



**WHY RE/MAX?**





**16** AVERAGE  
TRANSACTIONS\*

\* U.S. agents, 2014



**\$108,000**  
AVERAGE COMMISSIONS\*

\* U.S. agents, 2014



What  
are  
**YOUR**  
numbers?



**100,000**  
AGENTS WORLDWIDE\*

\* As of April 1, 2015



# “WHY RE/MAX?”

100,000 agents around the world have asked themselves this same question.

In the following pages, you'll learn what they have: More than any other real estate network, RE/MAX provides the essential tools, services and support to help you achieve your goals – and pursue the life you want.

Make your next career step the best you've ever made.

Asking “Why RE/MAX?” is  
just the start of what could be  
a life-changing conversation.





WHY RE/MAX? 

# NOBODY SELLS MORE REAL ESTATE THAN RE/MAX









When you join the longtime leader in U.S. home sales – No. 1 every year since 1999 – you gain an incredible competitive edge.

With more than 40 years of expertise, stability and success, the RE/MAX brand opens doors. Then you do the rest – with the confidence and support that comes with having a powerhouse brand behind you.

If you like being on a winning team, you’ve come to the right place.

Sales leadership by total residential transaction sides.

## 2015 RE/MAX vs. THE INDUSTRY

|   | TRANSACTION SIDES PER AGENT<br>LARGE BROKERAGES ONLY <sup>1</sup> | U.S. RESIDENTIAL<br>TRANSACTION<br>SIDES <sup>2</sup> | U.S. NATIONAL<br>TV SHARE<br>OF VOICE <sup>3</sup> | COUNTRIES <sup>4</sup> | OFFICES<br>WORLDWIDE | AGENTS<br>WORLDWIDE |
|---|---|---|--|------------------------|----------------------|---------------------|
|    | 16.6  | 890,000+  | 53%  | 95+                    | 6,751                | 98,010              |
|    | 9.0   | 116,533   | 0%   | 30                     | 2,300                | 33,400              |
|    | 8.5   | 705,322   | 11%  | 37                     | 3,000                | 86,000              |
|    | 7.6   | Not released  | 32%  | 1                      | 1,100                | 35,000              |
|    | 7.5   | 394,989   | 4%   | 65                     | 6,900                | 101,200             |
|    | 6.7   | 700,000+  | 0%   | 11                     | 700                  | 112,000             |
|  | 6.7   | 57,335  | 0%   | 2                      | 280                  | 9,150               |
| Sotheby's   | 6.1   | 87,420  | 0%   | 44                     | 760                  | 16,600              |
|  | No data   | Not released  | 0%   | 1                      | 388                  | 18,000              |

### THE RUNDOWN

#### COMPETITIVE EDGE

What drives your success? We asked 200 elite producers about what helps them the most.\*

#### Top 5 Advantages at RE/MAX:

- 1 Brand power/name recognition
- 2 Reputation and credibility
- 3 Quality of agents
- 4 Complete agent development
- 5 R4® Convention and other events

\* From an April 2015 survey of RE/MAX Diamond Award Club (\$1 million GCI) and Chairman's Club (\$500K GCI) members.

©2015 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2014, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2014; Keller Williams, Weichert and Berkshire Hathaway HomeServices data is from company websites and industry reports. <sup>1</sup>Transaction sides per agent calculated by RE/MAX based on 2015 REAL Trends 500 data, citing 2014 transaction sides for the 1,460 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. <sup>2</sup>Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. <sup>3</sup>Percentage of TV advertising impressions among national real estate brands. Source: Nielsen Monitor-Plus / A25-54 GRPs Unequalized for ads placed through nationwide buys (not including Spanish-language television). Spot TV GRPs are equalized to national ratings for competitors running national campaigns. <sup>4</sup>Based on lists of countries claimed at each franchisor's website, excluding claimed locations that are not independent countries (i.e. territories, etc.).



WHY RE/MAX?



# PRODUCTIVITY IS CONTAGIOUS

RE/MAX is where good agents become great, and great ones become even better.

