



Build Your Business With RE/MAX[®]

Unstoppable Starts HereSM





<p>MISSION</p>	<p>DELIVER THE BEST EXPERIENCE IN EVERYTHING REAL ESTATE</p>	<p>VISION</p> <p>TO BE THE GLOBAL REAL ESTATE LEADER</p> <p>THE ULTIMATE DESTINATION FOR PROFESSIONALS AND CONSUMERS</p>	<p>RE/MAX HOLDINGS, INC.</p> <p>VALUES</p> <p>DELIVER TO THE MAX</p>
<p>BELIEFS</p>	<p>WE BELIEVE IN THE VALUE OF FULL-TIME DIVERSE PROFESSIONALS. WE BELIEVE IN PREPARATION, EDUCATION AND CONSTANT GROWTH. WE BELIEVE IN BOTH EXPERIENCE AND INNOVATION. WE BELIEVE IN THE POWER OF ASSOCIATION - AND THAT INDIVIDUALS THRIVE IN POSITIVE, PRODUCTIVE, INCLUSIVE ENVIRONMENTS.</p>		<p>CUSTOMER OBSESSED</p> <p>DO THE RIGHT THING</p> <p>TOGETHER EVERYBODY WINS</p>



RE/MAX ONE: The Difference

What sets us apart?



“REDEFINING REAL ESTATE”

RE/MAX | ONE's vision is to **REDEFINE** the national landscape of real estate practice. Too many agents enter the field with theoretical concepts of real estate, and not enough of the kinds of practical applications that help them build their business and guide their clients smoothly through a transaction. By providing agents with education that includes these client-centered, practical skills, **RE/MAX | ONE** aspires to develop more competent real estate professionals, increase the number of satisfied real estate consumers, and promote stronger real estate markets across the country.



Education: We Meet You Where You're At

RE/MAX ONE has customized training programs to teach you need-to-know information to conduct your business at beginner, intermediate, and advanced stages of real estate practice.



Steppingstones to Success: Mastering the Core Elements of Real Estate



COURSE DESCRIPTION

Steppingstones to Success is a comprehensive training program designed to equip participants with the essential skills and knowledge needed to excel in the dynamic world of real estate. Covering a wide range of topics, this program provides invaluable insights and practical strategies for navigating every component of the real estate transaction process. With expert guidance and hands-on exercises, attendees gain the confidence and expertise needed to succeed in today's competitive real estate market.



**GAIN
CONFIDENCE**



**WRITE
STRONGER OFFERS**

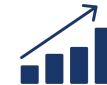
BENEFITS



**NEGOTIATE
BETTER TERMS**



**CLOSE
MORE DEALS**



**INCREASE
YOUR BUSINESS**

A Consistency Mindset: How to Avoid the Real Estate Roller Coaster

A CONSISTENCY MINDSET:
How to avoid the real estate roller coaster
www.joinremaxone.com
RE/MAX ONE

COURSE DESCRIPTION

A Consistency Mindset offers a comprehensive approach to elevate real estate professionals' success. The program emphasizes building a robust business foundation through goal setting, financial management, and time optimization, fostering long-term sustainability and growth. By instilling a mindset of consistency, agents are empowered to thrive in the ever-evolving real estate landscape, achieving enduring success and client satisfaction.



**BOOST LEAD
GENERATION**



**BUILD A REFERRAL
BASED BUSINESS**

BENEFITS



**INCREASE
CLIENT LOYALTY**



**MASTER
NEGOTIATION SKILLS**

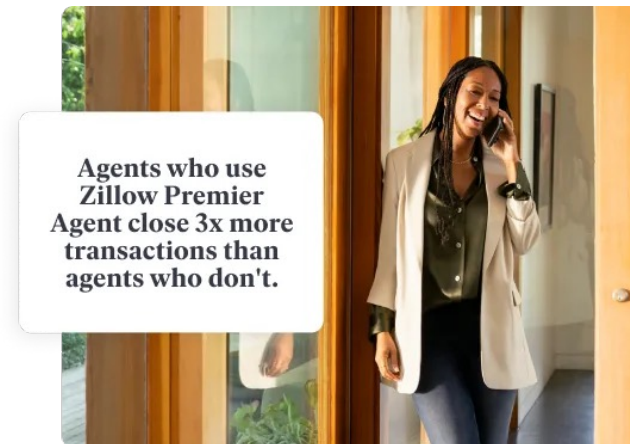


**SKYROCKET
YOUR SALES**

RE/MAX ONE Generates Local Leads for Agents: Partnership with Zillow Flex

RE/MAX ONE has a partnership with Zillow Premier Agent to provide you with LIVE seller and buyer connections in YOUR local market.

Get 10+ new connections per month and easily add 12 deals per year to your business.



Zillow Timeline: The path to closing **8+** Zillow deals in your first year with RE/MAX ONE

Days 0-30

- **Zillow Training:**
Receive elite Zillow training to become a top performing agent.
- **Zillow Tech Setup:**
Build your Zillow profile and establish routing rules.

Days 30-60

- **Zillow Launch:**
Maximize conversion with 2 individual coaching sessions.
- **LIVE Connections:**
Receive hot, LIVE buyer and seller connections.

Days 60-120

- **Zillow Process Group:**
Weekly meeting to review connections.
- **LIVE Connections:**
Receive hot, LIVE buyer and seller connections.






Days 120+

- **Monthly Team Mastermind:**
Continue receiving LIVE connections.
- **LIVE Connections:**
Receive hot, LIVE buyer and seller connections.

