



RE/MAX® Value Comparison Checklist

Does your brand measure up?

Below are a number of benefits we've found to be valuable to agents. Check off which ones apply to your brand, and see how they compare to RE/MAX.

BRAND

	RE/MAX	YOUR COMPANY
RE/MAX Leads the Industry in Brand Awareness³		
Voted #1 Most Trusted Real Estate Agents in Canada. ¹	✓	
Nobody in the World Sells More Real Estate than RE/MAX. ²	✓	
#1 in Brand Name Awareness. ³	✓	
RE/MAX: The #1 Name in Real Estate. ³	✓	
RE/MAX is 4x more likely to be recommended than other real estate brands. ⁴	✓	
RE/MAX is 3x more likely to be considered than other real estate brands. ⁵	✓	
Most Productive: 12.9 Transactions per Agent. ⁶	✓	
Over 90% of homebuyers and sellers know of RE/MAX. ⁷	✓	
Most Experienced: Average 13 Years in Real Estate. ⁶	✓	
Loyal Agents: Average 9.5 Years with RE/MAX. ⁶	✓	
RE/MAX has the highest search interest on Google.com among real estate brokerage brands in Canada for over five years. ⁸	✓	
Referral fee free leads: The RE/MAX referral network allows agents to exchange referrals and obtain leads from around the globe.	✓	
Professional agent and team signage for residential, commercial and luxury.	✓	
Annual awards and recognition programs based on yearly commission levels and career achievements.	✓	
The RE/MAX Collection®: Distinctive branding exclusively for luxury properties.	✓	
RE/MAX Commercial®: Opportunities and branding for commercial real estate brokers.	✓	
RE/MAX Commercial: Consistently named to Lipsey's Top 25 CRE Brands Survey.	✓	
A presence in over 110 countries and territories and over 140,000 agents worldwide. ⁶	✓	
Media/Advertising & Communications		
RE/MAX is the voice of real estate in Canada, with over 1.9 billion PR impressions and 14,500 stories expected in 2024. ⁹	✓	
RE/MAX Blog: Your single source for real estate content including industry news, consumer trends, network stories and corporate announcements. Over 3.2 million total page views annually. ¹⁰	✓	
Sports Sponsorships: The only real estate brand that is the official partner of the Blue Jays™, WHL, PWHL, Canucks, Flames, Whitecaps, Oilers and also the Official Real Estate Agents of the NBA in Canada. Over 1.22 billion sports marketing impressions expected in 2024. ⁹	✓	
Highly impactful national and local advertising campaigns with premium placements across TV, digital, billboards and more.	✓	
Impressions delivered: Over 3 billion RE/MAX branding impressions to consumers estimated in 2024, that is estimated to generate 193k leads for agents this year. ⁹	✓	
Billions of dollars have been spent over the years promoting the RE/MAX brand and agents.	✓	

