



BRAND COMPARISON





WE KNOW: BRAND

	RE/MAX	Your Company
Most real estate sold*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most Top 100 Brokerages: 88 of the top 100 brokerages **	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most productive: 17.2 transactions per agent**	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most transaction sides: 1,000,000+ ***	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most experienced: average 15.2 years in real estate***	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most loyal: 8.6 average years with RE/MAX***	<input checked="" type="checkbox"/>	<input type="checkbox"/>
More buyers and sellers would recommend RE/MAX than any other real estate brand****	<input checked="" type="checkbox"/>	<input type="checkbox"/>
More buyers and sellers think of RE/MAX than any other national real estate brand †	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most countries served: 100+ countries	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most professional designations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Agent worldwide: 111,915+	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Average residential sales volume: \$4.4 million/agent**	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Average comission: \$120,541 per agent ***	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Referral Fee Free Leads: Over 1 million leads from remax.com each year	<input checked="" type="checkbox"/>	<input type="checkbox"/>

WE KNOW: TECHNOLOGY

	RE/MAX	Your Company
Comprehensive Listing Exposure		
remax.com: most visited real estate franchise website with 77 million+ visits ††	<input checked="" type="checkbox"/>	<input type="checkbox"/>
global.remax.com: listings in over 43 languages and 57 currencies	<input checked="" type="checkbox"/>	<input type="checkbox"/>
remaxcommercial.com: more commercial inventory than any other brokerage network site	<input checked="" type="checkbox"/>	<input type="checkbox"/>
theremaxcollection.com: luxury properties listed over \$500,000	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The RE/MAX Mobile App: provides property details on any connected device	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MAX/Center & RE/MAX Mainstreet		
Company intranet: news, logos, marketing resources and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Online worldwide referral network: contact information for 111,915+ RE/MAX agents	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Approved Supplier Marketplace: discounts on branded apparel, yard signs, business cards, technology and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX Design Center		
Premier marketing solution: create professional-quality materials for print, online, video and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Thousands of templates: branded with agent photo, logo, contact and/or listing information	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Easy to share projects: instantly download, print, email or post on social media	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX University		
Learning on the go: over 1,000 training videos viewable on computer, tablet, smartphone or TV	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Discounts on Designation Courses	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*As measured by total residential transaction sides. ** Based on 2017 Real Trends 500 data, citing 2016 transaction sides and sales volume for the 1,705 largest participating US brokerages (ranked by transaction sides). Averages calculated using brokerages that reported agent counts. **** All figures are full year or as of year-end 2016, as applicable. **** Source: MMR Strategy Group study of U.S. buyers, sellers and those who plan to buy or sell, asked if there are any real estate brands they would be likely to recommend to a friend or relative, and if so which ones. † Source: MMR Strategy Group study of unaided awareness among U.S. buyers, sellers, and those planning to buy or sell; asked, when they think of a real estate brand, which ones come to mind? †† Source: Hitwise Jan. - Dec. 2016 report of all U.S. real estate franchisors among websites in the "Business and Finance - Real Estate" category.

WE KNOW: REGIONAL TECHNOLOGY

	RE/MAX	Your Company
RE/MAX Launchpad Productivity Suite		
Innovative platform: provides a distinct competitive advantage and helps you build your business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Productivity: single sign-on access to industry-leading tools to save time, energy & money	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX Launchpad Marketplace		
One-stop shop: marketing, lead management and paperless transaction tools	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Marketplace discounts: 20% average discount	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX INTEGRA Tech Support		
Timely, professional support: 96% satisfaction rate and under 1 hour average response time	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Availability: support via online portal or email	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FiveStreet		
Automatic lead response and routing system aggregating from over 100 sources	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gathers intelligence about consumers, including social network profiles and website activity	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Integrates with several popular CRMs to complement your existing lead nurturing process	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Placester		
Visually stunning personal websites using RE/MAX branded templates	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Free customizable, mobile-friendly, feature filled website	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Built-in search engine optimization and natural language search	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ListHub Pro		
Ability to syndicate listings to 900+ websites yields best exposure possible	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Online dashboard provides comprehensive online analytics	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Marketing solutions such as seller reports and listing syndication flyers	<input checked="" type="checkbox"/>	<input type="checkbox"/>

WE KNOW: COMMUNITY

	RE/MAX	Your Company
Children's Miracle Network Hospitals		
RE/MAX Affiliates have raised \$157+ million in North America since 1992	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exclusive real estate contributor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exclusive donation programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exclusive marketing materials provided to agents	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX Balloon		
Branding: Over 35 years of visibility with a fleet containing 115+ balloons in 25+ countries	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Recognition: One of the most recognized corporate symbols in the world	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Promotion: Available for large scale community events, fairs and festivals	<input checked="" type="checkbox"/>	<input type="checkbox"/>



WE KNOW: REGIONAL RESOURCES

	RE/MAX	Your Company
RE/MAX INTEGRA Promotions		
Highly visible local advertising campaign: outdoor billboard, digital, print and radio investments	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Impressions: over 550 million U.S. branding impressions in 2017	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Industry-leading events: over 100 live events include sales conferences, technology training, commercial networking, team leader events, luxury events, top agent events, skills based training and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Regional blog: event calendar, industry news and marketing resources	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX INTEGRA Learning and Development		
Learn the way you want: in-office training, webinars, live events and videos	<input checked="" type="checkbox"/>	<input type="checkbox"/>
On demand: online video library offers 24/7 education	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Take Flight: agent specific, skills based training program	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Each RE/MAX office independently owned and operated. RINAV1_2017