

# Iris

**Definition:** Central and colorful area, responsible for controlling other parts of the eye.

**Concept:** Our technology platform is central to organizing data as the iris is to an eye. And with that eye, agents can see real estate differently, with a vision of building their business.

**Concept expansion words:** The following words can be used to describe elements of the platform for launch and marketing:

**Eye colors relative to Iris:**

Emerald Tech  
Indigo Mobile  
Hazel Reporting  
Azure Marketing

**Eye anatomy relative to Iris:**

Fovea Tech  
Retina Mobile  
Lens Reporting  
Pupil Marketing

**Options of full name:**

RE/MAX Iris  
Iris Powered by Booj  
The RE/MAX Iris  
Iris by RE/MAX

**Tag or headline options:**

See your business.  
See your business differently.  
You haven't seen anything like it.  
See your business with fresh eyes.  
Your business. In focus.  
You haven't seen anything like it.  
A new way to see real estate.  
You. In focus.

**Broken out:**

**Bold headlines for launch:**

A new way to see real estate.

See your business differently.

Visionary.

You haven't seen anything like it.

See your business with fresh eyes.

**Tagline for launch (to later be dropped):**

Iris

See your business.

Iris

See your business differently.

Iris

Your business. Focused.

Iris

Your business. In focus.

Iris

You. In focus.

Iris

Visionary.

**Headline and tag recommendation:**

A new way to see real estate.

RE/MAX Iris

Your business. In focus.

# Helios

**Definition:** God personification of the sun in Greek mythology.

**Concept:** Our technology platform is central to organizing data as the sun is the center of our solar system, enlightening and supporting its orbiting entities. A source of light and a source of life.

**Concept expansion words:** The following words can be used to describe elements of the platform for launch and marketing:

**Greek relative to Helios:**

Titan Tech  
Eos Mobile  
Chariot Reporting  
Apollo Marketing

**Planetary relative to Helios:**

Saturn Tech  
Earth Mobile  
Venus Reporting  
Jupiter Marketing

**Options of full name:**

RE/MAX Helios  
Helios Powered by Booj  
The RE/MAX Helios  
Helios by RE/MAX

**Tag or headline options:**

A universe of possibility.  
See your business in a new light.  
Revolve your business.  
Shining light on your business.  
Light a fire.  
Glow for it.  
A new source of light.  
Your consistent source of light.  
Your number one light source for all things real estate.  
A new star in real estate.

## **Broken out:**

### **Bold headlines for launch:**

Glow for it.

Light a fire.

See your business in a new light.

A new star in real estate.

Your number one light source for all things real estate.

### **Tagline for launch (to later be dropped):**

Helios

A universe of possibility.

Helios

Revolve your business.

Helios

Shining light on your business.

Helios

Your consistent source of light.

### **Headline and tag recommendation:**

See your business in a new light.

RE/MAX Helios

A universe of possibility.

# Helix

**Definition:** An object having a three-dimensional shape such as that of a wire wound around a cylinder, as in a corkscrew or spiral staircase. Greek for “twisted.”

**Concept:** Technology spiraling around us. The kinetic and cyclonic energy of upward movement. A new technology platform lifting an agent’s business.

**Concept expansion words:** Though it may be instinctual to link “Helix” to the concept of DNA or biochemistry, the word “Helix” is by definition a spiral or twisted shape. If we go with the concept of RE/MAX Helix existing as part of a DNA molecule, “structure” or “building block” there is never a single helix. It is a double helix or helices. You cannot determine the structure of DNA with a single helix. Our expansion would be based around the word “Helix” as a spiral shape. The following words can be used to describe elements of the platform for launch and marketing:

**Words relative to Helix:**

Spiral Tech  
Kinetic Mobile  
Motion Reporting  
Twist Marketing

**Options of full name:**

RE/MAX Helix  
Helix Powered by Booj  
The RE/MAX Helix  
Helix by RE/MAX

**Tag or headline options:**

Real estate. With a twist.  
A business in motion, stays in motion.  
Your business. With a twist.  
Your business. Energized.  
You. Connected.  
Rise up.  
Building your business. Every day.  
Build your business. Every day.  
Build your business.  
Going up?

## **Broken out:**

### **Bold headlines for launch:**

Rise up.

A business in motion, stays in motion.

Real estate. With a twist.

Your business. With a twist.

Going up?

Building your business. Every day.

Build your business. Every day.

### **Tagline for launch (to later be dropped):**

Helix

You. Connected.

Helix

Build your business.

Helix

Real Estate. Energized.

Helix

A business in motion, stays in motion.

Helix

Build your business. Every day.

Helix

Your business. Energized.

### **Headline and tag recommendation:**

A business in motion, stays in motion.

RE/MAX Helix

Real Estate. Energized.

## Headline and Tag Recommendation for Each

A new way to see real estate.

RE/MAX Iris  
Your business. In focus.

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See your business in a new light.

RE/MAX Helios  
A universe of possibility.

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A business in motion, stays in motion.

RE/MAX Helix  
Real estate. Energized.

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