

Unrivaled Luxury

Discover a world of difference.



THE
RE/MAX
COLLECTION®



Welcome to The RE/MAX Collection®

Your passport to buying
and selling the most unique
properties worldwide.
Powered by RE/MAX®:
The #1 name in real estate!

FOR SALE

Fine Homes & Luxury Properties

THE
RE/MAX
COLLECTION®



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Unmatched global reach.

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. ² As measured by residential transaction sides.

³ Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study, years 2023, 2022 and 2019. ⁴ Voted 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.



Luxury authenticated.

Every home in The RE/MAX Collection is required to be 2X the average sold price where a property is listed. Once a qualifying listing enters the MLS, it seamlessly disseminates across prominent platforms, including remax.com/luxury, global.remax.com, remax.com and [WSJ.com](https://wsj.com).

Furthermore, should a listing meet the prestigious threshold of over \$1 million, it gains visibility on mansionglobal.com as well.

Ascend to new heights in real estate by choosing The RE/MAX Collection for your high-end homebuying and selling needs—today.

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