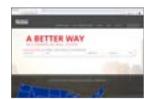
RE/MAX COMMERCIAL® RESOURCE GUIDE



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 <u>RE/MAX Commercial logo</u> and <u>brand identity manual</u>.



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*. The presentation highlights the many benefits of RE/MAX Commercial, including the entrepreneurial business model, global reach, CRE agent performance and more.





RE/MAX UNIVERSITY®

Specialized <u>coaching and</u> <u>educational resources</u> 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

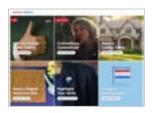


COMMERCIAL RECRUITING CAMPAIGN

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.



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 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

Buildout: A comprehensive, syndication-based commercial listing management platform offered to RE/MAX affiliates at no additional cost. buildout.com ICSC (International Council of Shopping Centers): The premier resource for the retail real estate industry. 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. <u>nar.realtor</u>

RPR (Realtors Property Resource): Comprehensive data, powerful analytics and client-friendly reports for each of NAR's

SIOR: The Society of Industrial and Office

constituencies, narrpr.com

Realtors. sior.com



Realtors Land Institute: Membership organization created for and by land experts. rliland.com

\$50 OFF National LANDU Education courses: REMAX2023

\$125 WAIVED RLI member application fee: REMAXAPP23

