

Why  
**RE/MAX®?**





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 over 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 2018

**17.4**

Average  
Transactions

Based on 2017 residential  
transaction sides  
Source: CREA,  
RE/MAX

**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

**\$167,914**

Average  
Commissions

Canadian Agents, 2017

**120,000+**

Agents  
Worldwide

As of Q1 2018

Over **100**  
Countries And  
Territories

**13.7**

Average Years  
In Real Estate

Canadian Agents,  
as of year-end 2017

\*As measured by residential transaction sides. \*\*MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand, or any brands, they would be most likely to recommend to a friend or relative – and, if so, which brand(s).





IT'S THE  
**COMPETITIVE  
EDGE**









**RE/MAX**



## YOU GAIN THE ADVANTAGE – AND THE MEANS TO TAKE YOUR CAREER HIGHER

Check the numbers and see 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					
	BRAND AWARENESS (TOTAL)	AGENTS CANADA	AGENTS WORLDWIDE	OFFICES WORLDWIDE	COUNTRIES & TERRITORIES
<b>RE/MAX®</b>	<b>94.8%</b>	<b>21,112</b>	<b>119,041</b>	<b>7,841</b>	<b>100+</b>
 ROYAL LEPAGE	88.6%	18,000	18,000	600+	1
 CENTURY 21	87.8%	9,461	118,600	8,000	80
 COLDWELL BANKER	57.5%	2,671	94,300	3,200	47
 Sutton	37.2%	7,673	7,673	200+	1
 HOMELIFE	27.5%	9,647	7,673	175+	2
 Sotheby's INTERNATIONAL REALTY	21.6%	601	21,900	950	69
 EXIT	21.3%	721	25,000	510	2
 REALTY EXECUTIVES	17.6%	603	8,000	500	11
 kw KELLER WILLIAMS	17.4%	3,336	177,000	930	30



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.

WE'RE *THRIVING*

**518** | **10,639**

OFFICES

AGENTS

9.1% NET GAIN ▲

WE'RE *EXPERIENCED*

**14** | **9.5**

YEARS

YEARS

AVERAGE YEARS  
IN REAL ESTATE

AVERAGE YEARS  
WITH RE/MAX

WE'RE *PRODUCTIVE*

**14.7** | **\$7.32**

SIDES

MILLION (CAD)

AVERAGE RESIDENTIAL  
TRANSACTION SIDES  
PER AGENT

AVERAGE RESIDENTIAL  
SALES VOLUME  
PER AGENT

**\$166,843**

AVERAGE COMMISSION (CAD)

EARNINGS PER AGENT

WE *CELEBRATE*

INDIVIDUAL & TEAM SUCCESS



(\$1 MILLION +)

**173**



(\$750K TO \$999,999)

**136**



(\$500K TO \$749,999)

**367**



(\$250K TO \$499,999)

**1,361**



(\$100K TO \$249,999)

**3,198**

WE GET *RESULTS*

**156,824**

RESIDENTIAL TRANSACTION SIDES

A smiling man in a dark suit, white shirt, and dark tie is looking upwards and to the right. The background consists of large, overlapping triangles in shades of blue and white. The text "IT'S THE CULTURE OF SUCCESS" is overlaid on the image in a white, handwritten-style font.

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.



#1 NAME IN REAL ESTATE™



**9 OUT OF 10**  
HOME BUYERS AND SELLERS  
**KNOW**  
**RE/MAX\***



How would your current  
network measure up?