It's the right choice for anyone who's driven to raise their game. Put yourself into an energized, collaborative culture and there's no limit on what you can achieve.

**The result? The ability to pursue the lifestyle you want.**

**\$108,041**  
2014 average RE/MAX commissions in the U.S.

**\$105,355**  
2014 average RE/MAX commissions worldwide

REALTrends 500

The productivity gap among national brands becomes clear with data from large brokerages.<sup>2</sup>

Average transaction sides per agent<sup>2</sup>

**16.6 RE/MAX**

**7.8**  
everybody else

|      |                                 |
|------|---------------------------------|
| 13.6 | Prudential                      |
| 10.4 | Realty Executives               |
| 9.0  | ERA                             |
| 8.5  | Coldwell Banker/NRT             |
| 7.6  | Berkshire Hathaway HomeServices |
| 7.5  | Century 21                      |
| 6.8  | Real Living                     |
| 6.7  | Keller Williams                 |
| 6.7  | Better Homes & Gardens          |
| 6.1  | Sotheby's                       |
| 7.4  | All others                      |

## THE RUNDOWN

### GOOD HABITS

Do you spend time wisely? Top producers know what to do, and what not to do, every day.<sup>1</sup>

#### Their Top 3 Daily Activities:

- 1 Prospect and generate leads
- 2 Set priorities
- 3 Follow up and communicate

#### Top 3 Things They Avoid:

- 1 Administrative tasks
- 2 Gossip
- 3 Negative people

<sup>1</sup> From an April 2015 survey of RE/MAX Diamond Award Club (\$1 million GCI) and Chairman's Club (\$500K GCI) members.

<sup>2</sup> Based on 2015 REAL Trends 500 data, citing 2014 transaction sides and sales volume for the 1,460 largest participating U.S. brokerages (ranked by transaction sides).



EXTEND  
YOUR REACH  
WITH  
100,000  
AGENTS  
AND A NETWORK IN  
NEARLY 100  
COUNTRIES



WHY RE/MAX?

## REFERRALS CAN GO ANYWHERE

People move across town. They move across the country. And they move – or buy second homes – around the world. At RE/MAX, this presents unlimited referral opportunities. Your market becomes the entire world, with a skilled professional at the other end of the deal.

When you establish yourself as a go-to agent for referrals in your market, you can create a whole new stream of possible business.

**There's no corporate fee or interference with RE/MAX referrals.  
You choose the agents (or they choose you) and set your terms.**



potential referral agents in the  
United States



potential referral agents in Canada  
(where RE/MAX is No. 1 **by far**)



potential referral agents in nearly 100  
countries outside the U.S. and Canada

### THE RUNDOWN

#### MISSING OUT?<sup>1</sup>

Homes sold to overseas buyers tend to be at the higher end of the market, and cash sales are the majority (60%).

#### BUSINESS EXCHANGE<sup>2</sup>

When we asked elite producers about their No. 1 source of new business, there was a clear top answer: Referrals.

<sup>1</sup> Source: NAR, 2014 Profile of International Home Buying Activity. <sup>2</sup> From an April 2015 survey of RE/MAX Diamond Award Club (\$1 million GCI) and Chairman's Club (\$500K GCI) members.



## WHY RE/MAX?



# 2,800 FEE-FREE LEADS DELIVERED EVERY DAY

It rains leads at RE/MAX. Through the exclusive LeadStreet® system, RE/MAX agents receive online leads generated from remax.com and other proprietary websites.

Since its inception in 2006, LeadStreet has delivered more than 15 million leads – with no corporate fees added on.

**Connecting families with an agent who can help is the No. 1 mission of remax.com.**



Honey, great news.  
We're having twins!



My big promotion  
finally came!



We finally saved enough for  
that new vacation home.



Investing  
seems promising.



My company needs me  
to relocate overseas.

