



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

*Above
the
Crowd!*

A CLASSIC EVOLUTION



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.

As we step into a new era, we pay homage to our roots – and fearlessly walk into the future. Introducing the new RE/MAX brand family, engineered for today's RE/MAX agents, buyers and sellers.

#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 or email a rep at approvedsupplier@remax.com to get the scoop.



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

17.2
Average
Transactions
Among Large Brokerages

Based on 2017 REAL Trends 500 data, citing 2016 transaction sides for the 1,705 largest participating U.S. brokerages

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 Global
Home Sales
Sales leadership by total residential transaction sides

RE/MAX
BY THE
NUMBERS

Over
100
Countries
and
Territories

111,915
Agents
Worldwide
As of year-end 2016

\$120,541
Average
Commissions
U.S. agents

15.2
Average Years
In Real Estate
U.S. agents, as of year-end 2016













IT'S THE
BIG PICTURE

RE/MAX revolves around agents. There's nowhere else like it.

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

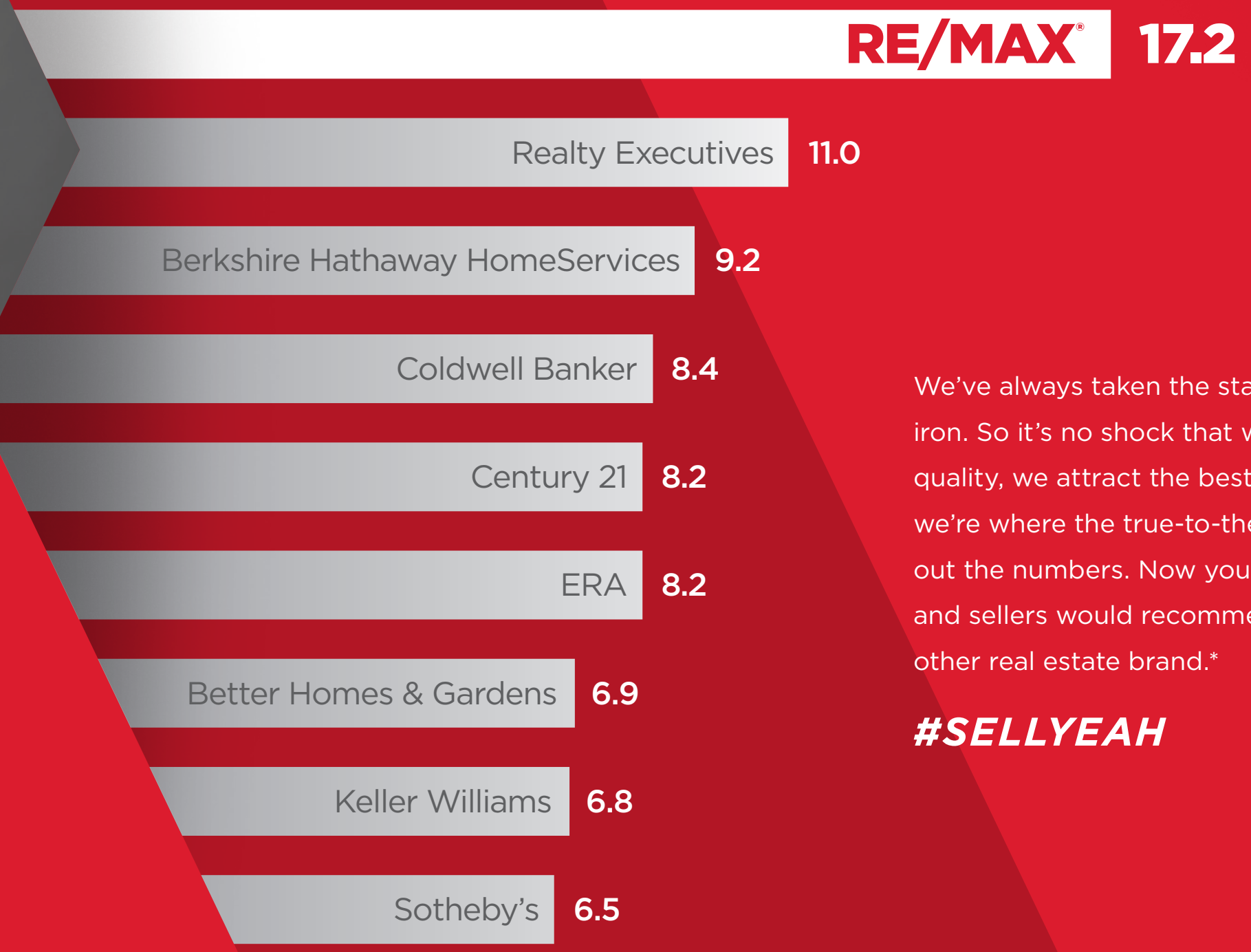
	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY ¹	U.S. RESIDENTIAL TRANSACTION SIDES ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	17.2	1 million+	27.6%	100+	7,343	111,915
	11.0	Not released	0.5%	11	500	8,000
	9.2	Not released	4.3%	1	1,240	42,747
	8.4	727,415	14.2%	49	3,000	88,400
	8.2	420,184	19.7%	77	7,300	110,800
	8.2	128,812	1.1%	31	2,300	37,900
	6.9	70,980	0.6%	3	300	10,900
	6.8	977,603	7.3%	16	800	154,979
	6.5	111,950	2.1%	66	850	20,300

