

Why
RE/MAX®

RE/MAX®

joinremax.com





IT'S
**#1 IN THE
WORLD**

NOBODY IN THE WORLD SELLS MORE REAL ESTATE THAN RE/MAX*

It's true. No one on Earth compares. Joining RE/MAX allows you entrepreneurial independence, opportunities to keep more of what you earn, and extra time to enjoy life. And because more buyers and sellers would recommend RE/MAX than any other real estate brand** (hello referrals), you know you'll be part of something remarkable. This could be the decision that changes everything.

RE/MAX BY THE NUMBERS

17.0
Average
Transactions

Based on 2018 REAL Trends 500 data, citing 2017 transaction sides and sales volume for the 1,752 largest participating U.S. brokerages



No. 1
In Brand Name
Awareness

MMR Strategy Group study of unaided awareness



7,841
Offices
Worldwide

As of year-end 2017



No. 1
In Global
Home Sales

Sales leadership by total residential transaction sides



\$122,953
Average
Commissions

U.S. agents, 2017



120,000+
Agents
Worldwide

As of Q1 2018



Over 100
Countries And
Territories



15.1
Average Years
In Real Estate

U.S. agents, as of
year-end 2017





IT'S THE
**COMPETITIVE
EDGE**

RE/MAX

YOU GAIN THE ADVANTAGE - AND THE MEANS TO TAKE YOUR CAREER HIGHER

Check the numbers and find that RE/MAX consistently rules over productivity. If you want to go big and be the best, there's no question - RE/MAX is it.

2017 RE/MAX *VS.* THE INDUSTRY

NATIONAL, FULL-SERVICE BROKERAGE BRANDS						
	TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY)	U.S. TRANSACTION SIDES ¹	BRAND AWARENESS (UNAIDED) ²	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	17.0	1,036,000	30.2%	100+	7,841	119,041
	11.1	Not Released	0.4%	11	500	8,000
	9.4	Not Released	4.5%	1	1,400	45,000
	8.8	133,225	1.3%	32	2,300	39,900
	8.2	731,486	15.0%	47	3,200	94,300
	7.8	417,337	21.0%	80	8,000	118,600
	6.8	72,424	0.8%	3	350	11,500
	6.6	122,475	2.1%	69	950	21,900
	6.6	1,041,948	8.0%	30	930	177,000
	5.2	10,543	0.1%	1	45	2,043
	3.9	50,000	0.1%	1	127	14,500
	3.8	24,655	0.1%	2	46	6,417

Data is full-year or as of year-end 2017, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2017; Keller Williams, Realty Executives, Berkshire Hathaway HomeServices, Compass, HomeSmart and eXp Realty data is from company websites and industry reports.¹ Transaction sides per agent calculated by RE/MAX based on 2018 REAL Trends 500 data, citing 2017 transaction sides for the 1,752 largest participating U.S. brokerages for which agent counts were reported. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America.² Compass and eXp Realty totals are for residential transactions only and do not include commercial transactions; totals for all other brands include commercial transactions.³ MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?

IT'S THE
**PRODUCTIVE
AGENTS**



RE/MAX®

YOU'RE SHOULDER-TO-SHOULDER WITH CAREER-MINDED, QUALITY PROS

When you walk among top producers, feeling inspired to grow your business is only natural. RE/MAX offices are busy, dynamic environments where real estate professionals truly shine. The reports back it up – see for yourself.



*Based on 2018 REAL Trends 500 data, citing 2017 transaction sides and sales volume for the 1,752 largest participating U.S. brokerages (ranked by transaction sides). Averages calculated using brokerages that reported agent counts. Coldwell Banker includes NRT. Berkshire Hathaway HomeServices does not include HomeServices of America.

