













Selling RE/MAX and RE/MAX Right Choice

Part 2

Rockstar 101 • May 9, 2024

2024 RE/MAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS						
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) ¹	U.S. TRANSACTION SIDES ²	U.S. BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	11.8	629,373	36.4%	110+	9,022	144,835
	8.6	N/A	0.1%	5	500	8,000
	6.1	71,935	1.6%	39	2,400	43,400
COMPASS	6.0	177,716	3.2%	1	500	29,744
	5.8	N/A	7.3%	13	1,600	51,000
kw	5.6	N/A	14.5%	59	1,100	189,000
	5.3	112,582	3.3%	84	1,100	26,600
	5.0	486,273	21.2%	40	2,900	101,000
CENTURY 21	5.0	233,374	30.9%	84	12,000	135,000
	5.0	59,782	2.2%	6	400	12,000
	4.8	355,052	1.6%	24	N/A	90,000
	2.6	N/A	0.1%	1	200	26,000
REDFIN	N/A	46,549	11.4%	2	55	N/A
	N/A	N/A	1.6%	1	500	14,000
	N/A	N/A	0.5%	20	400	19,000



Unstoppable Starts Here



N/A = Data not publicly available.



THE
RE/MAX
COLLECTION®



The RE/MAX Collection

- Specialized Marketing Resources for Luxury Agents
- Listing Distribution Specialized Pricing in Luxury Magazines
- RE/MAX has More CLHMS Designees than any other brand

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.

THE DATA MAKES US DIFFERENT

13,322

RE/MAX Commercial brokers in all segments (agents with COMM or COMRES as primary specialty)

55,000

Worldwide commercial transactions

110+

Countries and territories with RE/MAX® representation²

\$21.9B+

Year-over-year growth in sales and lease volume¹

631

RE/MAX Commercial offices and divisions (with COMM or RESCOM specialty)

69

Countries with at least one commercial transaction³

“

Everybody knows RE/MAX— both on the commercial and residential side of the business. In the commercial world, people need a brand they can trust and people they believe can give them great advice.

– Jeff Wright, Broker/Owner, RE/MAX Right Choice, Trumbull, CT

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Networking Events



June 18-19, 2024 | The Ritz-Carlton | Lake Tahoe, CA



2024 GLOBAL COMMERCIAL SYMPOSIUM



June 10-12, 2024 | Tampa Marriott Water Street | Tampa, FL



RE/MAX R4
Convention

February 24-27, 2025
Mandalay Bay • Las Vegas, NV



Children's Miracle Network Hospitals

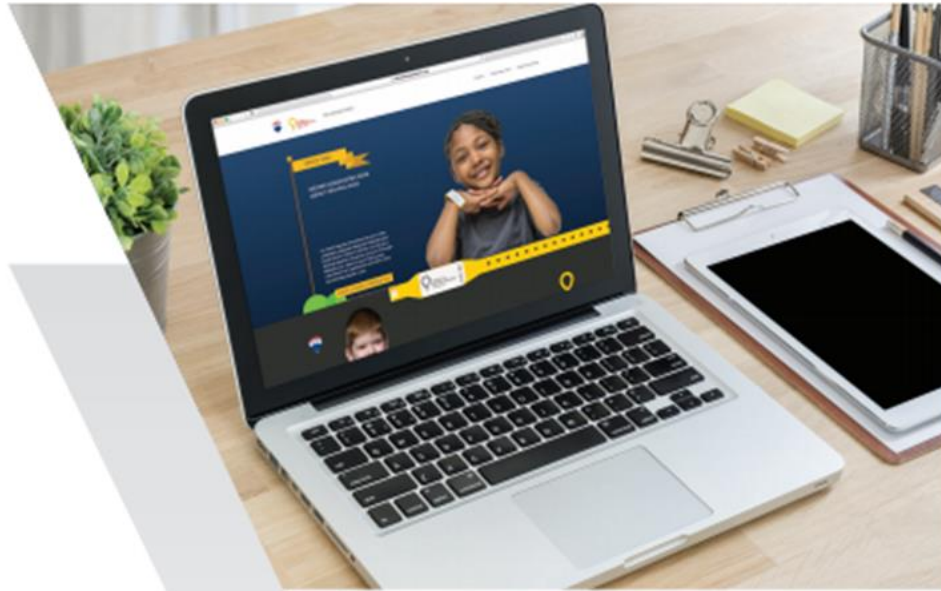


IF YOU HAVE A BIG HEART, YOU'VE FOUND THE RIGHT PLACE

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.

RE/MAX has been working with Children's Miracle Network Hospitals since 1992 has raised over \$209 million dollars which is second only to Walmart.”

