



**WHY  
RE/MAX?**



# WHY RE/MAX?

Discover what more than 110,000 agents around the world already know.

**RE/MAX gives entrepreneurs a place to thrive.** It's an environment of vast support services, extensive resources and incredible brand power.

INCREDIBLE **BRAND** RECOGNITION  
AND EXTENSIVE ADVERTISING  
ENTREPRENEURIAL ENVIRONMENT  
WORLDWIDE REFERRAL NETWORK  
HIGH COMMISSION CONCEPT  
FEE-FREE LEADS  
ESSENTIAL EDUCATION LEADING **TECH**  
CULTURE OF GIVING  
COMPLETE AGENT DEVELOPMENT  
ANNUAL CONVENTIONS  
MOST PRODUCTIVE REAL ESTATE NETWORK





# THE POWER OF THE BRAND

RE/MAX agents love the brand.

Place the RE/MAX balloon next to your name and instantly tap into incredible brand awareness, trust and reputation. The RE/MAX brand opens doors to more potential clients – **and more potential business.**

**20.6**

Average  
Transactions  
in Western Canada

Full-year 2015

**NOBODY**

sells more real estate  
than RE/MAX

Based on residential transactions.  
Source: CREA, RE/MAX.

**7,275**

Offices  
Worldwide

As of Q3 2016

**No. 1**

In Brand Name  
Awareness

Source: MMR Strategy Group study  
of real estate buyers and sellers

**RE/MAX**

By the  
Numbers

**\$176,204**

Average  
Commissions  
in Western Canada

Full-year 2015

More than

**110,000**

Agents  
Worldwide

As of Q3 2016

Over

**100**

Countries and  
Territories

**14.4**

Average Years  
In Real Estate

in Western Canada

Full-year 2015














# CHART TOPPING NUMBERS

Other companies may talk a big game, but there's no denying the numbers. **RE/MAX tops the charts across major metrics**, such as brand awareness and global presence.

If you're looking to join a winning team that inspires you to do great things, RE/MAX is your kind of place.

# RE/MAX vs. THE INDUSTRY

## CANADA

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS				
	BUYERS, SELLERS WHO KNOW BRAND <sup>1</sup>	AGENTS CANADA	AGENTS WORLDWIDE	OFFICES WORLDWIDE	COUNTRIES <sup>2</sup>
	95.5%	19,668	104,826	6,986	95+
	89.1%	16,745	16,000+	600+	1
	87.9%	8,685	101,400	6,900	63
	58%	2,745	84,800	3,000	34
	42.2%	7,960	7,960	200+	1
	36.2%	137	10,200	300	2
	29.4%	8,710	10,000+	187	2+
	16.9%	2,675	133,212	773	13
	16.5%	468	18,800	835	44

## THE RUNDOWN

### WHAT DO ELITE PRODUCERS LOVE MOST ABOUT RE/MAX?

A recent survey revealed:\*

- 1 Brand power/name recognition
- 2 Home of the top agents
- 3 Independence/freedom
- 4 Winning environment/culture

\*From an April 2016 survey of RE/MAX Diamond Award Club (\$1 million GCI), Titan Club (\$750K GCI) and Chairman's Club (\$500K GCI) members.

Data is year-end 2015, except as noted. Coldwell Banker, Century 21, Better Homes and Gardens and Sotheby's data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2015; Keller Williams, Royal LePage, Sutton and HomeLife data is from company websites and industry reports. 1. MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. 2. Based on lists of countries claimed at each franchisor's website, excluding claimed locations that are not independent countries (i.e. territories, etc.). 16\_82441



# #SELLYEAH

Are you looking for the biggest network or the best one? Other major networks may have more agents. But productivity rules at RE/MAX.

Check the numbers. RE/MAX is the only one that can say: **Nobody sells more real estate.\***

\*Based on residential transactions. Source: CREA, RE/MAX.



# 2015 SNAPSHOT

## RE/MAX OF WESTERN CANADA REGION

WE'RE  
**THRIVING**

**270** **6,553**  
OFFICES AGENTS

WE'RE  
**EXPERIENCED**

**14.4** **9.8**  
YEARS YEARS  
AVERAGE YEARS AVERAGE YEARS  
IN REAL ESTATE WITH RE/MAX

WE'RE  
**PRODUCTIVE**

**20.6** **\$9.53**  
SIDES MILLION

AVERAGE RESIDENTIAL  
TRANSACTION SIDES  
PER AGENT AVERAGE RESIDENTIAL  
SALES VOLUME  
PER AGENT

WE GET  
**RESULTS**

**131,965**  
RESIDENTIAL  
TRANSACTION SIDES

## THE RUNDOWN

### THE TOP 3 SOURCES OF NEW BUSINESS FOR TOP PRODUCERS

How do the most productive  
agents generate business?  
Referrals rule.\*

- 1 Referrals from consumers
- 2 Referrals from other agents
- 3 Internet leads

\*From an April 2016 survey of RE/MAX Diamond  
Award Club (\$1 million GCI), Titan Club (\$750K GCI)  
and Chairman's Club (\$500K GCI) members.