Data is full-year or as of year-end 2016, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realty Corporation on SEC 10-K, Annual Report for 2016; Keller Williams, Realty Executives and Berkshire Hathaway HomeServices data is from company websites and industry reports. ¹Transaction sides per agent calculated by RE/MAX based on 2017 REAL Trends 500 data, citing 2016 transaction sides for the 1,705 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. ²Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. ³MMR 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 HIGH CALIBER
Here, the sky's the limit.

REALTrends 500

NATIONAL FRANCHISES RANKED BY TRANSACTION SIDES PER AGENT AMONG LARGE BROKERAGES¹



We've always taken the stance that iron sharpens iron. So it's no shock that when it comes to agent quality, we attract the best. People join us because we're where the true-to-the-end pros end up. Check out the numbers. Now you know why more buyers and sellers would recommend RE/MAX than any other real estate brand.*

#SELLYEAH

¹Based on 2017 REAL Trends 500 data, citing 2016 transaction sides and sales volume for the 1,705 largest participating U.S. brokerages. Averages calculated using brokerages that reported agent counts. Coldwell Banker includes NRT. Berkshire Hathaway HomeServices does not include HomeServices of America.

*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.

2016 Average Commissions



United States
\$120,541



Canada
\$166,898



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*



United States
61,730

Canada
20,672

Global
29,513

*As of year-end 2016



GLOBAL.REMAX.COM

Helping global clients search for property on every inhabitable continent, global.remax.com 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 ahead. Think: mobile apps, iPad presentations and remax.com, which draws massive traffic and serves as a springboard 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?

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 consumers, plus a vital lead-generation tool for agents. It can be quickly branded with an agent's photo, name and contact info, so it's ready to share with prospective clients.



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 17 million fee-free leads to date. (That's 3,000 a day.) The way we see it, less isn't more. And it never will be.

#DOMOREWITHMORE

REMAX.COM
95.7 MILLION VISITS IN 2016

Refreshed in April 2016, the site features map, sharing and search tools that capture lead information as visitors browse.

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



LEADSTREET®
1.1 MILLION LEADS IN 2016



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

Income Averages For U.S. RE/MAX Agents

\$273,873	CLHMS
\$213,585	CIAS
\$210,578	CCIM
\$177,012	CDPE
\$173,282	CRS
\$166,789	CNHS
\$155,672	ABR
\$145,385	ACP
\$143,775	SRES

Average U.S. RE/MAX
Commission Income \$120,541

YOU GOT GAME?