Children's Miracle Network Hospitals

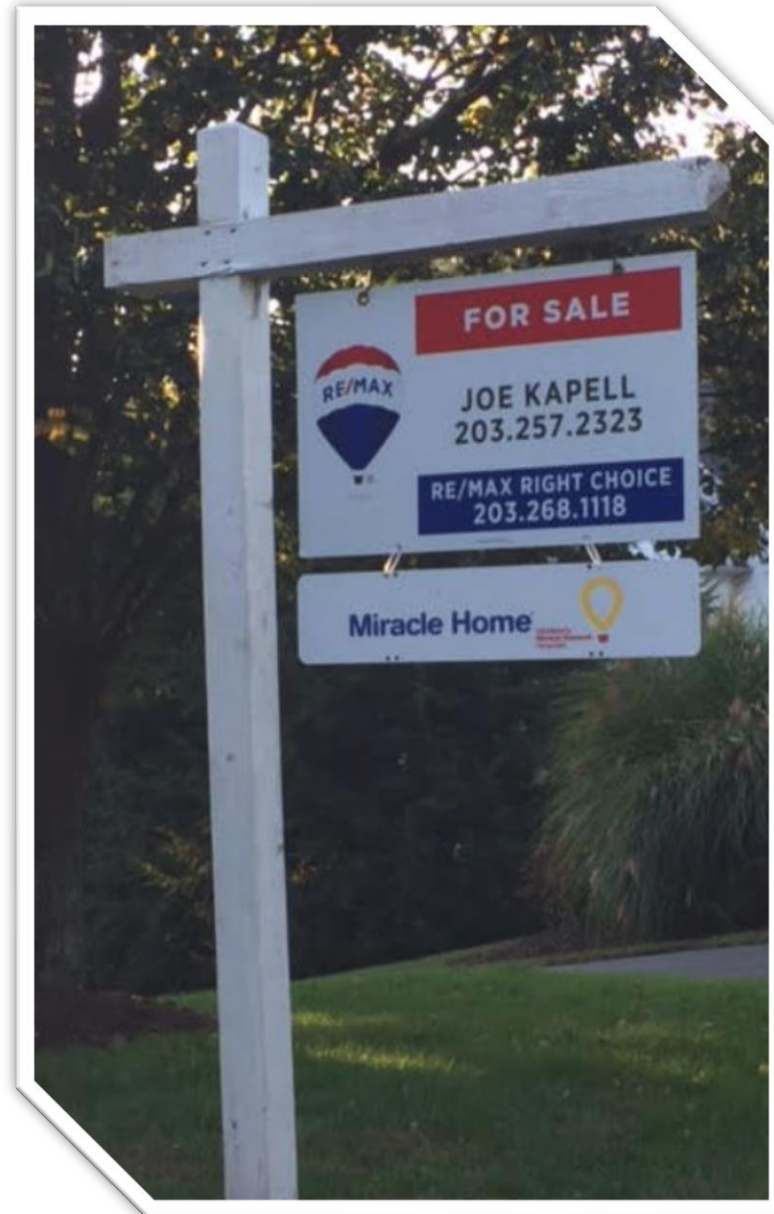


miraclehomeprogram.org

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.



Children's Miracle Network Hospitals





Amy Lessinger
CEO and President
RE/MAX LLC

Leadership Team



Dave Liniger

Co-Founder &
Chairman of the Board



Gail Liniger

Chairman of the Board



RE/MAX Value Proposition Scripts

Sign and Advertising Calls



“Mr. & Mrs. Seller as you may or may not be aware, RE/MAX works very differently than most real estate firms in that once I list your property, all sign and advertising calls go only to me.

The RE/MAX philosophy, which is different than most firms, is that we want your inquiries to be handled by the person who knows the most about your property and that would be me.



“So, Mr. and Mrs. Seller, I’ve done a lot of presentations for sellers. I constantly refine my talk because I want to make sure to cover all the important items that make me different than other real estate agents. There are many of us to choose from.

One day it occurred to me that the reasons a seller would want to work with me are the same reasons I chose to affiliate with RE/MAX. You see, at one time I too had to choose RE/MAX over all the other firms out there, just like you’re doing now. Well, one of the big reasons I chose RE/MAX is that their mission is more than just helping buyers and sellers—they also care about helping communities.”

Charitable Initiatives



“A portion of each commission I earn goes to Children’s Miracle Network—specifically our local Children’s Hospital.”

“RE/MAX has been working with Children’s Miracle Network Hospitals since 1992 has raised over \$209 million dollars which is second only to Walmart.”

“RE/MAX is the only one that did so with donations from associates, from agents, not from the consumer. I believe it’s important to work with companies that give back. That’s a big reason why I chose RE/MAX.”

Charitable Initiatives



“In addition to the Children’s Miracle Network, RE/MAX is a big supporter of the military and many local charities.”

According to the Cone Cause Evolution Study, 85 percent of consumers say that they have a more positive image of a product or company when it supports a cause they care about. And nearly 80 percent would switch to a brand that supports a charity.

Whether you support a cause that RE/MAX has adopted network-wide or one that’s closer to your heart, you can expand your success by reaching out.

Charitable Initiatives



“Everything we talked about today comes down to one thing...BRAND. When people think real estate they think RE/MAX.

The RE/MAX balloon represents the amazing lift our organization has had over the last 51 years. It was built by a great executive team, and we continue to remain on the forefront of every consumer’s mind when people think about buying or selling a home.”



**You don't have to be great to start, but you
have to start to be great.**

~ Joe Sabah

SUCCESS IS A JOURNEY,
NOT A DESTINATION