2017
Average
Commissions

United States
\$122,953



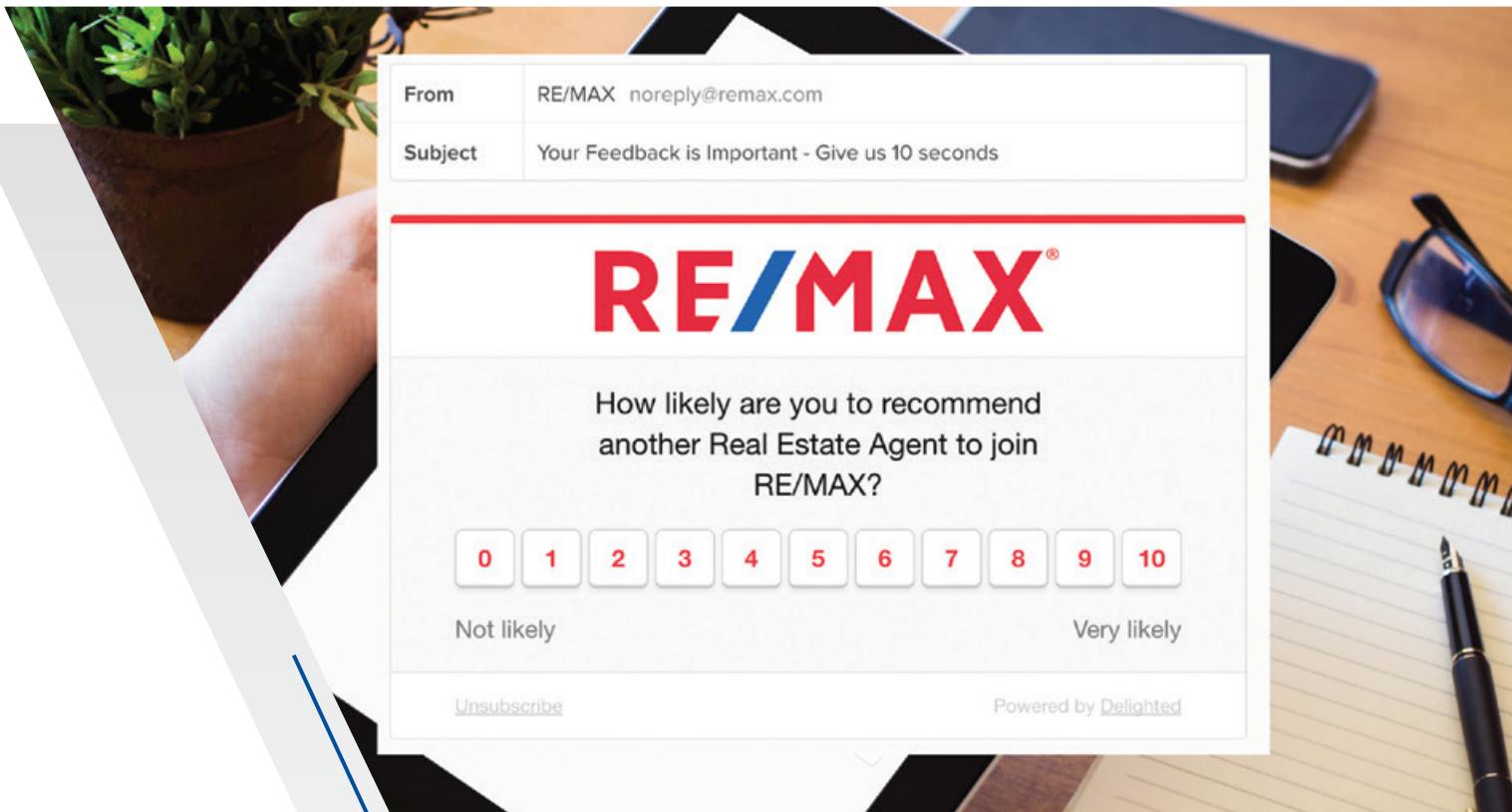


IT'S THE
**CULTURE OF
SUCCESS**

RE/MAX®

IN A HIGH-PERFORMANCE ENVIRONMENT, EVERYTHING CLICKS

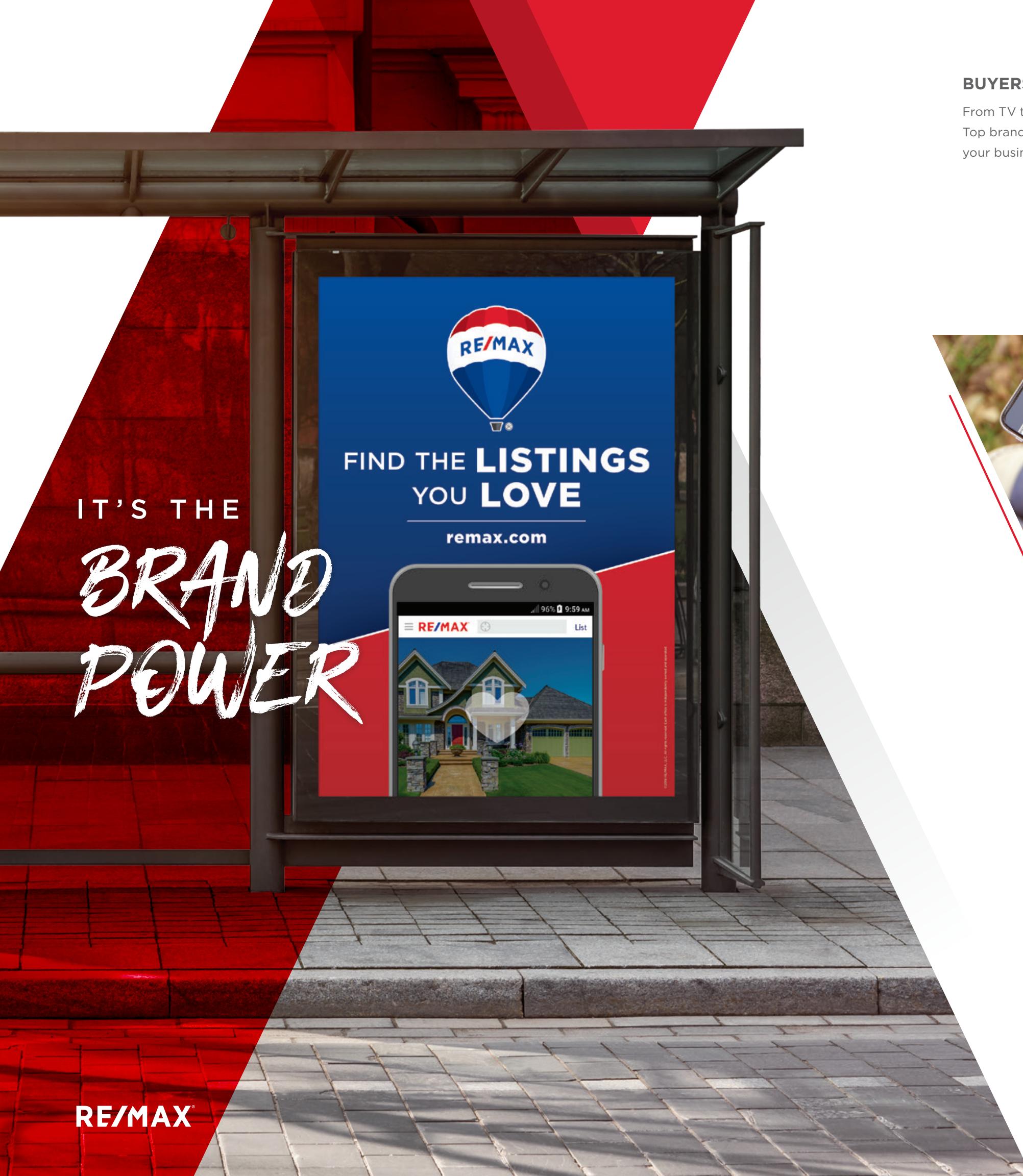
A 2018 survey confirmed that RE/MAX agents are passionate about their brokerage and would recommend it to others. Why? Because RE/MAX office environments are built to help productive agents achieve their goals – on their own terms.



How would your current
network measure up?