## THE RUNDOWN

### CONVERT THEM!

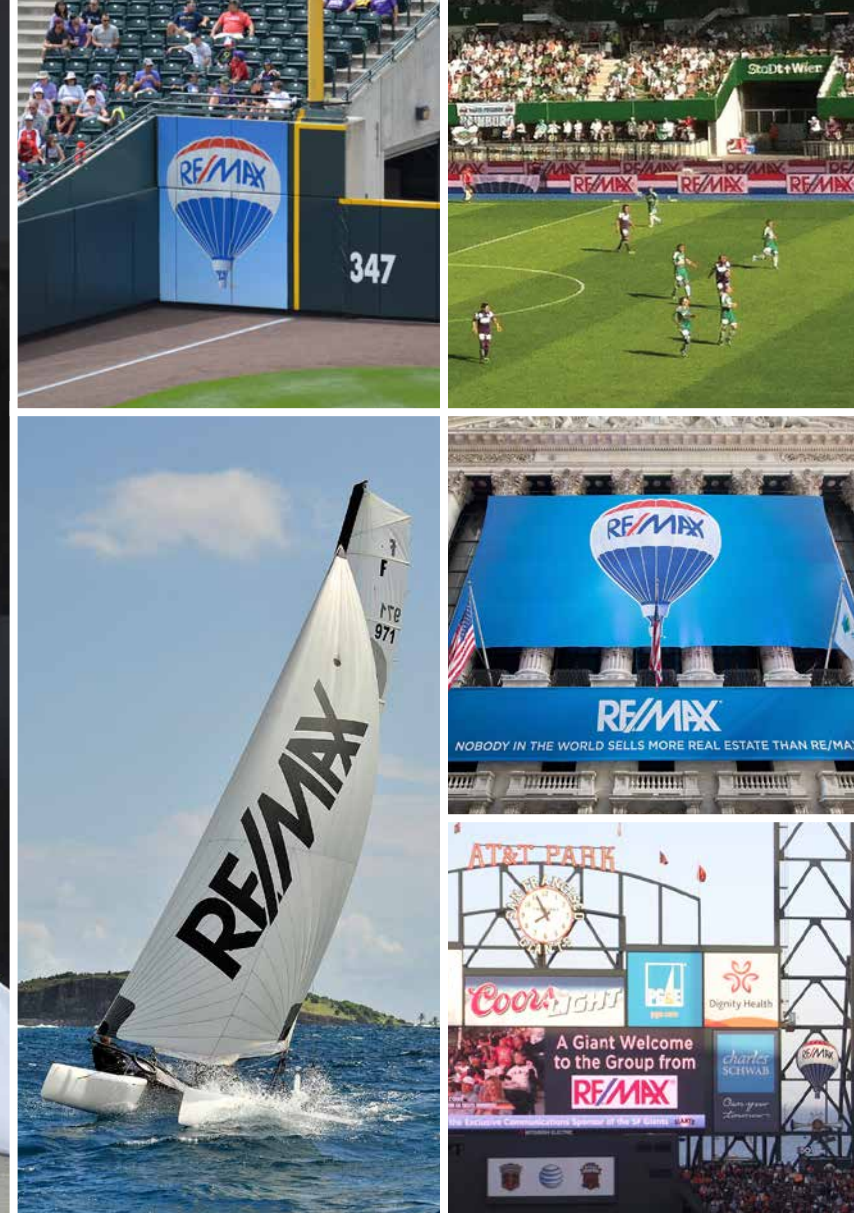
After you receive a lead, your next move makes all the difference.

#### 4 Keys With Leads:

- 1 Accept every lead. There are no bad leads.
- 2 Reach out immediately, within a minute if you can.
- 3 Don't call. Text instead. (It's less intrusive.)
- 4 Follow up and keep in touch. Be there when they're ready to move.

From "5 LeadStreet Secrets That Will Change Everything,"  
from ABOVE, the RE/MAX magazine





## WHY RE/MAX?

# EVERYONE KNOWS YOUR NAME

When you connect your name with the RE/MAX Balloon, one of the most iconic images in real estate, your visibility rises higher and higher.

