

# The Road to Remarkable

## From standing out to setting the standard.

Everyone wants to know—how do you become one of the most recognized and beloved brokerages in the country?

For RE/MAX River City in Edmonton, Alberta, it's the product of putting good intentions into action. From their deeply rooted presence in the community and hand-picked agents, to a consistent vision focused on integrity, they have mastered the art of client satisfaction.

RE/MAX River City has been named the **#1 Brokerage in Canada**<sup>1</sup> on RankMyAgent.com's "Top 5 Brokerages of Canada" list. A distinction shaped by the voices of the people they serve. Backed by thousands of client reviews, this ranking is a testament to the brokerage's unwavering commitment to a people-first approach that has officially raised the bar in Canadian real estate.

### Where Expertise Feels Personal

RE/MAX River City operates on the belief that real estate involves meaningful connections, not just transactions. The Broker/Owners, John Carter and Shane Parent, know trust is earned at every step.

"It really starts with the kind of people we bring onto our team," Parent explained. "We look for agents who genuinely care about their clients and who share our values of professionalism and hard work. From there, we create an environment where they can thrive—through mentorship, continuous training and a culture that prioritizes collaboration over competition."

Whether it's a first-time buyer or a seasoned investor, clients choose RE/MAX River City for their unique blend of knowledge and authenticity. Agents are equipped with the right tools and education to refine their skills, communicate with ease and navigate market shifts, all of which elevate client confidence.

"Real estate is a relationship business—when you put people first, great results follow."

-John Carter, Broker/Owner

### The Brand That Elevates Every Move

Aligning with RE/MAX has played a pivotal role in RE/MAX River City's trajectory, providing unmatched recognition, technology and an extensive network that helps them attract top-tier agents and loyal clients.

"The RE/MAX brand carries a level of credibility that gives our agents an edge right from the start," said Carter. "Clients recognize and respect the name, which helps build confidence in the service we provide. But beyond the brand itself, it's the resources RE/MAX offers. These things matter, especially in an industry this competitive."

Staying ahead means constantly evolving and RE/MAX River City is using MAX/Tech powered by BoldTrail to its full potential, from virtual tours to advanced CRM systems that allow their agents to provide seamless transactions.

“The best way to earn client trust is by being the most informed and prepared professional in the room.”

- Shane Parent, Broker/Owner

### **A Brokerage with a Bigger Purpose**

Once you understand the heart of RE/MAX River City, it'll come as no surprise they've made philanthropy a core part of their mission. Through initiatives like the Children's Miracle Network and other local charities, the brokerage has shown that real success is bigger than a bottom line. Investing in people, whether it's clients, agents, or their community, creates a lasting impact worth working for. And they continue to uphold that reputation, earning their place at the top—day after day, one client at a time.

If you're looking to take your business to the next level, aligning with RE/MAX could provide the foundation to build something extraordinary.

1. *SUBSTANTIATION HERE*