents and immediately connect them to resources (Buffini & Company + the MAX/Tech powered by BoldTrail platform) that can help level up their skills, elevate their productivity, and enable them to begin building a thriving RE/MAX career.

What's involved in the Aspire program?

The Aspire program is a one-year pilot program that includes:

1. An attractive financial model that reduces a brokerage's risk and the recruit's barriers to entry.
2. Buffini & Company's outstanding 100 Days to Greatness and Certified Full-Service Professional courses.
3. The production-building advantages of using MAX/Tech powered by BoldTrail.

Why is RE/MAX introducing the Aspire program?

To a large degree, the Aspire program is the result of feedback from Broker/Owners who sought less upfront risk when recruiting newer agents – and additional onboarding support in helping them become more productive. Through the Aspire program, RE/MAX Canada shares in the risk by forgoing its standard monthly fixed fees for the agent's first year – and the educational and technology requirements increase the recruit's chances of success, which in turn impacts retention.

Where is the Aspire program available?

The Aspire program is available to brokerages for new-to-RE/MAX agents in company-owned regions across the U.S. and Canada. Participating brokerages must be onboarded to MAX/Tech powered by BoldTrail. The program is not available in independent and/or Global regions.

How does the program's financial model work?

By choosing to enroll a new recruit into the Aspire program, brokerages unlock a financial model based almost entirely on variable, production-based fees. For the agent's first year with RE/MAX, the investment due to RE/MAX of Western Canada is 5% of GCI (paid after each closing) with a cap of \$5,000, a \$25 per-transaction side fee, and the standard \$410 annual dues. The program removes the standard monthly fixed fees (CFF + Marketing Fund) except the monthly local levy where applicable – eliminating the stress of paying fixed fees.

Do participants incur any monthly fixed fees for the first year?

No, not from RE/MAX Canada except for the monthly local levy where applicable. The monthly fixed fees are waived for the year the agent spends in the Aspire program. Essentially, the fees due to RE/MAX Canada – beyond the initial annual dues to RE/MAX, LLC – are based solely on transaction-based income.

What type of agent will benefit most from the Aspire program financial model?

The program should be very attractive for new-to-RE/MAX agents who are looking to become top producers – especially in their first year with the brand if they earn less than \$75,000 in annual GCI.

What is required of agents participating in the Aspire program?

1. Annual Dues must be paid for the agent to enroll in Aspire.
2. Enrolled agents are required to take Buffini & Company's 100 Days to Greatness within six months of their join date (months 0-6).
 - a. Completion of all course videos within 100 Days To Greatness.
3. They're also required to upload their contacts into the MAX/Tech powered by BoldTrail CRM and use the system to complete the Buffini course's assigned tasks within six months of their join date.
 - a. Addition of 100 contacts into MAX/Tech Powered by BoldTrail.
 - b. 50 tasks and/or appointments logged and completed in MAX/Tech Powered by BoldTrail.
4. They must also complete the Certified Full-Service Professional (CFSP) course by the end of their first year (months 7-12).

Will the program requirements change over time?

Based on multiple factors, the pilot program requirements may be adjusted to include additional elements. These requirements will not apply retroactively to agents already enrolled in the program.

Who is eligible to participate in the Aspire program?

Aspire eligibility is limited to newly recruited agents – and/or reactivations who weren't with the network as of the April 2 announcement date or have been away from the network for at least 90 days (effective April 2, 2025). Newly recruited Team Members joining a team on any pilot team fee plan are not eligible for the Aspire program.

Can agents who left RE/MAX earlier this year come back and participate in the Aspire program?

Yes. Broker/Owners can and should reach out to agents who left RE/MAX prior to the announcement. They can use the Aspire program in their "come back to RE/MAX" recruiting conversations. Because these agents weren't in the network on April 2, the 90-day provision does not apply to them.

Can current agents participate in the Aspire program?

No, but they can enroll in the 100 Days to Greatness and/or CFSP courses – at special RE/MAX prices as outlined below – outside of the Aspire program.

Can recruits who joined earlier in 2025 participate in the Aspire program?