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

\*Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. \*\*Source: MMR Strategy Group study of unaided awareness. \*\*\*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



HOMES THAT MATCH  
**LIFE + STYLE**

**RE/MAX**



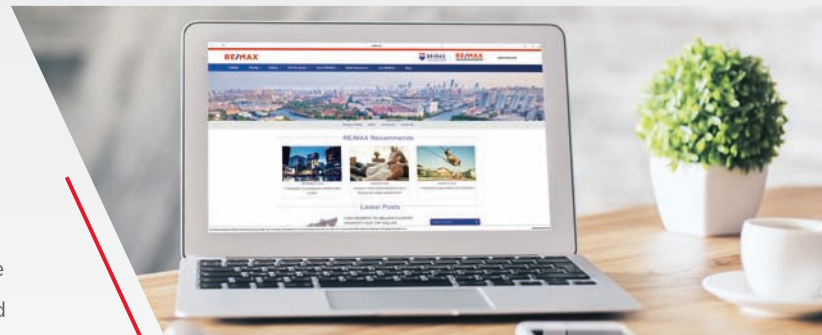
## BUYERS AND SELLERS KNOW YOU BEFORE THEY'VE MET YOU

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



### RE/MAX.CA/BLOG

This consumer facing blog gives visitors an in-depth look into home buying, selling, and trends in the industry. It highlights our expertise, quizzes the first time buyer, offers advice and relevant real estate updates that help the consumer make the right choice. The right choice is choosing RE/MAX. We engage and deliver value to the homebuyer and seller, and we know our audience.



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

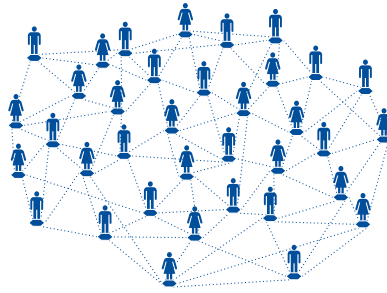


IT'S THE  
**WORLDWIDE  
NETWORK**



## 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.”



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

## POTENTIAL REFERRAL AGENTS\*\*



Canada  
**21,112**



United States  
**63,162**



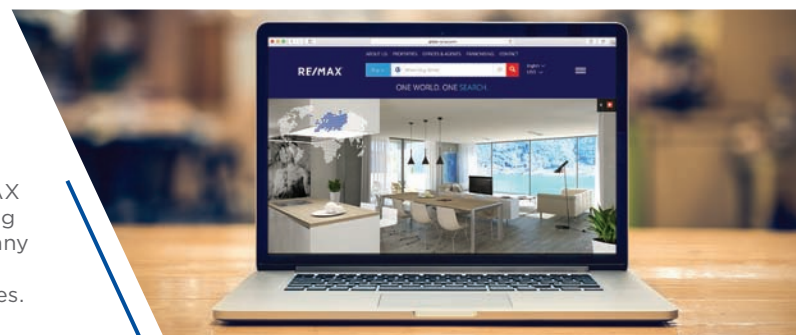
Rest of World  
**34,767**

\*\*As of year-end 2017

### GLOBAL.REMAX.COM

Global.remax.com averages over 800,000\* RE/MAX listings from 100+ 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.

\*Full-year 2017





IT'S THE MILLIONS OF

**FEE-FREE  
LEADS**

**RE/MAX**



## 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:



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. The system also provides automated marketing such as saved searches and drip campaigns.







# IT'S THE Tools





## 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 CENTRE

With thousands of free, customizable templates for flyers, postcards, virtual tours, websites, and presentations, the RE/MAX Design Centre 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.

### RE/MAX LAUNCHPAD

This clean, mobile responsive platform allows you to set and track yearly production goals and access a robust fully-searchable library for marketing resources and industry tools - with greater business intelligence and app customization than ever before. It also features discounts with top real estate partners and connects with MAX/Center making it easier for your business to drive results. RE/MAX Launchpad is a fully comprehensive technology solution that will quickly become your most utilized resource for professional growth and success.

### MAX/CENTER®

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

### RE/MAX.CA MOBILE FIRST

Remax.ca, Canada's most visited branded real estate website, is a comprehensive, "mobile-first" site housing everything from residential listings and more than 4,500 neighbourhood profiles across Canada, to expert advice and the latest news impacting homebuyers, sellers and investors.

