

Build Your Business With REMAX[®]

Build the business you were born to lead. We don't just
see your goals, we see the greatness in you.

REMAX



Together We're a Powerhouse

In-market broker support, a big brand, education, a referral database, user-friendly tools — if it's on your wish list, we likely have it. And when it comes to building your personal brand, the sky's the limit. You can be part of residential, commercial and luxury real estate networks that each hold long-established reputations for delivering results.

REMAX: The #1
Name in Real Estate.¹

REMAX is in More Countries than
Any Other Real Estate Brand.²
(more potential referral opportunities)



Most Trusted Real Estate Agents
in the U.S. and Canada.³



¹Source: MMR Strategy Group study of unaided awareness.
²REMAX has a presence in over 110 countries and territories, more than any of its competitors. ³Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study years 2022-2025 and 2019. Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2021-2025, 2019 and 2017.



Brush Shoulders With the Best

When you walk among top producers, feeling motivated to grow your business is only natural. You'll learn faster. You'll strive for more. And you'll find yourself serving clients with a fresh perspective. See how being part of a hardworking team can energize your career.

In the U.S., REMAX agents average **35% MORE** in commissions after their third year with the network, as compared to their first year. After five years with REMAX, average productivity is up **51%.**¹

REMAX agents,
on average, outsell
the competition
2 to 1²

REMAX
11.9
transaction sides
per agent²
Competitors 5.3 sides per agent

REMAX Teams
17.2
transaction sides
per agent³

¹2025 analysis of more than 26,000 active REMAX agents in U.S. who joined REMAX on or after 1/1/2017. ²Transaction sides per agent calculated by REMAX based on 2025 RealTrends Verified Best Brokerages data, citing 2024 transaction sides for the 1,256 participating U.S. brokerages that closed 500 transaction sides, excluding 43 who did not report or publish active licensees. REMAX average: 11.9. Competitors: 5.3. ³Source: 2025 RealTrends Verified Top Agents and Teams rankings based on 2024 residential transaction data from participating U.S. agents. Comparing RealTrends Network Affiliation breakouts, brands with at least 150 qualifying team members in each team category are included. "Independents" include multiple non-franchise brands and affiliates of Leading Real Estate Companies of the World.

Grow Your Business Locally or Globally

For more than 50 years, the REMAX network has helped agents run their businesses in any market condition. Whether it's a recession, low inventory or a global pandemic, REMAX agents continue to support and serve buyers and sellers all over the world. In addition, the REMAX global network can help you tap into the lucrative international market, giving you access to provide local expertise to global clients, as well as help your local clients buy their dream home abroad.



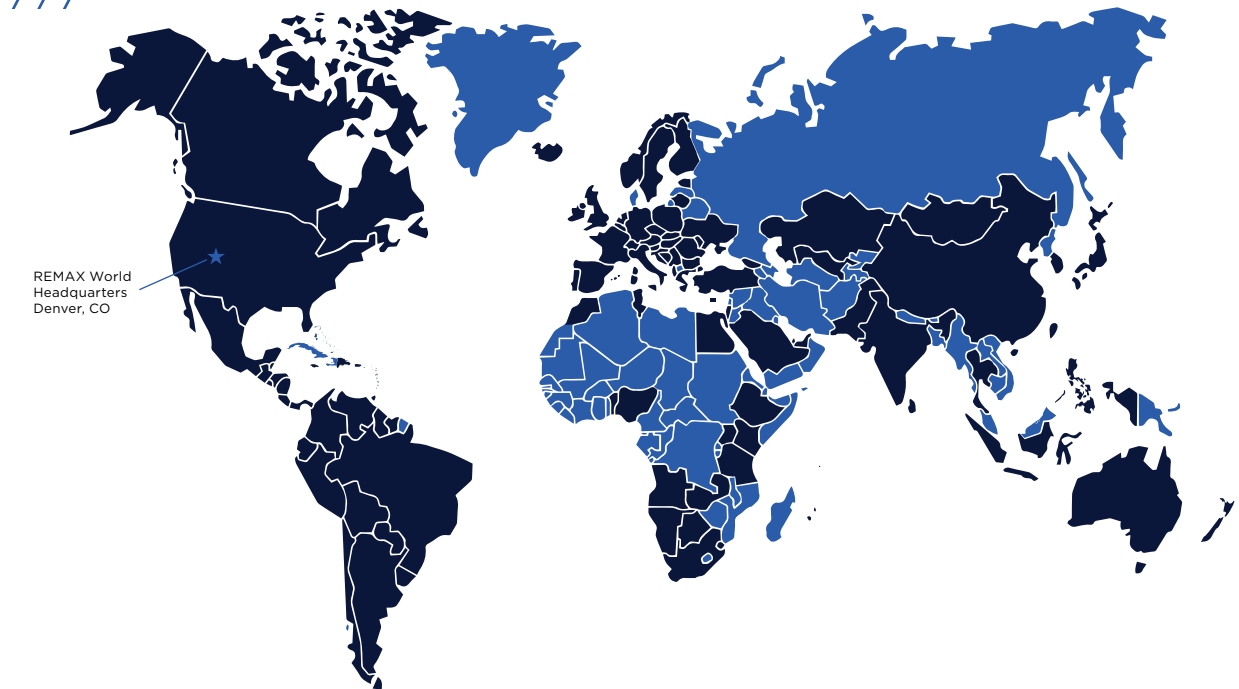
Top-Producing Agents Deserve a Top-of-Mind Brand

