Why RE/MAX?

We're not like the others.

WE STARTED A REVOLUTION

Everyone wants to stand out. But the truth is, not all do. When RE/MAX was founded in '73, they called us renegades. We were on an unapologetic mission to help the nation's top producers keep more of what they earn. The industry has changed since then, but the core of our culture is still focused on helping remarkable agents get to the top – not just get by.

We're not like the others. And neither are you.

#REMAXTHROWBACK

Dave Liniger
RE/MAX Co-CEO & Co-Founder

A CLASSIC EVOLUTION

RE/MAX COMMERCIAL

THE RE/MAX COLLECTION

What began as a fleeting symbol at the Albuquerque International Balloon Fiesta has since emerged as a beacon of real estate brawn, representing the grit of 110,000 RE/MAX agents daily.

The talent of multiple design, strategy and research teams went into the evolved brand identity you see here, which was tested with nearly 20,000 consumers over 18 months.

Hit the ground running at shop.remax.net, email a rep at approvedsupplier@remax.ca, or see our suppliers at www.remax-western.ca/blog/

#CHANGEISINTHEAIR

1978

2005

MAKING THE NEXT CLASSIC

Developed with hundreds of man hours of concepting, design work and consumer testing, the new RE/MAX logo earmarks a thrilling time in the life of our network. One of the best things about joining RE/MAX? We're always on the move.

IT'S IN THE SHOP

Arm yourself with the lively new brand look through the RE/MAX Approved Supplier Program. Established nearly 40 years ago, the program was assembled to put discounted, high-quality items into the hands of agents.

A lot goes into seizing offers that are out of the ordinary. Like masterful vendor auditing, negotiation and relationship management. Which results in rare deals that help you show your expertise, build trust and stay top-of-mind.

Hit the ground running at shop.remax.net, email a rep at approvedsupplier@remax.com, or see our suppliers at www.remax-western.ca/blog/

SOLD
FOR SALE
RE/MAX
REAL ESTATE

RE/MAX

RE/MAX

RE/MAX
Office Name
Associate Name, Designation(s)
RE/MAX
RE/MAX
Associate Name, Designation(s)
RE/MAX
Office Name

RE/MAX

IT'S THE
NAME
The brand can do big things for your career.

Who would've thought that one balloon would spark an icon? We sure didn't. (But we're glad it did.) Today, the RE/MAX brand is pervasive, reminding buyers and sellers that RE/MAX agents are different. Some would say bold. And it empowers them to be thought of and chosen more often. So they can get more done.