IT'S THE  
*CULTURAL  
MARKETING*



## OUR WORLD IS EVOLVING, CULTURES ARE MERGING, AND RE/MAX IS A PART OF IT.

Cultural diversity is a huge part of where we live and who we are. The profiles of homebuyers and sellers are changing at a dramatic rate, with more than 35% of today's buyers in the multicultural category. RE/MAX leverages its advertising muscle to help Agents serve these growing communities. With our ethnic partnerships, we produce local advertising in the most common languages throughout the region, helping Agents to know their audience and grow their client base.



由市场动向至  
了解物业拥有人的  
需要和要求

RE/MAX 經紀都能  
協助您度身訂立最合適  
的售樓計劃。以更高的效率，  
更好的價格出售您的物業。

現在搜索



RE/MAX  
'پیشتر بازار'  
املاک و مستغلات

فروش املاک و مستغلات  
شیک با قیمت  
بالا از 5 میلیون دلار



RE/MAX  
என்ட் நல் சமீகிமா கரே  
ஹ்ரீ டால் கரே  
சென் ஸ்ட்ரீட் டீவீயா  
சென் ஸ்ட்ரீட் டீவீயா  
கரே லா

சென் ஸ்ட்ரீட் டீவீயா  
RE/MAX.ca  
தே இயல்பு ரே

ஹ்ரீ டால் கரே



از گرایش بازار  
تا بینش مالک

طرح خود را با نمایندگی  
ما RE/MAX  
بررسی قرار دهید تا منزل خود را به سرعت  
و به بالاترین قیمت به فروش برسانید