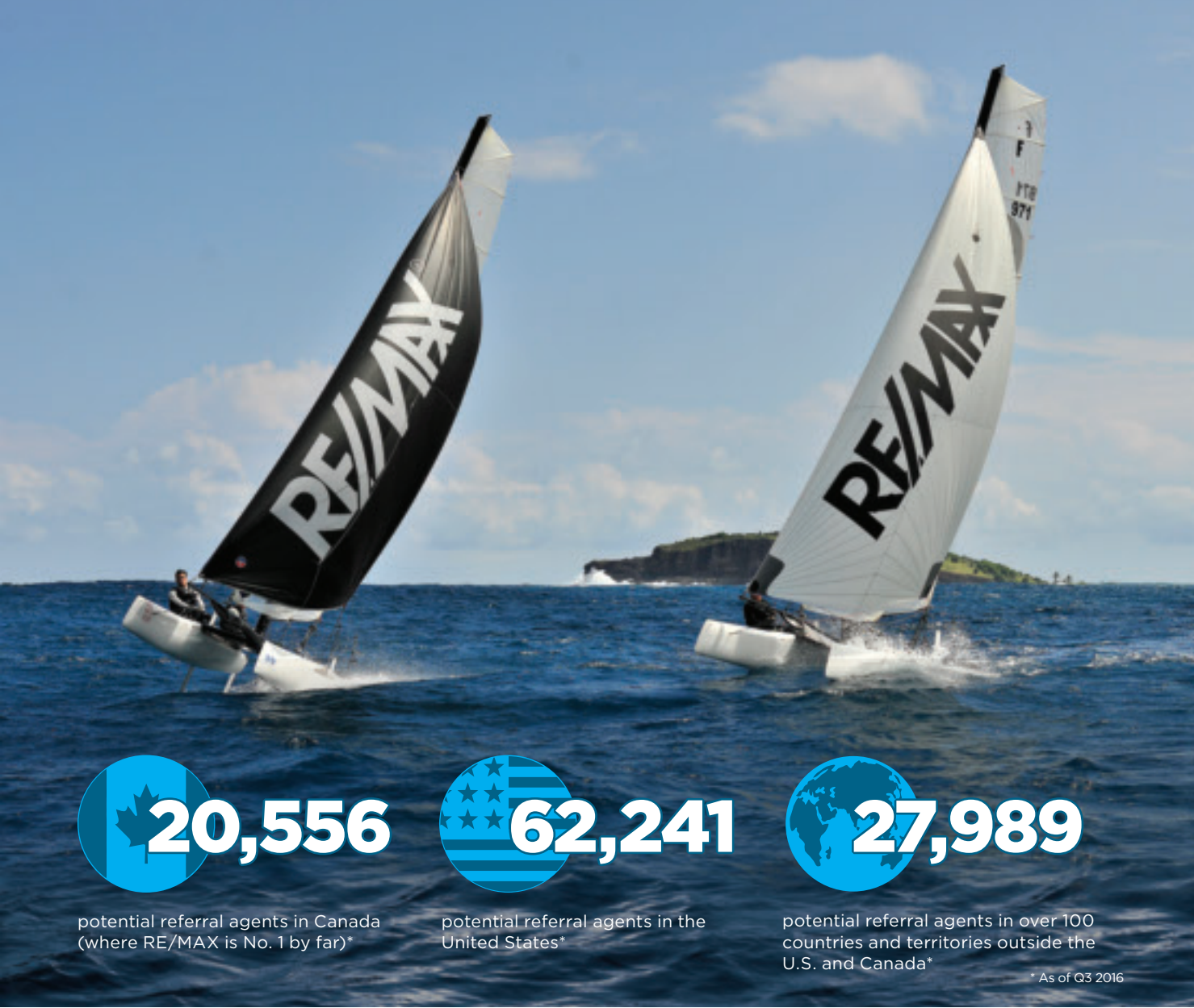
# REAL ESTATE IS GLOBAL. ARE YOU?

Small market or large, international real estate happens.

Every day, people relocate overseas, purchase vacation properties and buy investment real estate.

**With the RE/MAX global network, your market becomes the entire world.** Become the go-to resource for international referrals and you can create an entirely new income stream for your business.