#WEAREREMAX

RE/MAX BY THE NUMBERS

20.7
Sides
Average residential transaction sides per agent

No. 1
In Brand Name Awareness
MMR Strategy Group study of unaided awareness

7,343
Offices Worldwide
As of year-end 2016

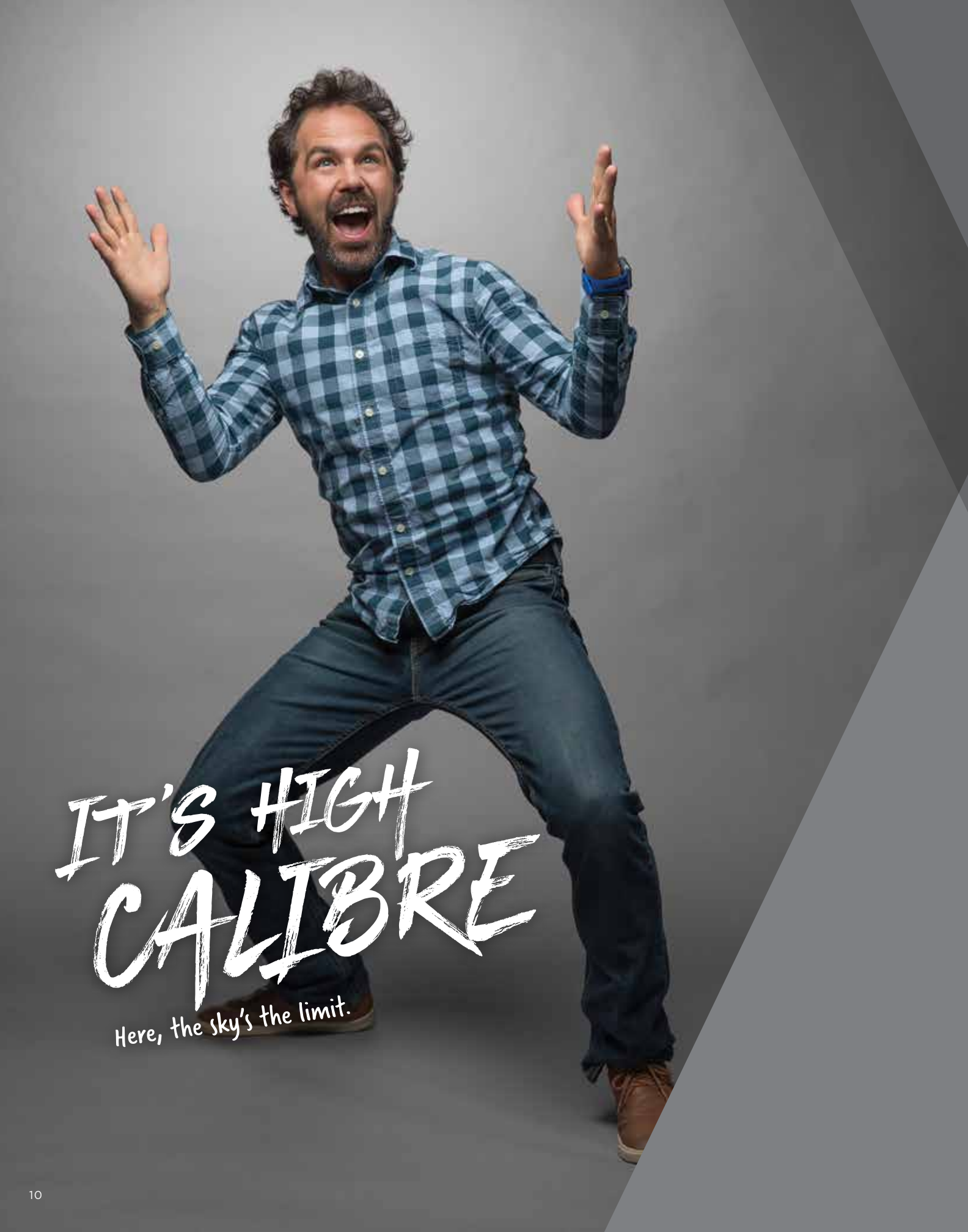
No. 1
In More Markets
Than an y other franchise. Based on RE/MAX of Western Canada 2016 internal data

Over **100** Countries and Territories

111,915
Agents Worldwide
As of year-end 2016

$193,454
Average Commission
Earnings per agent

14.3
Years
Average years in real estate


IT'S HIGH
CALIBRE
Here, the sky's the limit.

Actions speak louder than words. Which is why we decided early on that to lead the best of the best we'd have to practice what we preached. Fighting hand over fist to help our agents win indomitable market share, global presence and brand awareness. Everything we do, we do for the sake of our agents' productivity. No ifs, ands or buts about it.

#REMAXHUSTLE

RE/MAX *VS.* THE INDUSTRY

	FIRST BRAND THOUGHT OF BY BUYERS, SELLERS[1]	AGENTS CANADA	AGENTS WORLDWIDE	OFFICES WORLDWIDE	COUNTRIES & TERRITORIES
RE/MAX	**46.5%**	**20,672**	**111,915**	**7,343**	**100+**
ROYAL LEPAGE	8.4%	17,000+	17,000+	600+	1
Century 21	5.7%	9,084	110,800	7,300	77
Sutton	1.9%	7,787	7,787	200+	1
EXIT Realty	1.4%	677	23,000	590	2
Coldwell Banker	0.7%	2,531	88,400	3,000	49
HomeLife	0.4%	9,060	10,000+	175+	2
Sotheby's International Realty	0.2%	520	20,300	850	66
Realty Executives	0.2%	1,200	6,500	500	11
kw Keller Williams	0.1%	2,769	154,000	800	16

2016 Average Commissions

Canada
$193,454

United States
$120,541

Worldwide
$114,523

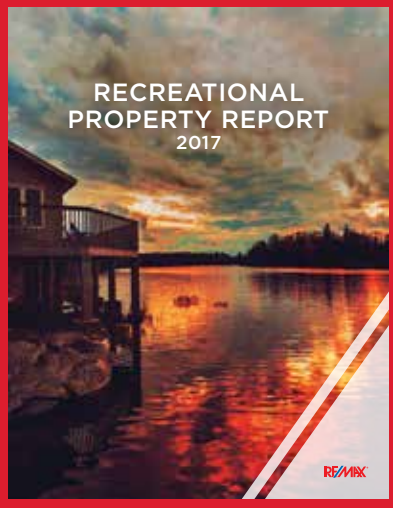
©2017 RE/MAX, LLC. Each office independently owned and operated. Data is year-end 2016, except as noted. Coldwell Banker, Century 21 and Sotheby's data is either as reported by Realogy Corporation on SEC 10-K, Annual Report for 2016 or from company websites or industry sources; Keller Williams, Royal LePage, Sutton, EXIT Realty, Realty Executives and HomeLife data is from company websites and industry reports. 1MMR Strategy Group study of unaided brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell (first mention recorded). 17_156493

IT'S THE
BUZZ
See how our networks can work for you.