REMAX is #1 in brand awareness.¹ And when people watch a REMAX commercial, click an online ad or see a sky-high sign in a sports arena, they'll think of you — the agent they know. See what that visibility, credibility and trust can do for your business.



4.9 Billion²

Total Media Impressions Expected in 2025



Nearly
9,000
Offices Worldwide
(As of year-end 2024)

145,000+
Agents Worldwide
(As of year-end 2024)

A Presence in
OVER 110
Countries & Territories
(As of year-end 2024)



¹Source: MMR Strategy Group study of unaided awareness. ²2025 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 1/30/2025. The advertising information provided in this document is subject to change at any time without prior notice. ³REMAX first party data for full-year 2024. ⁴More visits than any other real estate franchisor website, according to ComScore report of 2024 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. ⁵Global, Agent app, Agent website, Office website, MAXTech, REMAX app, remax.com and remax.ca. Internal data, Google Marketing platform, full-year 2024.

REMAX.com: The site consumers see.
Over 100 Million Visits³

REMAX **#1 Real Estate Franchisor Site⁴**

Compass 74% Fewer Visits⁴

Keller Williams 83% Fewer Visits⁴

Century 21 86% Fewer Visits⁴

January – December 2024

938k leads generated worldwide
in 2024 for REMAX agents.⁵



THE
REMAX
COLLECTION

Open the Door to a New World of Luxury

Better serve your clients who expect a luxury presence with their listing.

Enjoy access to:

- Distinctive signage and branding.
- Dedicated luxury website.
- Listings syndicate to Global.Remax.com, WSJ.com, MarketWatch.com and, if it is over \$1 million, to MansionGlobal.com, Barrons.com and UniqueHomes.com.
- Certified Luxury Home Specialist™ (CLHMS) designation.
- Luxury Listing Specialist (LUXE) designation.
- Invitation to the Luxury Forum event.
- The REMAX Collection® Facebook community.



The Luxury Hub

With resources available to U.S., Canada and Global REMAX affiliates, The REMAX Collection Luxury Hubs help agents:

Streamline their business

Elevate the overall client experience

Access exclusive customizable graphics like video e-books, listing presentations, look books, distinct yard signs and the REMAX Hustle video tool.

Go Commercial With Confidence

A network founded on freedom and entrepreneurship, REMAX Commercial® brokers are free to work any property type in any market.