# LOTS AND LOTS OF LEADS

Leads pour in at RE/MAX. **Nearly 4,800\* every month, in fact.**

Through the LeadStreet<sup>SM</sup> system, these leads are distributed directly to RE/MAX agents – with no tacked-on corporate fees.

Since its inception in 2009, LeadStreet has delivered **more than 203,000\*\* leads in Western Canada** resulting in numerous transactions.

\* Based on assigned and accepted Leadstreet® leads from May 2015-April 2016

\*\*Based on assigned and accepted Leadstreet® leads from 2009-2016

# LIFE OF A LEAD

MILLIONS OF CONSUMERS SEARCH FOR PROPERTIES ON:



remax.ca



global.remax.com



theremaxcollection.ca

DATA IS PROCESSED THROUGH



leadstreet<sup>SM</sup>

**203,000<sup>\*\*</sup>**  
FEE-FREE LEADS

DELIVERED TO RE/MAX AGENTS  
**REFERRAL FEE-FREE**



# EXCEPTIONAL EDUCATION

With RE/MAX, you receive more than training and education; you gain access to complete agent development.

The all-new, **award-winning RE/MAX University<sup>®</sup>** (RU) features a library of more than 1,000 videos, over 70 designations and certifications and countless opportunities for continual growth.

## THE MORE YOU LEARN, THE MORE YOU EARN<sup>\*</sup>

**Income averages in 2015:\***

ABR (Buyers)

**\$149,336**

CNHS (New Construction)

**\$159,125**

CRS (Residential)

**\$162,607**

CCIM (Commercial)

**\$199,565**

CLHMS (Luxury)

**\$274,252**

\* Among RE/MAX Associates holding each designation.



# INCREDIBLE EVENTS

There's nothing like a live event to invigorate your career. And no matter your niche or speciality, there's a RE/MAX event designed to fit your needs.

Whether it's the largest Canadian conference — **ACTIVATE**, the largest international conference — **R4** — or specialty events like the **RE/MAX OF WESTERN CANADA AWARDS NIGHT**, the **RE/MAX COMMERCIAL SYMPOSIUM** or **THE RE/MAX COLLECTION LUXURY FORUM**, you're sure to have an unforgettable experience through networking, education and entertainment.

# R4

RE/MAX OF WESTERN CANADA

*Awards Night*

# ACTIVATE





# TECH THAT CONNECTS YOU

With RE/MAX, you have an entire suite of innovative technology at your fingertips.

**It's all designed to save you time, boost your business and make your life easier.**

## THE NEW REMAX.CA

Overhauled in 2016, the new remax.ca offers consumers an innovative search experience that automatically suggests listings, agents, offices and neighbourhoods, while interpreting what the user is trying to search for. The website's new, responsive design adjusts to every device's screen size — no app required. RE/MAX has also created a blog with unique content on topics such as home renovations, décor trends, buying and selling, curb appeal and other topics, providing readers with helpful advice.



## Go With Those Who Know

Search By Neighbourhood, City, Address, or M.E.I.D.

### References

### Featured Homes



70 Higgins Place  
Ottawa  
613 941 9000



10 Beaumont Cr.  
London  
E3 7B 8B



26 Carver St  
Woodstock  
804.439.0101



813 Hayes St  
Ft. Myer, VA  
817-900

### Summary Guide

**Keywords:** *Marathon runners, self-efficacy, self-regulation, self-monitoring, self-control, self-discipline, self-motivation, self-actualization, self-fulfillment, self-identity, self-concept, self-esteem, self-worth, self-respect, self-love, self-compassion, self-kindness, self-acceptance, self-forgiveness, self-compassion, self-kindness, self-acceptance, self-forgiveness*

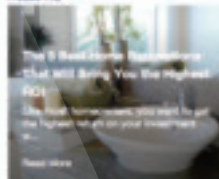
## in the Community



## Bussing &amp; Bussing

<http://www.wiley.com>

### One method



### Popular Culture

Toronto  
 Chicago  
 Seattle  
 Boston  
 New York  
 Los Angeles  
 London  
 Sydney  
 Hong Kong  
 ...

**Abstract**

Statistik  
 Dr. Catherine  
 Wilson  
 Keweenaw-Lake  
 Parkborough  
 Grosse  
 Pointe  
 Annapolis  
 Grosse  
 Pointe

- **Category**
- **Frequency**
- **Code**
- **Weight**
- **Subgroup**
- **Measure**
- **Program**
- **The Measurement**
- **Scoring**
- **Outcomes**

- Context
- Background
- Thesis Statement
- Open Thread
- Comments
- Comments
- Comments
- Comments



**MAX** CENTER

 Apps

My Apps

All Apps

## MAX/CENTER<sup>SM</sup>

Your hub for all things RE/MAX.  
Access everything you need  
with a simple click.