Our social media networks are far-reaching and continue to grow every day. RE/MAX Canada social media channels target consumers with the goal of driving traffic to remax.ca and getting YOU more leads!

#REMAXBUZZ

RE/MAX. THE VOICE OF REAL ESTATE



IT'S A WIDE WORLD

Want your business to boom? Get into the global game.

Looking at the map, we had stars in our eyes. We knew as soon as the world caught on to our model, the business opportunities would come rushing in. And they did. Today, the RE/MAX network is in over 100 countries and territories, making international referrals a reality for all RE/MAX agents. The world is your city. Don't ever forget it.

#REMAXROLLCALL

POTENTIAL REFERRAL AGENTS*

Canada
20,672

United States
61,730

Global
29,513

*As of year-end 2016

GLOBAL.Remax.ca

Helping global clients search for property on every inhabitable continent, global.remax.ca displays listings in over 80 countries and territories, 50 currencies and 40 languages. When it launched in 2011, it was unprecedented. And it remains so to this day.

IT'S ABOUT ADAPTING

Run your business like clockwork with the right tech.

Innovation is in our blood. From before the first .com to today's digital universe, we've never stopped hunting for new ways to help our agents get better. Think: tablet presentations, LeadStreet, global.remax.com, remaxcommercial.ca, theremaxcollection.ca, and remax.ca which all draw massive traffic and serve as springboards for fee-free leads.. Going where no one has gone before. It suits you.

#WHYREMAX

RE/MAX Design Center

With thousands of free, customizable templates for flyers, postcards, virtual tours, websites, presentations and more, Design Center helps you make your best first impression with potential buyers and sellers.

The true beauty is in the simplicity of it all. The system automatically pulls information from the MLS to auto-populate designs with property details and images. Projects are instantly branded with your photo and contact info. Plus, all the designs adhere to RE/MAX trademark standards.

MAX/Center

Your central access to the entire universe of RE/MAX resources, MAX/Center was developed in 2016 to replace Mainstreet. Featuring a clean layout with apps that correspond to various internal and external sites, MAX/Center helps you find what you're looking for, save your favorite items, and discover what's new all in one place. Easy, right?

IT'S A SOLID
SYSTEM
The leads come in. You choose the ones you want.

The pressure was mounting. RE/MAX agents wanted more. So we built LeadStreet®, our in-house lead exchange system that puts buyers and sellers in touch with agents. The system has generated 250k fee-free leads to date.. The way we see it, less isn't more. And it never will be.

#DOMOREWITHMORE

REMAX.CA

65+ MILLION VISITS SINCE LAUNCH
As of April 2016

What Visitors Do On remax.ca Tells Us What Stage of the Home Buying Process They're In

- Blog visit
- Site visit
- Home search
- Home value estimate request
- Agent search
- Office search
- "My RE/MAX" account creation
- Account login

LEADSTREET®

250K LEADS SINCE LAUNCH

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
DISCOVERY
The more you learn, the more you earn®. It's that simple.

Education at RE/MAX started in the ’90s with the first-of-its-kind RE/MAX Satellite Network. It broke some serious ground. 20 years later, RE/MAX University® debuted. With the push of a button, agents can now stream over 1,000 training videos and 70+ designations and certifications via phone, tablet or Google Chromecast. To get ahead, you must stay ahead. That’s what we’ve learned.

#LEARNANDEARN

$193,454
Average commission earnings per agent in Western Canada

RE/MAX University

Momentum

Webinar Wednesdays

Quick Hits

In-office tech training

Sales Associate Orientation (SAO)

Regional Management Training (RMT)

STRAIGHT TO THE POINT

Quick Hit videos provide you the information you need, when you need it. Our video library answers questions you have regarding LeadStreet, MAX Center, Social Media and other topics.

IT'S THE EXPERIENCE®

Open doors. Get yourself to R4.

There's little debate over what happens when you get the gang together. You get revved up. We found that out at the first annual RE/MAX R4 Convention in 1976. From R4 on the Vegas Strip to local and niche events around the globe, RE/MAX agents are given opportunities to get better by being together. That's just the way we do it.