9 OUT OF 10
RE/MAX AGENTS
WOULD PERSONALLY
RECOMMEND
RE/MAX TO ANOTHER AGENT*

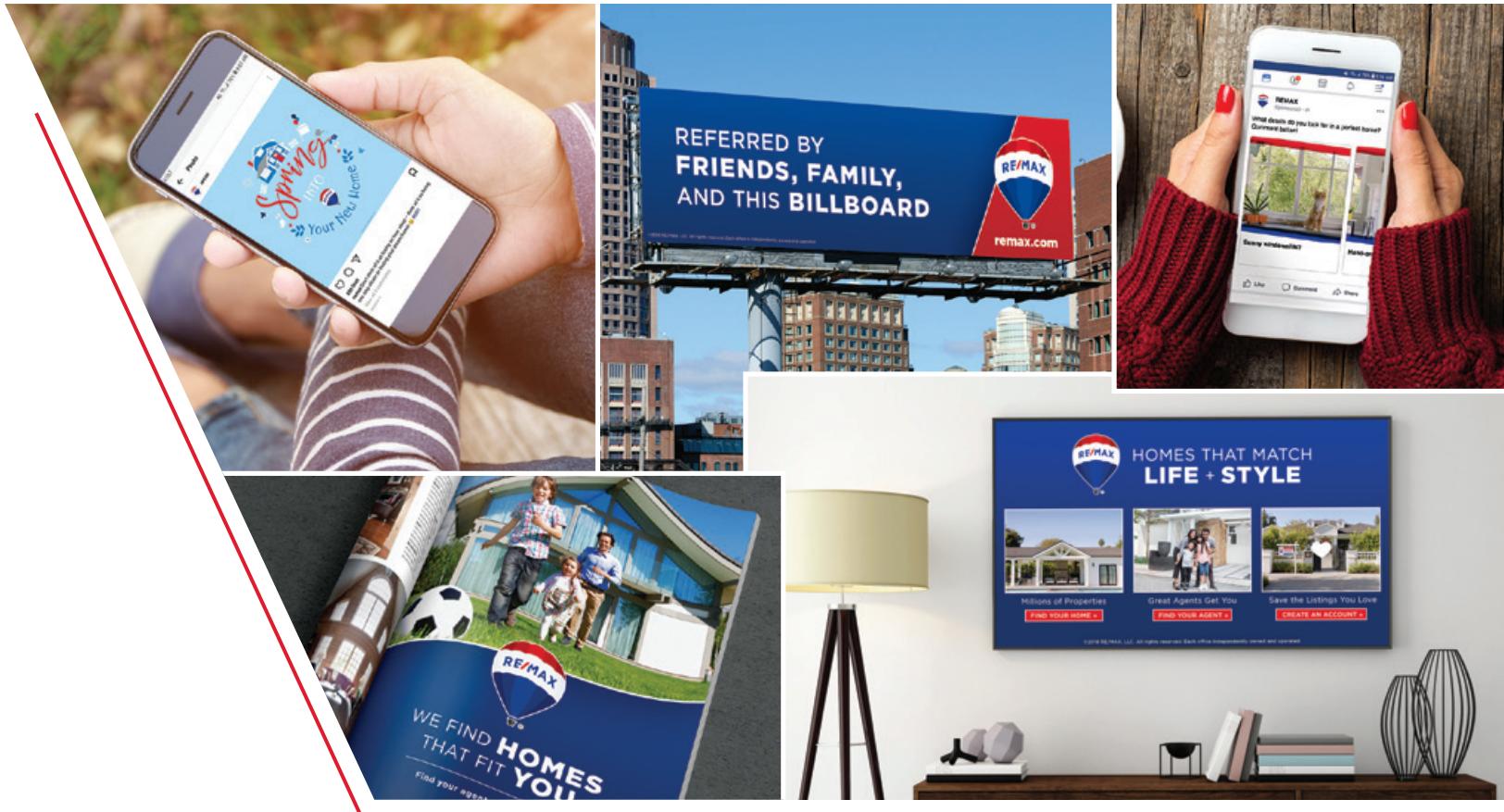
*Based on a 2018 Net Promoter Score survey of U.S. RE/MAX Associates. 9 out of 10 agents responded with a score of 7-10 to the question "How likely are you to recommend another Real Estate Agent to join RE/MAX?"