جستجو



RE/MAX  
統計數據  
說明一切

平均 15.7 宗  
樓房成交  
按地產代理統計  
\*按 RE/MAX INTEGRITY, 安大略省 - 大西洋地區 2016 年度內部數據

7,343 個  
遍佈全球的辦公室  
\*RE/MAX LLC, 安大略省 - 大西洋地區 2016 年度內部數據

111,915 名  
遍佈全球的經紀  
\*RE/MAX INTEGRITY, 安大略省 - 大西洋地區 2016 年度內部數據

平均 13.7 年  
房地產銷售經驗  
\*RE/MAX INTEGRITY, 安大略省 - 大西洋地區 2016 年度內部數據

No.1  
品牌意識  
按地產代理統計  
MMR Strategy Group 無形資產調查統計

No.1  
加拿大樓房銷售  
\*RE/MAX LLC, 安大略省 - 大西洋地區 2016 年度內部數據

\$160,705  
平均佣金  
\*RE/MAX INTEGRITY, 安大略省 - 大西洋地區 2016 年度內部數據

超過 100 個  
國家和地區  
\*RE/MAX INTEGRITY, 安大略省 - 大西洋地區 2016 年度內部數據

#WEAREREMAX

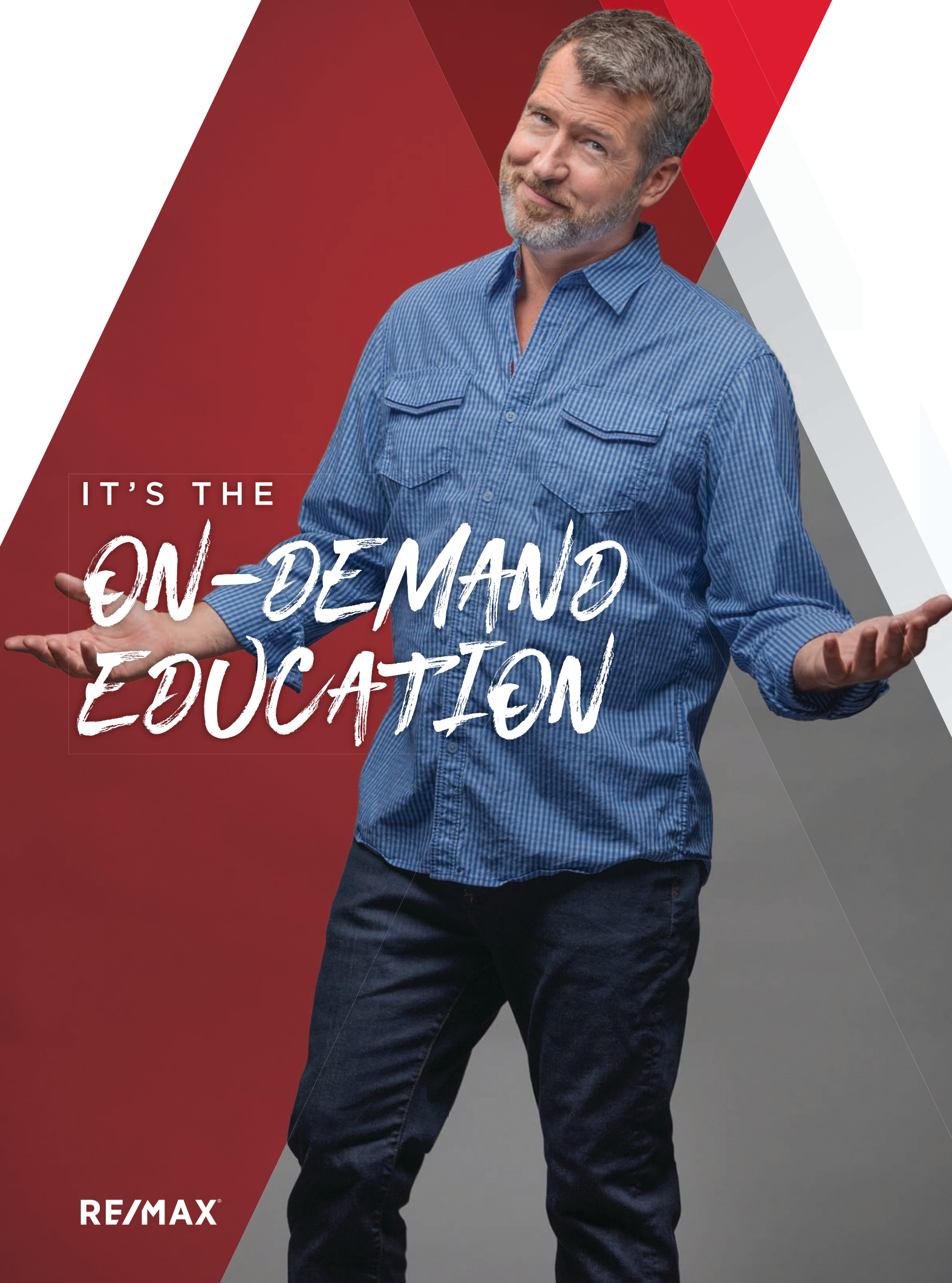
熱氣球和房地產，兩樣毫不相關的東西，因結合而產生了 RE/MAX 傳承多年的品牌與標誌。

今天，RE / MAX 品牌無處不在，三色氣球標誌著我們優秀的經紀，盡心為我們在安大略省 - 大西洋地區的買家和賣家提供最優越、最高質素的服務。我們勇於創新的理念，和截然不同的專業之道，是顧客多年來支持 RE / MAX 的主要原因。

現已登陸微信







IT'S THE

ON-DEMAND  
EDUCATION

RE/MAX<sup>®</sup>



## THE MORE YOU LEARN, THE MORE YOU EARN®

No matter the stage of your career, expanding your real estate knowledge with online and in-class training courses like Take Flight, Next Level and Learn to Earn can help you stay relevant and productive. With RE/MAX University, Agents can easily stream over 1,000 training videos and 70+ designations and certification courses at the click of a button.

  
**TAKE  
FLIGHT**

  
**LEARN  
TO EARN**

  
**NEXT  
LEVEL**

  
**RE/MAX  
UNIVERSITY**


## RE/MAX UNIVERSITY

EXCLUSIVE AND FREE 24-HOUR LEARNING.