Enjoy access to:

- MAXTech® Commercial
- Commercial Tools and Systems
- Global Referral Network
- Custom Content and Digital Advertising
- Commercial Symposium Event



Global stats:

60,000+
Worldwide Transactions in 2024

\$16 Billion+
Commercial Sales and Lease Volume in 2024¹

15,560+
Commercial Brokers²
(As of year-end 2024)

585
Commercial Offices and Divisions
(As of year-end 2024)



OFFICE



RETAIL



INDUSTRIAL



MULTIFAMILY



HOSPITALITY



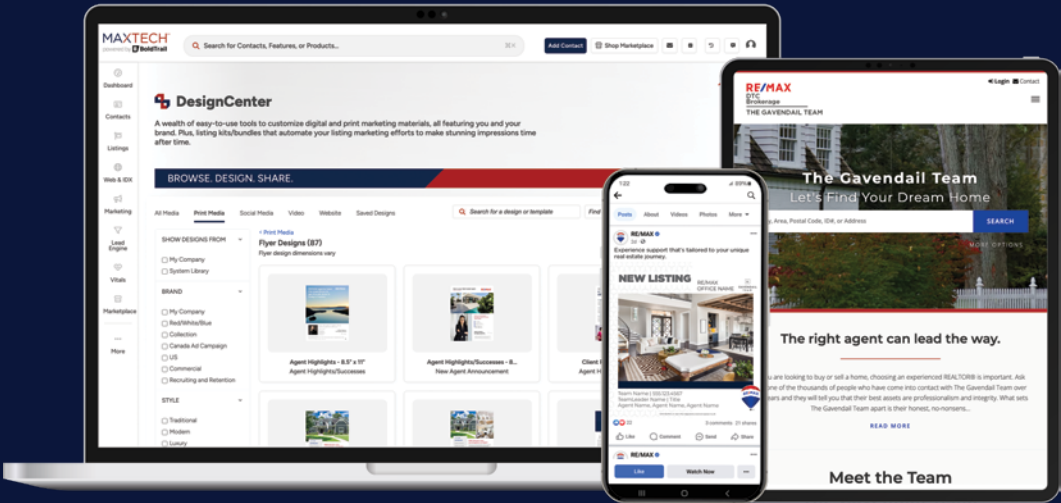
LAND

Data is full-year or as of year-end 2024. ¹Global commercial Sales and Lease volume. ²Network-wide, including residential.

Where Teams Go To Be Unstoppable

Whether you're building a team brick-by-brick, or your team is fully established, REMAX is the place to set up shop. Why? It's simple: REMAX is where teams thrive. From world-class education and networking opportunities to tech and branded marketing, REMAX has the resources for teams of any size to find success.

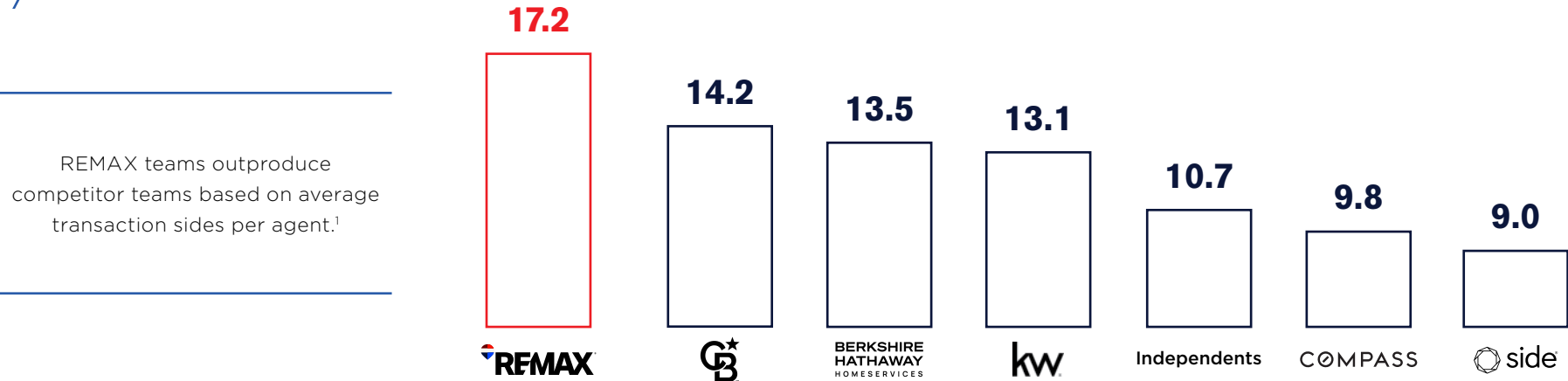
- Personalized Team Website, CRM and Lead Routing (MAXTech powered by BoldTrail Team Add-On)
- Team Signage
- Customizable Marketing Materials
- National, Regional and Local Events
- Team-Specific Education, Designations and Certifications



MAXEDUCATION Learn More and Go Further

At REMAX, you'll gain access to top-tier content on REMAX University that will help you expand your expertise, diversify your portfolio and take your career to new heights.