IT'S THE
**BRAND
POWER**

BUYERS AND SELLERS KNOW YOU BEFORE THEY'VE MET YOU

From TV to sports arenas, radio, digital and more, the RE/MAX name is out there working — for you. Top brand awareness* has you top of consumers' minds. That means an immediate recognition for your business, and the potential for consistent referrals. This balloon has clout. You'll see.



BUZZFEED.COM/REMAX

This immersive brand page engages and delivers value to Millennials, the largest group of homebuyers and sellers since the Baby Boomers.



*MMR Strategy Group study of unaided awareness (first mention recorded)

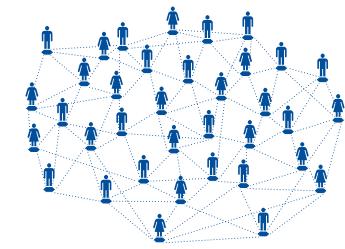
RE/MAX®

IT'S THE
**WORLDWIDE
NETWORK**



INTERNATIONAL BUSINESS CAN BE YOUR NEW REALITY

More than 120,000 agents are part of this network, which spans over 100 countries and territories on six continents – meaning there's a world of opportunity at your fingertips. Every day, RE/MAX agents translate global connections into "Sold."



FOREIGN BUYERS PURCHASED
284,455
RESIDENTIAL PROPERTIES
ADDING UP TO
\$153 BILLION*

120,000+
AGENTS WITH A
PRESENCE IN MORE THAN
ONE HUNDRED
COUNTRIES AND TERRITORIES

POTENTIAL
REFERRAL AGENTS^{**}



United States
63,162



Canada
21,112



Rest of World
34,767

**As of year-end 2017

GLOBAL.REMAX.COM

Global.remax.com averages over 800,000[†] RE/MAX listings from 80+ countries and territories, making it one of the largest global listing inventories of any real estate brand. Plus, listings are viewable in more than 40 languages and over 60 currencies.

*NAR survey of U.S. Realtors on existing home sales to foreign investors, between April 2016 and March 2017. [†]Full-year 2017





DIGITAL STRATEGIES REACH CONSUMERS AND CONNECT THEM TO YOU

How's this: 3,000 leads delivered to agents every day – without referral fees. The RE/MAX online lead system connects buyers and sellers directly to you. It has generated over 18 million fee-free leads to the network (more than a million a year). The leads come straight to your phone – and you take it from there.

MILLIONS OF CONSUMERS

SEARCH FOR PROPERTIES ON:



remax.com



mobile app



global.remax.com



theremaxcollection.com



remaxcommercial.com

DATA IS PROCESSED THROUGH
LEADSTREET®

GENERATING
18 MILLION
LEADS SINCE 2006

DELIVERED TO RE/MAX AGENTS
REFERRAL FEE-FREE

LEADSTREET

LeadStreet is a pipeline that delivers leads from all RE/MAX lead generation platforms, as well as RE/MAX Agent and Office websites. The system also provides automated marketing such as saved searches and drip campaigns, a full CRM to manage contacts, a turnkey website for immediate web presence, social media integration, and more.





IT'S THE
TOOLS

RE/MAX®

DO MORE WITH MORE

While the offerings are extensive and diverse, every tool is designed to help make your business more streamlined and effective.

DESIGN CENTER

With thousands of free, customizable templates for flyers, postcards, virtual tours, websites, and presentations, the RE/MAX Design Center helps you make the best first impression with potential buyers and sellers. It allows you to be creative and is simple to use, as it automatically pulls property details from the MLS to populate the designs you choose. Plus, projects are instantly branded with your photo and contact info.

DESIGN CENTER AUTOMATION

Want to save even more time? With Design Center Automation, a no-cost extension of the service, you automatically receive an email containing a complete marketing package for each of your listings in the MLS. Yes, it's really that easy. Design Center Automation helps you impress your sellers, drive new leads and, ultimately, grow your business.