## ADDITIONAL TOOLS:

### LeadStreet<sup>SM</sup> Agent Websites

Your free fully customizable  
website connects you with  
consumers on a personal  
level.

**ABOVE**<sup>™</sup> {THE RE/MAX MAGAZINE}



The RE/MAX online  
publication, filled with  
compelling stories, real  
estate strategies and news  
you can use.

  
**LEADSTREET<sup>®</sup>**



Your one-stop shop for  
leads, contacts and listings.



Welcome, Agent ▾



DESIGN CENTER



Access and customize professional marketing materials for print, video, email and online promotions.



eCARE  
HELP CENTER



Expert solutions to your tech questions and concerns, 24/7.



MAIN STREET<sup>SM</sup>



Find logos, marketing materials, the international referral roster, event schedules and more!



RE/MAX  
UNIVERSITY<sup>®</sup>



Comprehensive real estate education – when you want it, where you want it.

# TECHNOLOGY SUITE

FLIP FOR

## THE RUNDOWN

### SMART MOVES

It's not enough to have a website and social profile. You also need a strategy.

- 1 Blog often
- 2 Create custom graphics
- 3 Automate your tweets
- 4 Create community pages

From "Secrets from a Social Media Master" from ABOVE, the RE/MAX magazine

A close-up, high-resolution photograph of a woman's face, showing her eyes, nose, and a wide smile. She has dark, wavy hair and is looking slightly off-camera. The image is set against a solid blue background.

# EVERYONE KNOWS YOUR NAME

The new RE/MAX of Western Canada campaign **Go With Those Who Know<sup>SM</sup>** showcases the professionalism, expertise and care of RE/MAX agents.

It's just the latest in a string of successful campaigns that make RE/MAX the most recognized name in real estate.\*

As a result, buyers and sellers know about RE/MAX—and you—long before they're ready to move.

\*Source: MMR Strategy Group of unaided awareness.



## THE RUNDOWN

### KEY MARKETING MOVES

When you merge a powerful global brand with great personal marketing, you create something special.

- 1 Include valuable, relevant information in your marketing.
- 2 Create and share original content, confirming your expertise.
- 3 In social media, focus on the platforms you care about most.
- 4 Be genuine. All the time.

From "5 Areas You Can't Afford to Overlook," from ABOVE, the RE/MAX magazine







# THE RE/MAX COLLECTION

Success in the luxury-home market requires a specific approach and a certain finesse.

With an elegant look and distinctive brand, **The RE/MAX Collection**<sup>®</sup> positions you as the luxury expert in your market – and around the globe.

Resources such as a dedicated website, distinctive signage, and ad programs with global publications provide invaluable assistance in promoting your luxury properties to millions of qualified buyers.



## Fine Homes & Luxury Properties

[theremaxcollection.ca](http://theremaxcollection.ca)

- 1 Earn the CLHMS designation through RE/MAX University®
- 2 Market yourself and your listings with the distinctive branding of The RE/MAX Collection
- 3 Enjoy worldwide listing syndication on websites including [theremaxcollection.com](http://theremaxcollection.com) and [global.remax.com](http://global.remax.com)
- 4 Network with other luxury professionals at The RE/MAX Collection Luxury Forum, held annually







# RE/MAX COMMERCIAL

With thousands of clients served and billions of dollars in transactions, RE/MAX Commercial® is one of the industry's most notable commercial networks.

**RE/MAX Commercial Practitioners** have access to industry-leading tools, training and resources – along with the extensive reach of the global RE/MAX referral network.

And it's all backed by the power and resources of one of the most recognized brands in residential real estate.



## A Better Way in Commercial Real Estate

[remaxcommercial.ca](http://remaxcommercial.ca)

1

Ranked as one of the Top 25 Commercial Real Estate Brokerage Networks by *National Real Estate Investor* magazine

2

RE/MAX closed more than \$11 billion USD in commercial sales and lease volume from more than 24,000 transactions in 2015

3

Commercial-specific education at annual events and through RE/MAX University

4

All product groups represented – industrial, land, hospitality, multi-family, etc.



# CULTURE OF CARING

RE/MAX agents are all about helping others – and it doesn't end with home sales.

Through the Miracle Home and Miracle Property programs, you can easily make a donation to your local Children's Miracle Network member hospital after each home sale. This way, you – and your clients – play a role in helping sick children get better.

**To date, RE/MAX affiliates in Canada have donated more than \$60 million to Children's Miracle Network.**







## THE RUNDOWN

### DOING GOOD IS GOOD BUSINESS

Here's why:

- 1 People want to do business with professionals who care.
- 2 You generate consistent, positive visibility in the community.
- 3 You meet great people who turn into clients.
- 4 You truly help people, which is always a good thing.

Source: Inc. Magazine





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

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