The interactive scoring system on RU lets you rack up points and earn badges as you use the site. Prizes are awarded monthly to the top 25 associates who earn the most points. (At the end of the year, the top 5 associates who earn the most points will be recognized with even larger prizes!)





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



IT'S THE EXPERIENCE

open doors. Get yourself to R4.

EVATE BUSINESS:
FOR SUCCESS IN REAL ESTATE

FEATURED SPEAKERS

Ken Eddy
Realtor, Author, Speaker, Coach

PRESENTING:
Secrets of Success

- Ten reasons why a small percentage of Realtors control the lion's share of the business.
- Refreshing insight into the building blocks of success.
- Clarity and direction with what to focus on and what to ignore.

Wayne Fredrick
President, See The First Consulting

PRESENTING:
What Do You Want - The Power of Clarity

Defining your "perfect day"

Why working harder and longer is not the answer

It's a matter of time and how you spend it

Sales Rallies

R4 FUTURE DATES

February 26 - March 1, 2018
MGM Grand Hotel & Casino

February 25 - February 28, 2019
MGM Grand Hotel & Casino

March 2 - March 5, 2020
MGM Grand Hotel & Casino

GREENSBORO
Market Mixer

YOU'RE INVITED
July 18, 2017
4:30 PM - 6:00 PM
M-Craft's Public House
101 W. Market St.
Greensboro, NC 27401

Join us for drinks, networking and appetizers

Hosted by **Carolinias**

Networking Events



Mountain States

YOU'RE INVITED
2017 QUARTERLY HAPPY HOUR MIXER

MAR 23
Lodo's Bar & Grill
2045 S. Quaker St.
Highlands Ranch, CO 80130

Sponsored by:
AMERICA'S FIRE-KIT
Home Warranty, Inc.

RE/MAX TECH TRAINING

YOU'RE INVITED
CENTRAL ATLANTIC REGION

Join us for a hands-on training that will get you up to speed on the most important technology tools offered by RE/MAX.

TUESDAY, MAY 16 | 9:00 AM - 3:30 PM
Richmond Association of Realtors
6975 Three Chopt Rd., Henrico, VA 23229

WEDNESDAY, MAY 17 | 9:00 AM - 3:30 PM
Northern Virginia Association of Realtors
530 Hunter Park Dr., Herndon, VA 20170

THURSDAY, MAY 18 | 9:00 AM - 3:30 PM
GCAAR
19201 Diamondback Dr #100, Rockville, MD 20850

COURSE OFFERINGS & SCHEDULE
Attend all courses - or just a few - it's up to you.

RE/MAX Technology Overview
9:00 AM - 9:45 AM

Understanding Web Presence and RE/MAX Websites
10:00 AM - 10:45 AM

Lead Conversion and LeadStreet
11:00 AM - 11:45 AM

Lunch Break (Lunch NOT provided)
11:45 AM - 1:15 PM

Marketing Your Business with LeadStreet
1:15 PM - 1:45 PM

Winning Business with Design Center
2:00 PM - 2:45 PM

Getting it right with Social Media
3:00 PM - 3:30 PM

Same great content each day. Choose the date/location that works best for you. Don't forget to bring your laptop fully charged!

SEE AGENDA TAB FOR MORE INFORMATION

TN technext

Tech Trainings

IT'S IN THE REACH

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



DOING MORE FROM FOR SALE TO SOLD

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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 social media, advertising is part of the reason we're the No. 1 name in real estate.*

#NOINTRONEEDED

+ Digital Retargeting Banner Ads



+ Stadium Out-Of-Home



+ Mobile First (Social)