MAX/CENTER®

Your central access to the entire universe of RE/MAX resources, MAX/Center features a clean layout with apps that correspond to various internal and external sites. You can easily find what you're looking for, save your favorite items, and discover what's new – all in one place.

RE/MAX MOBILE APP

With real-time listing updates and one-click sharing, the RE/MAX Mobile App is a modern property search tool for clients and a vital lead-generation tool for you. It can be quickly branded with your photo, name, and contact info, so it's ready to share with prospects.



IT'S THE
**ON-DEMAND
EDUCATION**

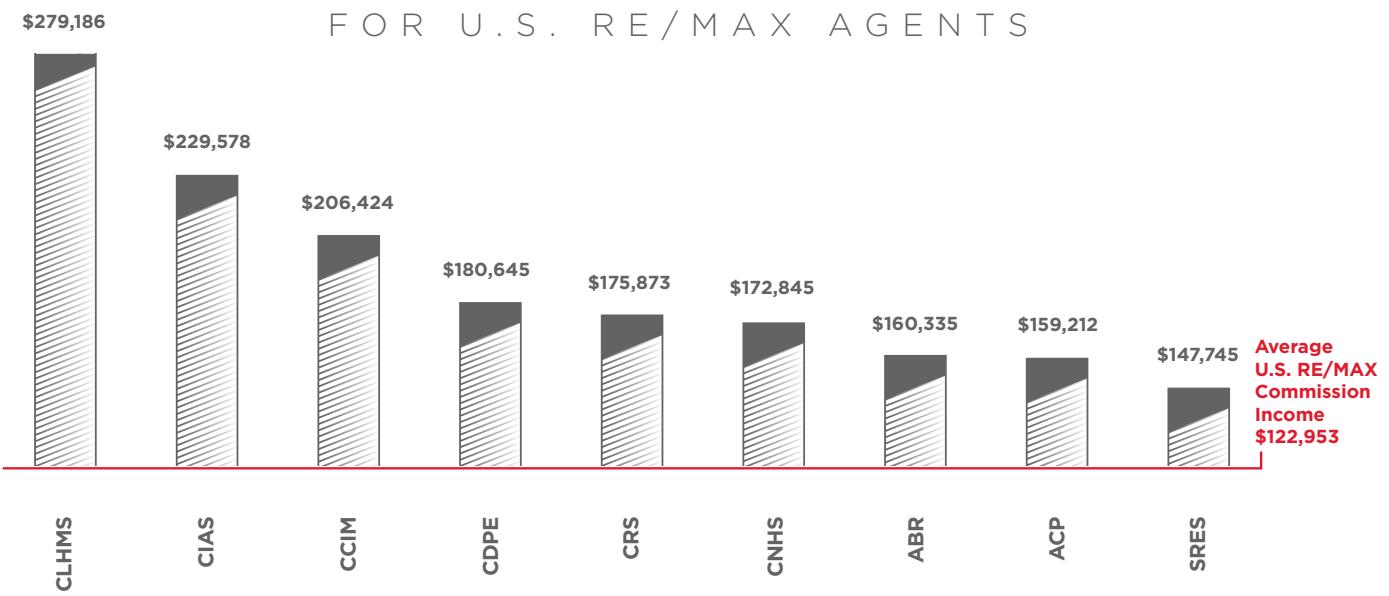
RE/MAX®

THE MORE YOU LEARN, THE MORE YOU EARN®

Simply push a button to stream over 1,000 training videos and 70+ designations and certification courses via phone, tablet, or Google Chromecast. No matter the stage of your career, expanding your real estate knowledge can help you stay relevant and productive.

INCOME AVERAGES

FOR U.S. RE/MAX AGENTS



LEARNING TRACKS

Gain access to exclusive RE/MAX University® content such as *New to RE/MAX* and *Take Flight*.