RE/MAX is the No. 1 name in real estate\* thanks in part to decades of extensive advertising. At just about every turn, potential clients find RE/MAX ads – across TV, radio, print, outdoor signage, the Web and social media.

As a result, buyers and sellers know RE/MAX long before they're ready to move. And that's good news for every agent.

**When people think real estate, they think RE/MAX\* – and they think of you, the local agent.**

\* MMR 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?

## THE RUNDOWN

### WINNING COMBO

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

### 4 Key Marketing Moves:

- 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





## WHY RE/MAX?



# YOU CAN FIND YOUR NICHE

The RE/MAX Collection® and RE/MAX Commercial® offer specialized tools, advertising programs and business development for professionals working in luxury and commercial real estate.

Agents in these areas also enjoy the many other advantages of the RE/MAX brand and global network.

**Distinctive branding, tested systems and powerful resources create an edge for luxury and commercial specialists.**



theremaxcollection.com | Fine Homes & Luxury Properties

Earn the CLHMS designation through RE/MAX University®

Market yourself and your listings with the distinctive branding of The RE/MAX Collection

Enjoy worldwide listing syndication on websites including theremaxcollection.com and global.remax.com

Network with other luxury professionals at The RE/MAX Collection Luxury Forum, held annually



remaxcommercial.com | A Better Way in Commercial Real Estate

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

RE/MAX closed more than \$9 billion in commercial sales and lease volume from more than 25,000 transactions in 2014

Commercial-specific development opportunities through RE/MAX University

Annual RE/MAX Commercial Symposium brings together commercial professionals from around the world

## THE RUNDOWN

### LUXURY INSIGHT

#### Overheard at The RE/MAX Collection Luxury Forum:

“The Certified Luxury Home Marketing Specialist course is a must. You’ll gain access to graphics helping you tell the national story, and templates you can tailor to your own market. It’s worth it!”

### COMMERCIAL INSIGHT

#### Overheard at the RE/MAX Commercial Symposium:

“When you want to reach decision-makers, contact them early in the morning. They are often at their desks, there’s no gatekeeper yet, and they answer their own phones. This is prime time for you to contact them.”



## WHY RE/MAX?



# PROFESSIONAL DEVELOPMENT COUNTS

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

This approach has no end. Throughout your RE/MAX career, you're exposed to ongoing opportunities to grow and improve your business.

The award-winning **RE/MAX University®** (RU) provides tools, resources and programming for continual growth. Through RU, you can access live sessions, web-based programs, the most relevant designation courses and more than 1,000 on-demand videos covering almost every aspect of real estate.

**With RU, you can develop your skills anytime, from virtually anywhere.**



High-quality content fuels the annual R4 Convention, which also features globally recognized speakers and personalities, and the chance to network and exchange referrals with RE/MAX colleagues from around the world. There's nothing quite like R4.



## THE RUNDOWN

### COMPREHENSIVE AGENT DEVELOPMENT

Do you have easy access to specialized courses? It can make a big difference.

#### Income Averages in 2014\*:

- 1 ABR (Buyers): \$137,161
- 2 CRS (Residential): \$149,347
- 3 CNHS (New Construction): \$152,567
- 4 CCIM (Commercial): \$185,481
- 5 CLHMS (Luxury): \$247,532

\* Among full-year RE/MAX Associates holding each designation.



WHY RE/MAX?



# BECAUSE YOU CARE

At RE/MAX, helping others is what we do – 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 Hospital after each closed transaction. This way you – and your clients – play a role in helping sick children get better.

To date, RE/MAX agents have donated more than \$138 million to the charity.

**RE/MAX Agents Put Their Money Where the Miracles Are.**

RE/MAX AGENTS  
HAVE DONATED  
MORE THAN  
**\$138**  
MILLION

## THE RUNDOWN

### GOOD DEEDS

Everyone knows that charitable acts are good for the soul. But they're also good for business.