- Strategic relationships with top education organizations.
- Access to a range of certifications, designations and courses.
- Virtual and in-person classes, workshops and events.
- Exclusive REMAX Learning Tracks.
- Content from top industry coaches.



¹2025 RealTrends Verified Top Agents and Teams rankings based on 2024 residential transaction data from participating U.S. agents. Comparing RealTrends Network Affiliation breakouts, brands with at least 150 qualifying team members in each team category are included. "Independents" include multiple non-franchise brands and affiliates of Leading Real Estate Companies of the World.

The More You Learn, The More You Earn[®]

The real dollars and cents value of education.



New agents who engaged with REMAX University on average closed 55% more transactions and earned 134% more in commissions from year one to year two.²

¹2024 average commission income for REMAX designees in the U.S. ²Based on a study of agents who participated in at least one online RU course during their first year with REMAX.

A Culture of Giving

REMAX recognizes one integral truth about the real estate business. It's not about buying and selling properties, it's about people. Every transaction is an opportunity to connect with a person, understand their needs and desires and help them achieve their goals. Our commitment to making a difference extends far beyond the real estate market. Whether it's through our longstanding partnership with Children's Miracle Network Hospitals® or the local initiatives and charitable causes supported by our offices and agents, we are dedicated to making a positive impact on the world around us.



Since 1992, the REMAX Network has donated over \$218 million¹ to Children's Miracle Network Hospitals. REMAX agents and offices have been instrumental in supporting and helping millions of children annually across North America.

12 Million+

Kids and Families
Helped Each Year

170

Hospitals Supported
Across North America

33

Year Partnership

¹Since 1992, U.S. and Canada combined.