Customizable marketing that ties into the national advertising campaign available for our network to leverage across tv, outdoor, print, video, digital and social media channels.	✓	
RE/MAX-owned social media channels offer engaging content that helps tell the brand story to consumers and allows you to share content to your own channels. 285 Million Impressions Expected in 2024.⁹	✓	
Branded social media images ready to be shared for holidays, personal promotion and more.	✓	
RE/MAX News: Your single source for real estate content including industry news, consumer trends, network stories and corporate announcements. 1 Million+ Page Views Annually.¹¹	✓	
Power Moves Podcast: RE/MAX Canada President Christopher Alexander goes in-depth with some of the best RE/MAX agents and industry experts. Hear their strategies, learn from their insights and see the moves that took their careers to new heights.	✓	
Power Moves Podcast - YLN Edition: Discussions about all things real estate with fellow members of the RE/MAX Young Leaders Network, and highlights of their accomplishments and success stories.	✓	
Networking Events		
Kickstart: This in-depth orientation guides those new to the brand through the many tools and support services RE/MAX offers to build your business. Learn about the history of RE/MAX, the future of the company and all the resources available.	✓	
Activate: One of the largest Annual Canadian Conferences for broker/owners, managers & agents. A chance to learn from industry experts, network and build your referral database.	✓	
Annual R4® Global Convention: A collaborative event for agents from around the globe to learn, network and build their referral database.	✓	
In-region Agent Events: Agents can attend a variety of in-region events that could include hearing from industry leaders, masterminding and networking.	✓	
The RE/MAX Collection Luxury Forum: Top luxury agents from around the world gather to discuss the luxury market, building their business and connecting with other top agents.	✓	
The Ultimate Teams Event: Teams leaders, team members and those wanting to build a team benefit from educational sessions, networking and mastermind.	✓	
Commercial Symposium: Commercial Brokers gather to learn, inform and connect on the commercial real estate industry.	✓	
Elite Retreat: An exclusive retreat for the previous year's Pinnacle, Diamond, Titan and Chairman Award winners. The event honours individuals and teams who are at the top of their game with special activities, guest speakers, roundtable discussions and more.	✓	
Networking Groups		
Young Leaders Network: Encourages RE/MAX Canada agents aged 40 and under to share knowledge and support fellow agents in the evolving industry, aiming to foster leadership and deeper, more meaningful connections.	✓	
Vanguard Collective: Empowers seasoned agents and team leaders over 40 to join an exclusive circle of professionals to help shape the future of real estate – while offering them a chance to become an ambassador and lead their local contingent on behalf of RE/MAX Canada.	✓	
Children's Miracle Network®		
Make a difference in your community and be part of the Miracle Home Program by voluntarily donating to your local Children's Hospital from each home sale.	✓	
RE/MAX is the exclusive real estate contributor and since 1992 RE/MAX affiliates in North America have raised over \$200 million USD.	✓	
Quest for Excellence Scholarship Program		
RE/MAX Canada offers \$40,000 in scholarships for students graduating high school each year.	✓	
Treat Accessibly		
A program that encourages homeowners to bring “treats to the streets” in the name of inclusivity and accessibility during Halloween. Use the lawn signs in your relationship building activities and increase your client base with this non-profit program that is infiltrating Halloween.	✓	
Treat Accessibly saw widespread media coverage last year generating more than 160 million impressions and over 80 TV and radio segments on nation-wide channels like CTV News, CBC News and Global News.	✓	
Industry Associations		
Agents have an opportunity to work within the industry at various levels to help increase integrity in best practises and increase opportunities for homeowners.	✓	
Build relationships with peers serving specific markets, learn about cultural differences and embrace the opportunity to serve.	✓	

Affiliations with AREAA, CCIM, CREA, NAIOP, LGBTQ+ Real Estate Alliance and various Real Estate Boards across Canada.	✓	
RE/MAX Balloon Program		
Branding: The RE/MAX hot air balloon fleet is the largest in the world, with 106 balloons worldwide.	✓	
Recognition: The RE/MAX hot air balloon is recognized all over the world, with over 15 million impressions and 319+ flights in Canada estimated for 2024. ⁹	✓	
Promotion: May be available for large scale community events, fairs and festivals.	✓	

EDUCATION

	RE/MAX	YOUR COMPANY
RE/MAX University®		
Helps agents level-up their professional skills through courses, streamlined technology trainings and access to brokerage-based resources.	✓	
Learning on the go and on demand: Over 1,000 courses viewable on computers, tablets, smartphones, plus discounts on designations and certifications.	✓	
Track progress and discover new opportunities to learn. A virtual coach will also help keep your learning on track.	✓	
Business-building education: sales skills, technology, social media, productivity apps, goal setting, lead generation and more.	✓	
RE/MAX University® offers courses to help teams develop and grow including Team Fundamentals, Developing High-Performing Teams and Momentum® Master Team Builder.	✓	
Learning Plans: Specific education modules for new-to-RE/MAX agents to help them onboard at their own time and pace.	✓	
Coaches Corner: Gain exclusive insights from some of the top coaches in the industry, as well as top producers in the network.	✓	
Complete Agent Development: A comprehensive training program that helps agents shift their mindset into business-owner mode and establish an actionable Agent Business Plan that supports their long-term growth and profitability.	✓	

TECHNOLOGY

	RE/MAX	YOUR COMPANY
Comprehensive Listing Exposure		
Lead generation: 1.35 million fee-free leads to RE/MAX affiliates in 2023. ¹²	✓	
global.remax.com: Listings in over 50 languages and 72 currencies; 750,000+ RE/MAX-only listings per month. ¹³	✓	
remax.ca/commercial: 2.3 million total page views last year. ¹⁴	✓	
remax.ca/luxury: Exclusively for luxury properties listed at twice the average local sales price.	✓	
Luxury listings syndicated to: remax.ca/luxury, global.remax.com, The Wall Street Journal and Mansion Global.	✓	
Have a chance to promote your luxury listings in The Globe and Mail at no cost.	✓	
Lead-generating, customizable agent, team and office websites with real-time IDX home search.	✓	
Listings syndicated to a variety of RE/MAX websites, real estate portals, and listing promotion tools.	✓	
MAX/Center®		
Centralized location for all RE/MAX systems, profiles and resources: technology, tools, news, logos, marketing resources, global referral network and more.	✓	
MAX/TechSM powered by BoldTrail®		
MAX/Tech powered by BoldTrail simplifies and streamlines every aspect of running and managing your business, creating a single end-to-end platform with many solutions for efficiency and growth.	✓	
Lead generation tools allow agents to generate new leads organically or supercharge results with built-in paid advertising.	✓	