No, but as with other current agents, they can enroll in the 100 Days to Greatness and/or CFSP courses – at special RE/MAX prices as outlined below – outside of the Aspire program.

Are agents who leave one RE/MAX brokerage to join another eligible for the Aspire program?

No. To qualify as new-to-RE/MAX, agents need to be outside the network for at least 90 days.

Can Licensed Assistants participate in the Aspire program?

No, the program is available only to licensed agents – and not to Licensed Assistants or Administrators.

How does a brokerage sign up to participate?

Franchisees in Canada must execute an addendum to their franchise agreements before enrolling any agents into the program. Addendums will be sent proactively to each office's primary contact within a few days of the initial April 2 announcement. (Franchisees can also request an addendum through their normal regional/support channel.) After RE/MAX Canada receives the completed addendum, it will email the brokerage detailed agent enrollment instructions. Annual dues must be paid at that time. The RE/MAX Headquarters team will alert Buffini & Company, which will reach out to the agent and brokerage with details about 100 Days to Greatness.

Do Broker/Owners need to sign an addendum for each one of their offices?

In most cases, one addendum will cover all offices and can be signed by one signing officer.

Are participating brokerages required to enroll every new recruit into the program?

No. Agents are enrolled individually, giving brokerages the option to offer their recruits either or both financial models (Aspire fee plan or the standard fee plan in your region) as they see fit.

What happens if an enrolled agent fails to complete the required steps?

Agents who fail to complete 100 Days to Greatness (or the assigned tasks within the course) will be removed from the Aspire program six months after their join date. Once removed, they will begin to incur the standard monthly fees applicable for new agents in their region.

What happens if an agent wants to leave the Aspire program?

Agents enrolled in the Aspire program can choose to switch to their region's standard fee model at any point.

How long will the Aspire program be available?

Aspire is a one-year pilot program, and as a pilot, RE/MAX Canada may discontinue or modified it at any time. If the Aspire program is discontinued, Aspire agents on the plan can continue for the duration of their 12 month program. However, you will no longer be able to add additional agents to the program.

What about our existing Canadian Recruiting Incentive Packages?

Aspire will replace the existing “Newly Licensed Recruiting Incentive Package” in Canada. The previous incentive for newly licensed agents provided the brokerage with a waiver of three months fixed fees once the agent reached their first anniversary with RE/MAX so long as they completed a verified training course. For further clarity, if you are recruiting a seasoned agent from a competitor's office who has produced \$100,000 or more in GCI in the previous 12 months, please continue to connect with your Regional Director to learn more about recruiting incentives and for more information on the Aspire program. We will also continue to share details at your upcoming Zone meetings.

EDUCATIONAL QUESTIONS

Why are Aspire participants required to complete both the 100 Days to Greatness and the Certified Full-Service Professional courses within the first year?

Agents who complete 100 Days to Greatness average seven closed transactions and over \$75,000 in GCI in their first year – so the Aspire program educational requirement helps set participants up for long-term RE/MAX success. They should emerge from the courses more productive and professional – making them more likely to stay at the RE/MAX brokerage once they’ve transitioned out of the Aspire program. Statistically, RE/MAX agents producing over \$50,000 in annual GCI are far more likely to stay in the network – under any financial model.

What is 100 Days to Greatness?

The 100 Days to Greatness is the most successful and impactful course in the history of Buffini & Company. It includes step-by-step action plans for uncovering and maximizing new business opportunities. The course, conducted virtually, also includes a strong accountability element – reinforcing the importance of completing essential tasks on a consistent, repeatable basis.

Is the 100 Days to Greatness course offered through the Aspire program tailored to RE/MAX?

Yes. While 100 Days to Greatness is already a wildly successful Buffini & Company offering, the version included in the Aspire program is even more powerful – because various aspects have been customized to fit RE/MAX resources and strategies. The prime example: Participants will use the MAX/Tech powered by BoldTrail CRM and platform rather than Buffini’s proprietary Referral Maker CRM. This will help them learn the platform while they’re leveling up to become more productive.

When will the first 100 Days to Greatness session begin?