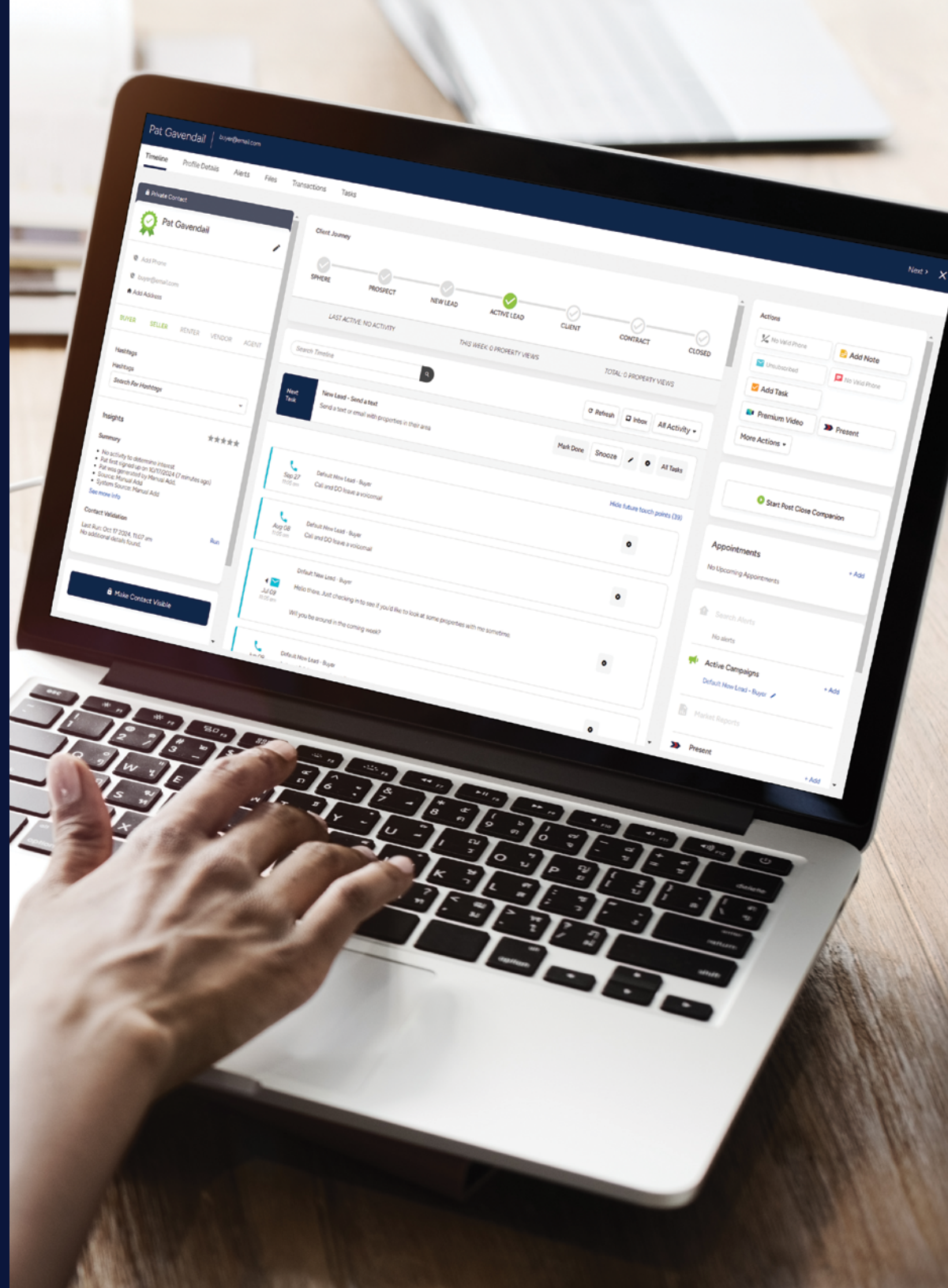
Through sponsorships with these national organizations, you can better understand the changing demographics in our country and how they will impact your business.



MAXTECH®

The REMAX Technology Suite Has You Covered

REMAX offers a super-sized suite of technology solutions to help you save time, win more listings and be more productive. This advanced technology suite is offered exclusively to REMAX agents.



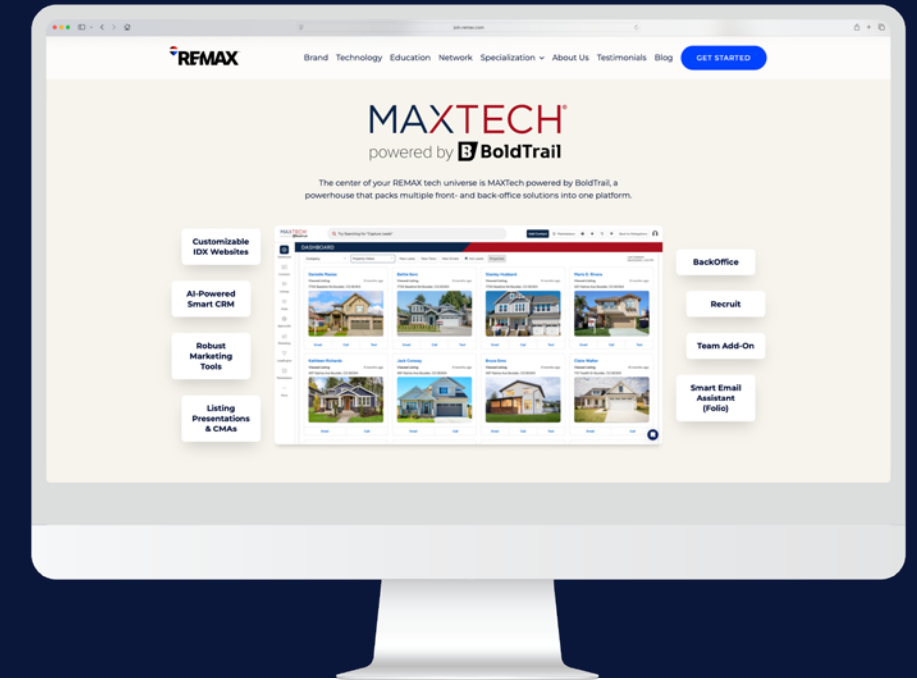
MAXTECH®
powered by **B** BoldTrail

Tools To Build and Operate Your Business

MAXTech 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.

