

# RE/MAX COMMERCIAL<sup>®</sup> RESOURCE GUIDE



To access your professionally branded marketing assets, tools and systems, visit [MAX/Center](#) » RE/MAX Commercial tile.

## COMMERCIAL WEBSITES



### [REMAXCOMMERCIAL.COM](#)

Featuring approximately 150,000 commercial listings from around the world, the site also offers industry news, market research, access to top producers and much more. It's the go-to source for potential clients to connect with RE/MAX Commercial brokers.



### [LISTING FEED & MARKETING](#)

#### Powered by Buildout

All U.S. RE/MAX Commercial offices, divisions and individual agents can leverage CRE marketing features through the Buildout platform at no additional cost.

## OFFICE ESSENTIALS



### [RE/MAX COMMERCIAL LOGO](#)

Download the [RE/MAX Commercial logo](#) and [brand identity manual](#).



### [COMMERCIAL PROPERTY SIGNS](#)

[Lowen Sign Company](#) • [Dee Sign Company](#)  
[Oakley Signs & Graphics](#) • [BuildASign](#)



### [XPRESSDOCS](#)

[Office essentials](#), including branded letterhead, envelopes, business cards, labels and more.

## PRINT COLLATERAL



### [COMMERCIAL BROCHURES](#)

These brochures make a compelling case for clients and brokers to consider working with RE/MAX Commercial.



### [PRINTED MATERIALS](#)

Materials such as posters and pocket folders featuring RE/MAX Commercial branding can be found through Xpressdocs.

## PRESENTATIONS



### [COMMERCIAL POWERPOINT PRESENTATION](#)

This customizable PowerPoint presentation can help communicate the value of RE/MAX<sup>®</sup>. The presentation highlights the many benefits of RE/MAX Commercial, including the entrepreneurial business model, global reach, CRE agent performance and more.

## TRAINING & EDUCATION



### [RE/MAX UNIVERSITY<sup>®</sup>](#)

Specialized [coaching and educational resources](#) for commercial real estate professionals.

## COMMERCIAL VIDEOS



### [WHY RE/MAX COMMERCIAL](#)

These videos highlight the network's market segment coverage and vast global footprint. View and share with potential recruits and clients.

## RECRUITING MATERIALS



### [COMMERCIAL RECRUITING CAMPAIGN](#)

With a modern look and compelling messaging, these ads promote RE/MAX Commercial and showcase the brand's reach.

Visit [remaxcommercial.com](#)

## MARKETING MATERIALS



### RE/MAX HUSTLE

Impress prospects and clients by highlighting your skills with the Hustle Video Editor, Hustlegraphic or Community Message to quickly create your own masterpiece.



### PRINT RESOURCES

These visually striking ads with focused messaging are designed to stand out, promoting the RE/MAX Commercial brand and its value proposition. They encourage readers to visit [remaxcommercial.com](http://remaxcommercial.com).



### PHOTOFY

Easily create professional RE/MAX Commercial branded content for your social media and digital channels. Attract new clients, or stay in touch with existing ones with our library of customizable social-media-ready templates.



### DIGITAL & SOCIAL POSTS

These professionally branded and engaging ads help keep the RE/MAX Commercial name top of mind and drive to [remaxcommercial.com](http://remaxcommercial.com) in just one click.

## DATA & NETWORKING RESOURCES



### MAX/CENTER

Access the latest RE/MAX Commercial news, updates, tutorials and resources from the RE/MAX Commercial tile on MAX/Center.



### FACT SHEET

Provides RE/MAX Commercial competitive facts at a glance.



### SOCIAL MEDIA RESOURCES

Join the conversation and connect with fellow brokers through the official RE/MAX Commercial LinkedIn and Facebook groups.

## STRATEGIC ALLIANCES



**CCIM (Certified Commercial Investment Member):** Commercial real estate's global standard for professional achievement.

**AREAA:** AREAA represents a broad array of commercial and residential real estate, mortgage and housing-related professionals. [areaa.org](http://areaa.org)

**Buildout:** A comprehensive, syndication-based commercial listing management platform offered to RE/MAX affiliates at no additional cost. [buildout.com](http://buildout.com)

**ICSC (International Council of Shopping Centers):** The premier resource for the retail real estate industry. [icsc.org](http://icsc.org)

**NAR:** The National Association of REALTORS® is America's largest trade association, representing 1.3 million members, including NAR's institutes, societies and councils, involved in all aspects of the residential and commercial real estate industries. [nar.realtor](http://nar.realtor)

**RPR (Realtors Property Resource):** Comprehensive data, powerful analytics and client-friendly reports for each of NAR's constituencies. [narrp.com](http://narrp.com)

**SIOR:** The Society of Industrial and Office Realtors. [sior.com](http://sior.com)



**Realtors Land Institute:** Membership organization created for and by land experts. [rliland.com](http://rliland.com)

**\$50 OFF** National LANDU Education courses: REMAX2023

**\$125 WAIVED** RLI member application fee: REMAXAPP23

Visit [MAX/Center](http://MAX/Center) » RE/MAX Commercial tile to learn more.

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