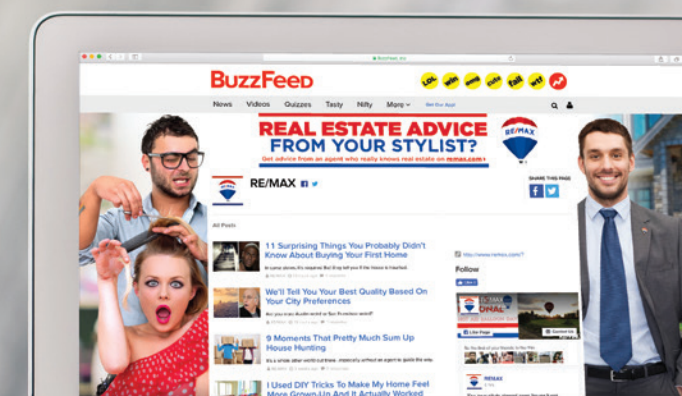
+ 2017 TV Ad Campaign



+ Print

+ "Inside Out" Bus Shelter Campaign

*MMR Strategy Group study of unaided awareness.



BUZZFEED.COM/REMAX

This immersive brand page gives visitors a playful experience that highlights the expertise of RE/MAX agents by inviting them to ask: "Where am I getting my real estate advice from?" Based on our in-house "Fauxpertise" campaign, the buzzfeed.com/remax page houses six articles (shared across BuzzFeed) that stop, engage and deliver value to Millennials, the largest group of homebuyers and sellers since the Baby Boomers.



THE
RE/MAX
COLLECTION®

FINE HOMES & LUXURY PROPERTIES



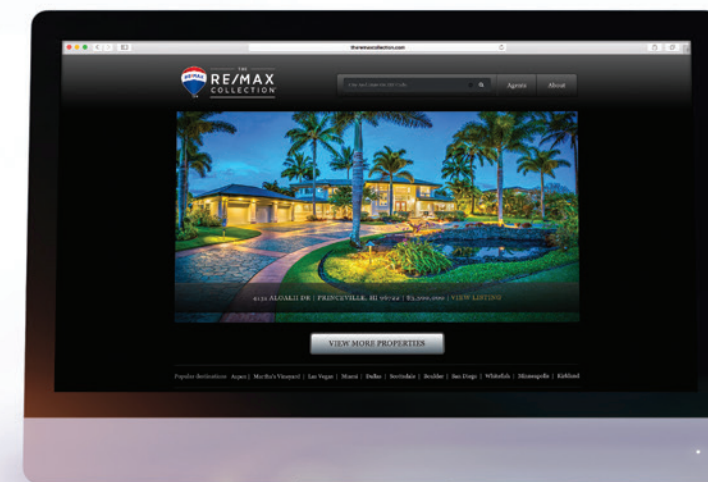
IT'S THE
DISTINCTION

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



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.

RE/MAX
COMMERCIAL®



**IT'S THE
INDEPENDENCE**

Ready to cut the red tape off your career? Get the scissors.



Fortune favors 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

3,000+

RE/MAX Commercial Practitioners in all market segments



\$11B

Commercial sales and lease volume¹



25,000

Commercial transactions closed

570+

RE/MAX Commercial offices and divisions



100+

Countries and territories with RE/MAX representation²



51

Countries with RE/MAX Commercial representation

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



REMAXCOMMERCIAL.COM

Powered by LoopNet, and redesigned in 2017, 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).

IT'S IN THE MIRACLES

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



**\$157 MILLION
IN DONATIONS**



RE/MAX



When it came to helping kids, we felt we had a responsibility. That's why in 1992, we leveraged the power of our network to fuel a vital nonprofit: Children's Miracle Network Hospitals. The cause started with a single telethon in 1983 and, with the backing of RE/MAX agents, now supports 170 hospitals throughout the U.S. and Canada. Helping 62 kids every minute.

100% of donations stay local. (It's true.) Every single penny is used to help kids in your city. Many agents give on behalf of their clients after each transaction. And bit by bit, it has totaled up to \$157 million. Achieving our goals by helping others achieve theirs. That's our mission.

#REMAX4KIDS



miraclehomeprogram.org

Completely revamped in 2016, The Miracle System (accessible via MAX/Center) is a custom site that helps RE/MAX offices and associates make donations to Children's Miracle Network Hospitals and create Honor Cards for clients. It makes buyers and sellers feel good about doing business with you – and generates loyalty. Tour the site at miraclehomeprogram.org.



Thank You