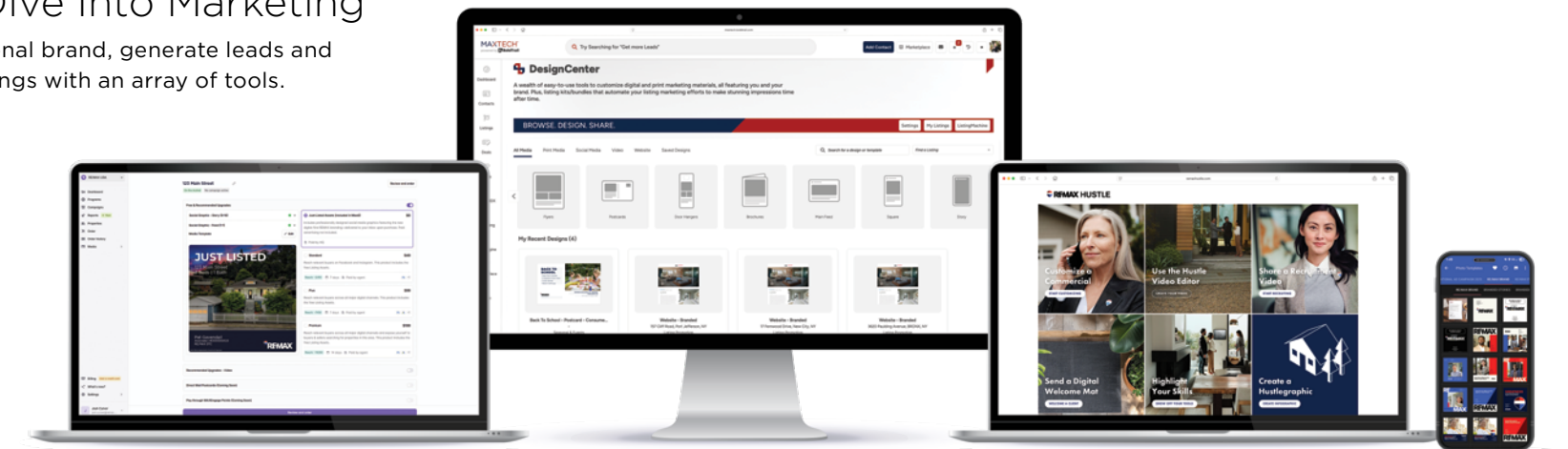
- MAXTech Lead Concierge*
- Smart Campaigns & REMAX Newsletters
- HomeView™

*Available in specific states in the U.S.



Deeper Dive Into Marketing

Build your personal brand, generate leads and market your listings with an array of tools.



MaaS

Marketing as
a Service

ListingMachine + DesignCenter

Branded Marketing
Templates

**REMAX
HUSTLE**

Video Editing
Tool

Photofy

Branded Social
Templates

Network With the Best in the Business

At REMAX, you'll routinely brush shoulders with the best of the best at hundreds of events. There's the unforgettable R4® Convention in Vegas, the REMAX Ultimate Teams Event, local and international niche events and so much more each year. REMAX agents are given the opportunity to get better by being together. Boost your contact list and your career as you mingle with industry leaders and top producers and enjoy next-level access to valuable insights from a worldwide network.



Find The Greatness in You With REMAX

Experience a culture focused on the resources that lift your business and each other, like supportive broker/owners with relevant field insight, values that make a difference in our communities, worldwide exposure and connections with industry experts. And, of course, talented agents who will inspire you to work toward greatness. Join a local REMAX office that is independently owned and operated with a culture, mission and values all their own. To view an expanded and detailed version of each offering within this brochure, plus so much more, visit join.remax.com.



Each Office Independently Owned and Operated.





The *greatness* in you.SM

join.remax.com