HIGHLIGHTS INCLUDE:

- Interactive experience
- Self-paced learning environment
- Relevant action items you can implement right away
- Quizzes and videos to help retain information
- Skills to build a framework for success, or take your business to the next level



IT'S THE
LUXURY



Fine Homes & Luxury Properties



THE ULTIMATE IN PRESTIGE

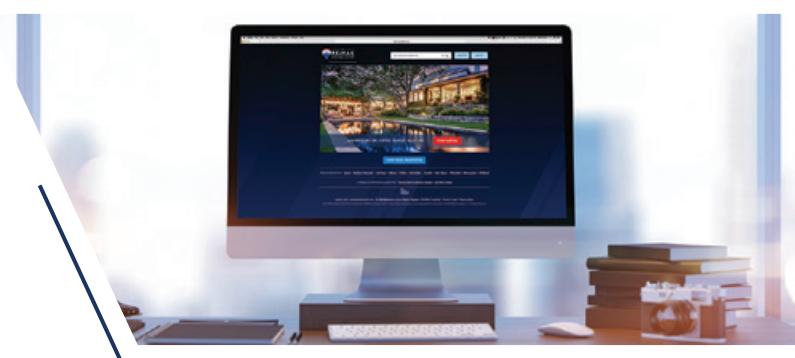
With an elegant look and a distinctive brand, The RE/MAX Collection® positions you to showcase your own sophisticated taste as the luxury expert for buyers and sellers. You'll have the right connections, education, and guidance to make impressive properties accessible from virtually anywhere. High-end is more than a listing, it's a lifestyle.



[THEREMAXCOLLECTION.COM](http://theremaxcollection.com)

Luxury clients want white-glove treatment. With a refined look and show-stopping photography, that's exactly what they'll find at theremaxcollection.com.

If your listing is twice the average sales price in a zip code, it will automatically be included on the site. The highly coveted leads generated here are distributed to RE/MAX luxury agents who hold the CLHMS designation or have an active luxury listing.



IT'S THE
**COMMERCIAL
BRAND**



GO COMMERCIAL WITH CONFIDENCE

As a RE/MAX Commercial® entrepreneur, you're in control. This well-known global network of real estate professionals lets you run your business without corporate interference. And you can expand into every property type available – not just one. Through one-on-one practitioner services and the RE/MAX maximum commission model, it's possible to find sustainable, independent success.

RE/MAX COMMERCIAL *BY THE NUMBERS*

3,300+

RE/MAX Commercial Practitioners in all market segments

67

Countries with RE/MAX Commercial representation

32,900+

Commercial transactions closed

\$13.4B

Commercial sales and lease volume¹

120,000+

RE/MAX Associates around the world²

100+

Countries and territories with RE/MAX representation³

658+

RE/MAX Commercial offices and divisions

¹Commercial transactions, sales and lease volume in 2017. ²As of Q1 2018. ³Networkwide, including residential.

REMAXCOMMERCIAL.COM

Redesigned in 2017 with over 250,000 listings, remaxcommercial.com boasts an intuitive interface that prominently features commercial listings from around the world.

All product types are represented, and visitors receive additional value through exclusive updates and access to industry reports. It's built to help clients find the information they're looking for faster (and get them connected with Practitioners sooner).





RE/MAX®

GREAT THINGS HAPPEN WHEN RE/MAX AGENTS GET TOGETHER

From the unforgettable R4® Convention on the Vegas Strip to local and international niche events, you'll have career-boosting opportunities to learn while mingling with industry leaders and top producers. With next-level access to invaluable insight worldwide, one thing's for sure — you'll be glad you took part.