The initial 100 Days to Greatness class within the Aspire program will begin in May 2025. Participants will receive all the details directly from Buffini & Company once they are enrolled.

How will participants access the 100 Days to Greatness course?

Participating agents will access the courses through an app/tile on MAX/Center. To simplify the process, they'll be able to leverage the site's single sign-on capabilities – eliminating the need for multiple logins and passwords.

Will Broker/Owners be able to track their agents' progress?

Yes, to some degree. Buffini & Company will provide an accounting of an agent's performance – enabling the brokerage to know how well the agent is doing. Also, the plan is to build out some self-serve resources through which Broker/Owners can track the progress themselves.

Is there a cost involved with 100 Days to Greatness?

No. RE/MAX Canada will cover the cost of 100 Days to Greatness for Aspire program agents. The success criteria of the course will determine their continued eligibility for the Aspire program.

What happens if a participant fails to meet the course's minimum standards?

Agents taking 100 Days to Greatness are expected to meet certain success criteria, including: (1) viewing all course videos, (2) adding at least 100 contacts into MAX/Tech Powered by BoldTrail, and (3) completing and logging at least 50 tasks and/or appointments. Agents who fail to meet the course's minimum success criteria will be removed from the Aspire program and returned to the Regions standard fee model for new agents. The Broker/Owner will be informed of potential issues prior to any action being taken.

Can current agents take the 100 Days to Greatness and CFSP courses?

RE/MAX agents who aren't in the Aspire program can take 100 Days to Greatness at a significantly discounted rate of \$295 CAD plus shipping and handling of the course resource kit. Broker/Owners can purchase 100 Days to Greatness in bulk orders of 25 or more for \$265 CAD per seat. Affiliates can purchase the CFSP course at a special rate of \$255 CAD individually – or \$225 per seat for bulk orders of at least 25.

What is Certified Full-Service Professional (CFSP)?

The Certified Full-Service Professional course and designation is an innovative new concept launched by Buffini & Company in mid-2024. In addition to Buffini instructors, the course leverages the insights of multiple thought leaders from outside the real estate industry – providing timely, relevant strategies for staying connected, delivering outstanding customer experiences and building clients for life.

Is there a cost involved with CFSP?

No. There is no additional cost for Aspire agents to take the CFSP course. Current RE/MAX agents can purchase the CFSP course at a special rate of \$255 CAD individually – or Broker/Owners can purchase \$225 CAD per seat for bulk orders of at least 25.

TECHNOLOGY QUESTIONS

Why are Aspire participants required to use MAX/Tech powered by BoldTrail?

Agents who use MAX/Tech powered by BoldTrail are twice as productive as non-users.* We believe requiring agents to use the platform will help set them up for long-term RE/MAX success, which may make them more likely to remain with the brokerage after they leave the Aspire program.

*The completed analysis included all active agents in US and Canada owned regions, with kvCORE platform users defined as Monthly Active Users (the agent has logged on at least once in the last 30 days). Productivity comparisons are based on 2024 full-year statistics, with Canadian commissions converted into USD for aggregation with the US data.

Does a participant's brokerage need to be using MAX/Tech powered by BoldTrail?

Yes, for the enrolled agent to use the platform, the brokerage must be onboarded to MAX/Tech powered by BoldTrail.

Can participating agents get help onboarding onto MAX/Tech powered by BoldTrail?

Yes, a newly developed “prerequisite” course will include a series of short-form videos guiding Aspire agents through the essentials of onboarding and using the platform. The course will help them begin their MAX/Tech powered by BoldTrail journey on the right foot.

ADDITIONAL RESOURCES

Will recruiting resources be created around Aspire?

Yes, a number of new tools and resources will help Broker/Owners leverage the Aspire program in their recruiting efforts. They can access these materials via an Aspire program resource page accessible through the Canadian agentbrokerhub that will take you to MAX/Center.

Where can Broker/Owners get more information about the Aspire program?

Broker/Owners can contact their Regional Director for more details about the Aspire program. They can also access more information on the Canadian [agentbrokerhub](#) under the Broker Resources page. Plus, we will also continue to share details about this program at the upcoming Zone meetings.