RE/MAX University (RU) offers a variety of free educational content exclusive to RE/MAX Agents. Thousands of videos, learning guides, special designation courses and discounts on certifications are available. With the easy-to-use search function, how-to's for the latest tech, and the opportunity to learn at your own pace, RE/MAX University has got you covered. The interactive scoring system on RU lets you rack up points and earn badges as you use the site. Prizes are awarded monthly and annually for Associates that earn the most points!

## TAKE FLIGHT

THE FAST TRACK TO YOUR SUCCESS  
IN REAL ESTATE.

This two-day intensive boot camp and continued coaching program is designed to teach you the specific activities an Agent needs to operate a successful real estate business.

### HIGHLIGHTS INCLUDE:

- Intimate class sizes for maximum results
- Individual DISC profiling for each student
- Set-up and tracking of personal SMART goals
- Developing a unique value proposition & marketing strategies
- One-on-one coaching with your instructor following the course



IT'S THE  
**LUXURY**



THE  
**RE/MAX**  
COLLECTION®

Fine Homes & Luxury Properties



## THE ULTIMATE IN PRESTIGE

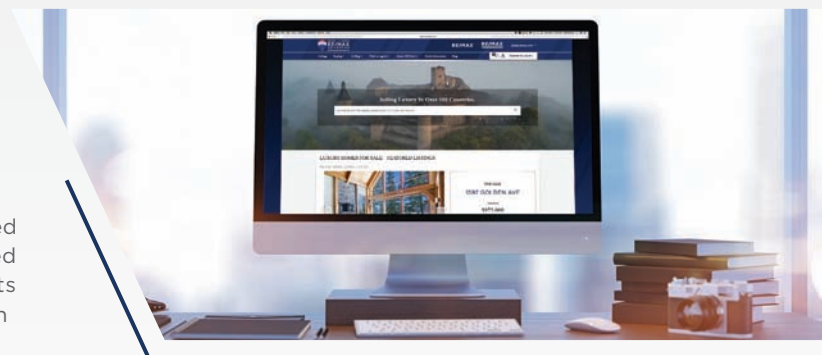
With an elegant look and a distinctive brand, The RE/MAX Collection® positions you to showcase your own sophisticated taste as the luxury expert for buyers and sellers. You'll have the right connections, education, and guidance to make impressive properties accessible from virtually anywhere. High-end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



## REMAX.CA/LUXURY

Luxury clients want white-glove treatment. With a refined look and show-stopping photography, that's exactly what they'll find at [remax.ca/luxury](https://remax.ca/luxury).

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.



IT'S THE  
**COMMERCIAL**  
**BRAND**

**RE/MAX**  
COMMERCIAL®





## GO COMMERCIAL WITH CONFIDENCE

As a RE/MAX Commercial® entrepreneur, you're in control. This well-known global network of real estate 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 volume<sup>1</sup>

**120,000+**

RE/MAX Associates around the world<sup>2</sup>

**100+**

Countries and territories with RE/MAX representation<sup>3</sup>

**658+**

RE/MAX Commercial offices and divisions

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

## REMAX.CA/COMMERCIAL

Redesigned in 2018 with nearly 10,000 Canadian commercial listings, remax.ca/commercial boasts an intuitive interface that prominently features commercial listings from across the nation.

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).



IT'S THE BIG-TIME

# NETWORKING EVENTS



**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.



# EVENING OF ACCOLADES

RE/MAX®





IT'S THE LIFE-CHANGING  
**MIRACLES**





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

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.

The money raised stays local, helping kids in your community. Most Agents donate with each home sale through the exclusive RE/MAX Miracle Home Program. The Miracle Home Program has raised over \$70 million for our local children's hospitals and helps over 5,000 sick and injured children that walk through the member hospital doors daily. Doing good while doing what you do best. That's our motto.



**RE/MAX AGENTS HELP SUPPORT  
MILLIONS OF KIDS EACH YEAR**



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



The Founders and Owners of RE/MAX INTEGRA Ontario Atlantic, Frank Polzler and Walter Schneider, continue to drive the extraordinary vision that has helped make RE/MAX the leading real estate company in the world.





---

[joinremax.ca](https://joinremax.ca)