#REMAXR4

Sales Rallies

Networking Events

Tech Trainings

IT'S IN THE REACH

RE/MAX needs no introduction. Making your intros easier.

It's well known that more logs make a bigger fire. That's how the idea of "group buying power" came into play, giving rise to world-class promotions and earning RE/MAX agents a spot in consumers' minds. From TV to digital to social media, advertising is part of the reason we're the No. 1 name in real estate.*

#NOINTRONEEDED

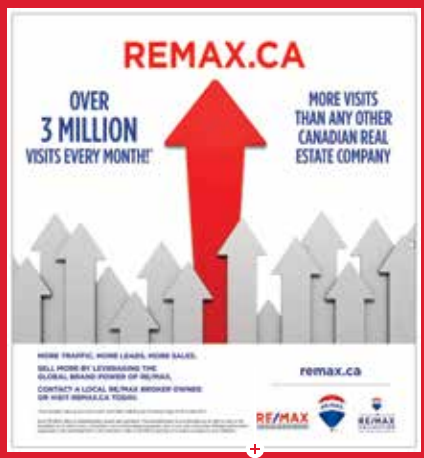
Sports Arenas

Mobile First (Social)

Digital Retargeting Banner Ads

Transit Wraps

2017 TV Ad Campaign



Print

THE
RE/MAX
COLLECTION®
FINE HOMES & LUXURY PROPERTIES
IT'S THE
DISTINCTION
We both know it. Luxury is where you belong.

The upper-tier market is formidable. But despite that, RE/MAX agents told us they were eager to enter luxury. In 2002, RE/MAX Renowned Properties, now known as The RE/MAX Collection®, was launched. Giving modern agents the service and marketing blueprints required to master high-net-worth relationships. We weren't invited to join the inner circle, but we broke in anyway. You can too.

#THEREMAXCOLLECTION

COLLECTION.REMAX.CA

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

If your listing is twice the average sales price in a postal 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.

RE/MAX
COMMERCIAL
IT'S THE
INDEPENDENCE
Ready to cut the red tape off your career? Get the scissors.

Fortune favours the bold. And when we saw how the commercial industry kept entrepreneurs under its thumb, we knew it was time to act. So, in 1990, we started RE/MAX Commercial®. Today, Practitioners pick their market segments and work the deals they want. The buck stops with them. And we wouldn't have it any other way.

#REMAXCOMMERCIAL

277
RE/MAX Commercial Agents in Western Canada

$11B
Commercial sales and lease volume[1]

25,000
Commercial transactions closed

40
RE/MAX Commercial offices and divisions in Western Canada

100+
Countries and territories with RE/MAX representation[2]

51
Countries with RE/MAX Commercial representation

[1.] Commercial sales and lease volume in 2016. [2.] Networkwide, including residential.

REMAXCOMMERCIAL.CA

Extensive inventory, powerful advertising and an internationally recognized brand name Remaxcommercial.ca provides you with the opportunity to receive referrals from across Canada Imagine your future with a well-known, global network that helps you run your business your way.

Consider a career in commercial real estate without corporate interference – or limits on your potential.

IT'S IN THE MIRACLES

Life is about more than a paycheque. RE/MAX gets it.

$64+ MILLION IN DONATIONS

RE/MAX | Children's Miracle Network

CELEBRATING 25 YEARS OF MIRACLES

RE/MAX believes in making miracles happen for kids. That's why in 1992, we leveraged the power of our network to fuel a vital charity: Children's Miracle Network. The cause started with a single Telethon in 1983 and, with the backing of RE/MAX agents, now supports 170 hospitals in north America. Helping 62 kids every minute.

The money raised stays local, helping kids in your community. Most agents donate with each home sale, and bit by bit it has totaled over $154 million, $64 million of which has come from RE/MAX affiliate donations in Canada. Doing good while doing what you do best. That's our motto.

#REMAX4KIDS

QUEST FOR EXCELLENCE

The "Quest for Excellence" program, introduced in June 2000 by RE/MAX of Western Canada, for grade 12 students in Western Canada, has awarded $224,000 to help further students' education. The program coincides with our Community Care vision, "giving back" to our communities. Each year, RE/MAX of Western Canada awards 16 students $1,000 each.

ORGAN DONOR AWARENESS

We are proud to support National Organ Donor Awareness Week every April as designated by the Canadian Association of Transplantation. With our continued commitment to help spread the word on the need for organ donors, we provide a link from remax.ca to the provincial transplant programs for organ donor registration.

joinremax.ca

©2017 RE/MAX of Western Canada, LLC. Each office is independently owned and operated. 1373b