An AI-powered smart CRM provides lead validation and scoring, plus follow-up via email, text and phone.*	✓	
BackOffice: An intuitive and powerful transaction management solution including checklists, forms, notifications and EFT payments. (Launching in 2026)	✓	
Present: A next-generation CMA and presentation builder that helps you guide clients through an interactive and compelling pricing discussion. Available in regions where MLS provides sold data.	✓	
Team Add-On: Teams within a brokerage can have their own team-based website, lead routing and more. Additionally, this add-on allows team leaders to manage their team of agents within a brokerage independently.	✓	
ListingMachine + DesignCenter: Connects directly to the MLS, pulling in property details and creating an entire marketing campaign for each listing, including social content posting to various platforms. DesignCenter offers additional branded print and digital pieces to help promote your personal brand and listings.	✓	
Social: Helps your engagement by posting content to your Facebook, X and LinkedIn accounts. Options range from different content categories to frequency of posting.	✓	
Folio: Keep important transaction emails and timelines organized with this AI-powered email productivity solution.	✓	
Deep integration into industry leading transaction management platforms makes closing the deal streamlined.	✓	
Smart Campaigns: Behavioural nurturing delivers unique, relevant and timely content that drives engagement across both new leads and personal sphere of influence contacts.	✓	
A branded open house app captures visitors while kicking off follow-up campaigns.	✓	
Over 50 seamlessly integrated add-on solutions like paid advertising, PropertyBoost lead generation, vanity domains and more allow you to customize the platform to meet the unique needs of you and your team.	✓	
Video Marketing & Infographics (remaxhustle.com)		
Create, edit and share your own professional quality videos for every need through the RE/MAX Hustle Video Editor.	✓	
Personalize national ad campaign commercials with your name, face and contact information.	✓	
Market listings with customized, eye-catching videos to highlight the home's features.	✓	
Share digital welcome mats and Hustlegraphics easily to social channels.	✓	
Social Media Templates & Graphics (Photofy™)		
Share customizable RE/MAX-branded content on social media and in digital marketing through the mobile app and website tool.	✓	
RE/MAX Marketplace		
One-stop shop for the tools, tech and resources to run your business. Approved suppliers offer RE/MAX-branded materials: business cards, yard signs, branded swag and much more at a discounted rate.	✓	
rem.ax URL Shortener		
Create shareable short links and QR codes from long URLs and track their traffic for enhanced marketing insights.	✓	
RE/MAX Customer Support		
Timely, professional support available through an online portal, email, text message, and live chat.	✓	



Unstoppable Starts Here



*The rules applicable to telemarketing and the use of commercial electronic messages vary from province to province, and it is the marketer's responsibility to be aware of and comply with all federal and provincial marketing and communications laws.

Current as of November 2024. Offerings are subject to change.

This advertisement is not an offering. The information in this advertisement is not an offer to sell, or a solicitation of an offer to buy, a franchise; it is for informational purposes only. A franchise is offered in many jurisdictions only by delivery of a franchise disclosure document to you in compliance with applicable franchise sales laws. Further, if you are currently affiliated with another franchisor, this material is not intended to offer a RE/MAX franchise or to solicit a change in affiliation. RE/MAX of Western Canada (1998), LLC and RE/MAX Ontario-Atlantic Canada, Inc., 639 Queen St. West, 6th Floor, Toronto, Ontario, M5V 2B7. ¹Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2019 - 2024 and 2017. ²As measured by residential transaction sides. ³Source: MMR Strategy Group study of unaided awareness. ⁴Source: MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand they would be most likely to recommend to a friend or relative, and if so which one. ⁵Source: MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand they would be most likely to consider if they were planning to buy or sell a home, and if so which one. ⁶Internal data, full year 2023. ⁷Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. ⁸Google Trends, 2018 - 2024. ⁹2024 performance estimates based on third-party projection data as well as past performance data. RE/MAX, LLC does not guarantee, and is not in any way responsible for, the accuracy of estimates and third-party data. Data is current as of March 2024. The advertising information provided is subject to change at any time without prior notice. ¹⁰Source: Google Analytics, Jan. 1 - Dec. 31, 2023. ¹¹Source: Google Analytics, Jan. 1 - Dec. 31, 2023. ¹²Source: internal data, Google Marketing platform, full year 2023. ¹³Source: Gryptech Google analytics as of year-end 2023. ¹⁴Internal data, Google Analytics, full year 2023. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24_015