





RE/MAX has a presence in **over 110 countries and territories**, more than any of its competitors.

- 140,000+ agents across the globe: International connections, local roots.
- #1 in brand awareness¹: Nobody in the world sells more real estate than RE/MAX.²
- Most Trusted: Voted #1 most trusted real estate agents in the USA³ and Canada⁴ year after year.

¹ Source: MMR Strategy Group study of unaided awareness. ²As measured by residential transaction sides. ³Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark* American Trust Study, years 2023, 2022 and 2019. ⁴Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark* Canadian Trust Study, years 2019-2023 and 2017.

World-class support.

The RE/MAX Collection offers a suite of upscale resources for its luxury agents to confidently guide the most discerning luxury homebuyers and sellers.

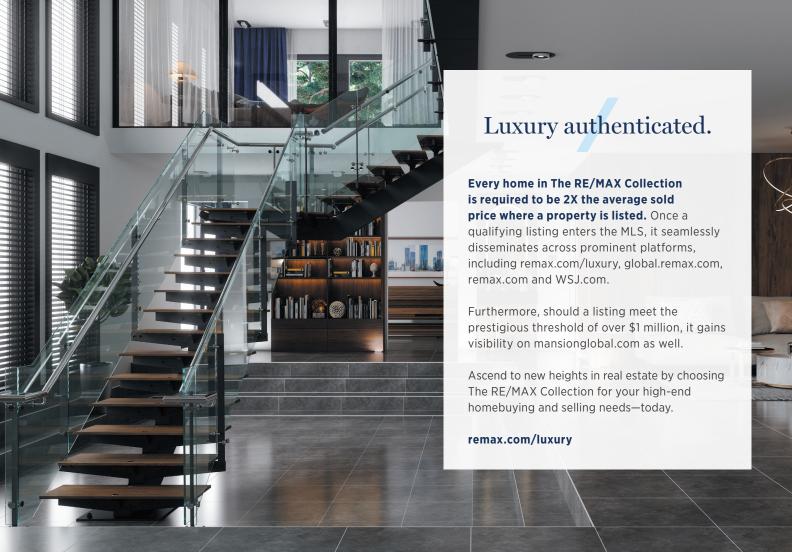
- **Luxury Launchpad:** A curated business-building platform representing the upper market segment all in one place.
- Luxury Forum: An annual event where luxury top producers gather to innovate, strategize and hone specialized skills.
- Private Facebook Group: Connect and network with 5,600 RE/MAX members.
- Premier Advertising: Partnerships with prestigious international publications like Unique Homes, WSJ, Mansion Global Experience Luxury and Kingdom Magazine.
- PR Assistance: Secure luxury media features.
- Customize Luxury Market Data & Graphics: Win more listings with a smart competitive edge.
- **Distinctive Signage:** Elevate your brand presence and awareness with sophisticated luxury yard signs. Branding seen across North America helps familiarize clients with your business.
- National Media: Leverage professionally designed digital, print, social and out-of-home campaigns to reach local or regional markets.
- **National Partnerships:** Brand representation at exclusive events, panel discussions and advisory boards.

Enhanced learning.

From online and in-person courses and events to broker/owner and agent-specific programs, RE/MAX University* provides advanced certification and educational opportunities to stay ahead of the curve.

Luxury-specific programs include:

- Certified Luxury Home Marketing Specialist (CLHMS™) designation, GUILD™ and GUILD Elite™: Offered on-demand, livestream or in-person. Presented by The Institute for Luxury Home Marketing by Colibri Real Estate.
- Luxury Listing Specialist (LUXE)
 designation: 16-module course offered
 on-demand or in-person. No luxury sales
 experience required. Learn how
 to sell the luxury \$1M+ market.
- Luxury Content: Access the dedicated luxury page in RE/MAX University for on-demand resources, panel discussions and more to help grow your luxury business.





Fine Homes & Luxury Properties

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