#### 4 Reasons to Give Even More:

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

Source: Inc. Magazine





## WHY RE/MAX?



# OUR TECH CONNECTS YOU

With RE/MAX, you have an entire suite of cutting-edge technology resources at your fingertips.

You can access powerful lead management systems, refer clients to agents and offices around the world, create professional marketing pieces, earn a certification and much, much more.

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



### RE/MAX Design Center

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

### LeadStreet®

Connecting you to the visitors on RE/MAX websites, LeadStreet delivered more than 1 million fee-free leads in 2014.

### RE/MAX Mainstreet®

Your hub for all things RE/MAX. Find logos, marketing materials, event schedules, RE/MAX products and much more.

### RE/MAX Web Roster

Online contact database that showcases your skills and helps you find the right agents for your referrals.

### RE/MAX University®

Comprehensive online real estate business development – when you want it, where you want it.

### ABOVE® magazine

The RE/MAX online publication, filled with tips and strategies for your business.

### eCare Help Center

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



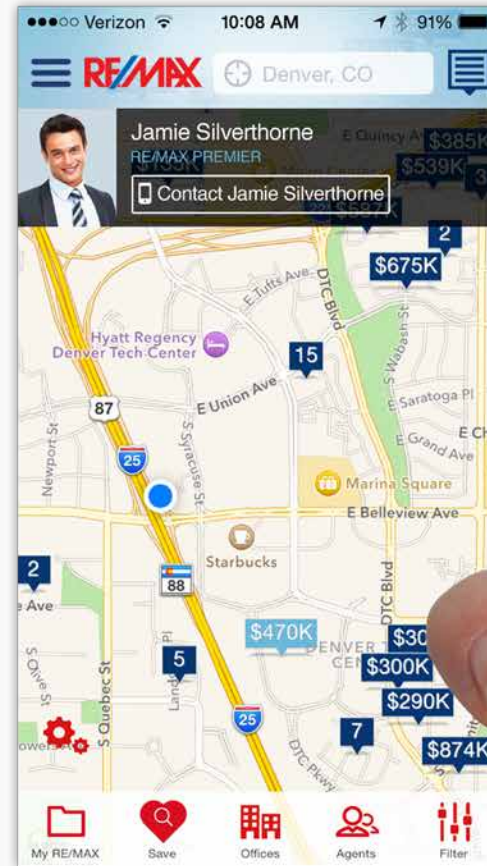
### RE/MAX Real Estate Search

RE/MAX >

Details

Ratings and Reviews

Related



### RE/MAX Mobile App

Provide your clients with a real estate search app, branded to your business.

## THE RUNDOWN

### SMART MOVES

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

#### 4 Strategic Tech Steps:

- 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



WHY RE/MAX?



# YOU'RE IN CHARGE OF YOUR BUSINESS

Who knows how to best run your business? You do.

Entrepreneurs thrive at RE/MAX. In fact, the entire model is built upon supporting those who desire the freedom to carve their own path.

The goal is to empower you with incredible tools and resources – not restrict you with bureaucracy, regulations and directives.

At RE/MAX, you're in business  
for yourself, but not by  
yourself.

HOW DOES YOUR  
SITUATION  
STACK UP?

HIGH COMMISSION  
CONCEPT  
CULTURE & GIVING  
MOST PRODUCTIVE  
REAL ESTATE NETWORK

WORLDWIDE REFERRAL  
NETWORK

INCREDIBLE  
RECOGNITION BRAND

AND EXTENSIVE ADVERTISING

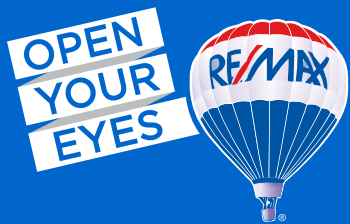
ENTREPRENEURIAL ENVIRONMENT

COMPLETE  
AGENT DEVELOPMENT

FEE-FREE LEADS

ANNUAL CONVENTIONS





**See for yourself.**

[seeremax.com](http://seeremax.com)