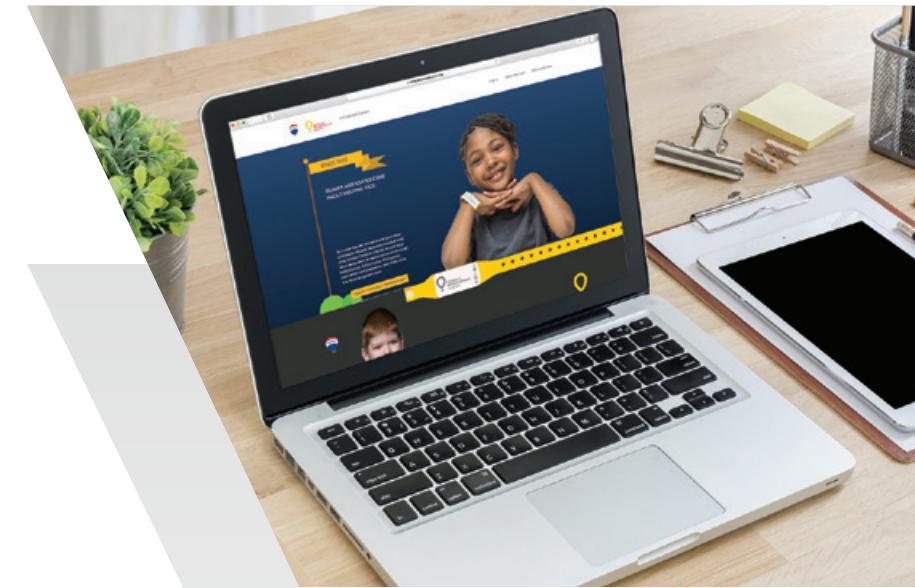


IT'S THE LIFE-CHANGING
MIRACLES



IF YOU HAVE A BIG HEART, YOU'VE FOUND THE RIGHT PLACE

Through a RE/MAX partnership with Children's Miracle Network Hospitals®, you can support kids and their families right in your community. The best part – 100% of donations stay local.



miraclehomeprogram.org

The Miracle System is a custom site where RE/MAX offices and Associates can make donations to Children's Miracle Network Hospitals and create Honor Cards for clients. It helps buyers and sellers feel good about doing business with you – and generates loyalty. Tour the site to learn more.



RE/MAX AGENTS HELP SUPPORT
MILLIONS OF KIDS EACH YEAR



RE/MAX®

DON'T WAIT FOR PROGRESS. MAKE IT HAPPEN.

The profile of homebuyers and sellers is changing at a dramatic rate, with more than 35% of today's buyers in the multicultural category. RE/MAX leverages the strength of the network to help agents serve these growing communities. Through engagement in local, chapter, and national associations, RE/MAX agents increase brand presence and brand loyalty within these groups of homebuyers – and by having a voice, help drive RE/MAX and the entire industry forward.

INCREDIBLE RE/MAX PARTNERSHIPS



Nosotros somos the National Association of Hispanic Real Estate Professionals.® We are The Voice for Hispanic Real Estate® and proud champions of homeownership for the Hispanic community. Homeownership is the symbol of the American Dream, the cornerstone of wealth creation and a stabilizing force for working families. Since 2015, NAHREP has been supporting Hispanic families achieve the American Dream in a sustainable way that empowers them for generations to come.

Source: nahrep.org



The Asian Real Estate Association of America is a nonprofit professional trade organization. Established in 2003, AREAA is dedicated to promoting sustainable homeownership opportunities in Asian American communities by creating a powerful national voice for housing and real estate professionals that serve this dynamic market.

Source: areaa.org



Established in 2007, The National Association of Gay and Lesbian Real Estate Professionals is a mission driven 501(c)(3) nonprofit organization that is part business and part advocacy. On a business level, the 2,000+ members of NAGLREP share a LGBT and allied REALTOR referral network, in addition to providing our services to over 75,000 LGBT and non-LGBT homebuyers and sellers. The advocacy mission of NAGLREP is on behalf of the Lesbian, Gay, Bisexual, and Transgender (LGBT) community as it relates to housing and discrimination laws.

Source: naglrep.com

IT'S THE
LEADERSHIP

RE/MAX®



VISION FOR TODAY, TOMORROW, AND FAR INTO THE FUTURE

RE/MAX is built on a culture of productivity, service, and quality. CEO Adam Contos, who took the reins in early 2018, has a progressive approach that merges the best of the past with the promise of the future. He's supported by a talented group of senior leaders, all of them focused on servicing an incredible global network of real estate professionals.



"We're not looking back. We're looking forward. With a commitment to provide innovative tools and resources that help RE/MAX brokerages and agents continue to thrive as market leaders."

- Adam Contos