Receive 130+ Seller & Buyer Connections Per Year

The **6 Figure** Sales Plan: The Road Map to 6 Figures in Your First Year in Real Estate






5 Streams of Business

	1	2	3	4	5
Lead Source	Zillow Connections	Open Houses	Social Media	Sphere of Influence	Zillow Referrals
# Deals	8-12	2-4	1-2	3-5	2-4
					

Total GCI* = \$153,600 to \$259,200

The **Quarter Million** Sales Plan:
The Road Map to \$250 Million in Your First Year with RE/MAX ONE

5 Streams of Business

	1	2	3	4	5
Lead Source	Zillow Connections	Open Houses	Social Media	Sphere of Influence	Zillow Referrals
# Deals	10-14	3-5	3-5	10-12	3-5
					

Total GCI* = \$278,400 to \$393,600

RE/MAX ONE Commission Splits

We win when our agents win, and so we start all prospective agents with a generous 80/20 commission split + sign on bonus to join.

And this is only our baseline.

If you're a top producer who wants to negotiate a customized commission plan, we'd love the opportunity to have a conversation about what it would take to make you make the switch.

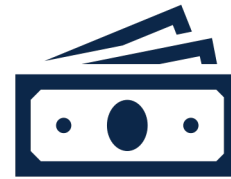
***Note:** RE/MAX ONE is a no-fee brokerage

ASK what
We can
offer **YOU**

RE/MAX ONE's Income Accelerator Program

YOUR PATH TO PASSIVE INCOME

RE/MAX ONE is redefining how real estate brokerages operate, and we want to reward you for helping people understand that.



Receive a 1-time sign on bonus for any agent who joins because of you.



5% Revenue share of company dollar for any personal deals they close.

RE/MAX ONE's Income Accelerator Program

SIGN ON BONUS

Sign on Bonus	Agent Production
\$250	\$0-1M
\$500	\$1-2M
\$1,000	\$2-3M
\$1,500	\$3-4M
\$2,000	\$4-5M
\$2,500	\$5+M

We want to reward **you** first and foremost. So, we are offering you a bonus per agent you bring that joins RE/MAX ONE.

REVENUE SHARE

5% of the
company dollar

Average agent recruit = **\$705**/ year*

When they earn, you earn. Start your downline and path to passive income by helping us bring the best to RE/MAX ONE.



Productivity





RE/MAX[®]: the #1
name in real estate.

RE/MAX

*Source: MMR Strategy Group study of unaided awareness.
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Unstoppable Starts HereSM



More buyers
and sellers
think of RE/MAX[®]
than any other
real estate brand.*

RE/MAX

*Source: 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? ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 22_823

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Voted #1 most trusted real estate agents in the USA* & Canada.**



RE/MAX

*Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study, years 2023, 2022 and 2019.
**Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2019-2023 and 2017.
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RE/MAX[®] agents
closed **over 1.7
million total
transaction sides**
in 2022.*

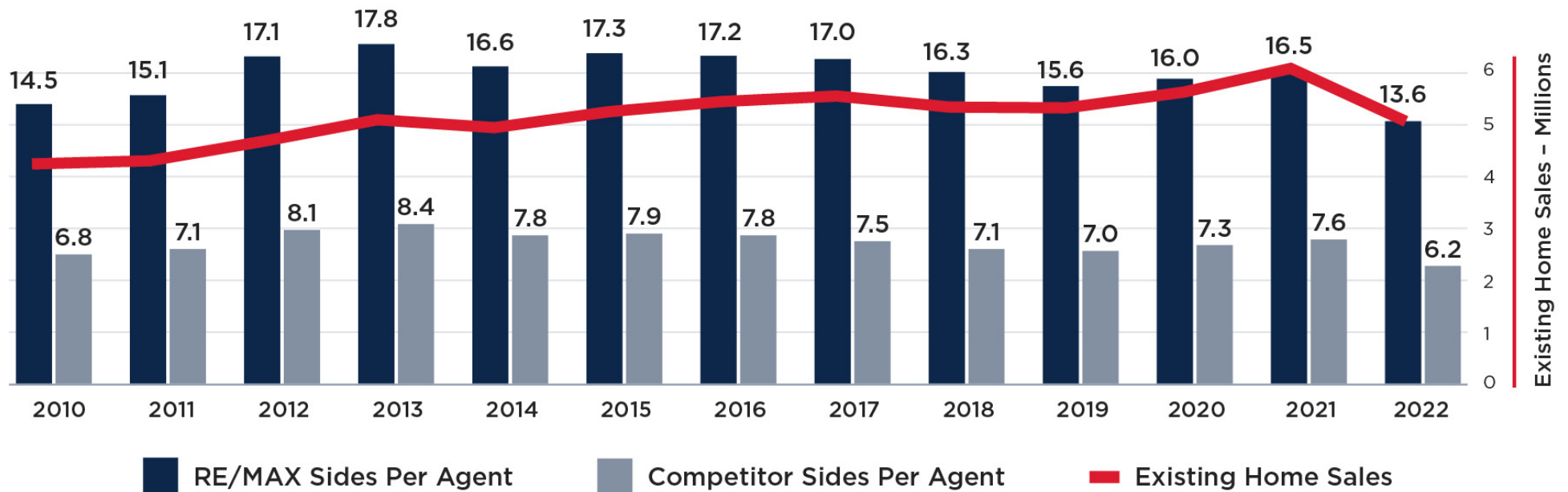


RE/MAX

*Based on worldwide total transaction sides for full-year 2022. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 22_823

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RE/MAX® Agents Thrive In Good & Bad Markets

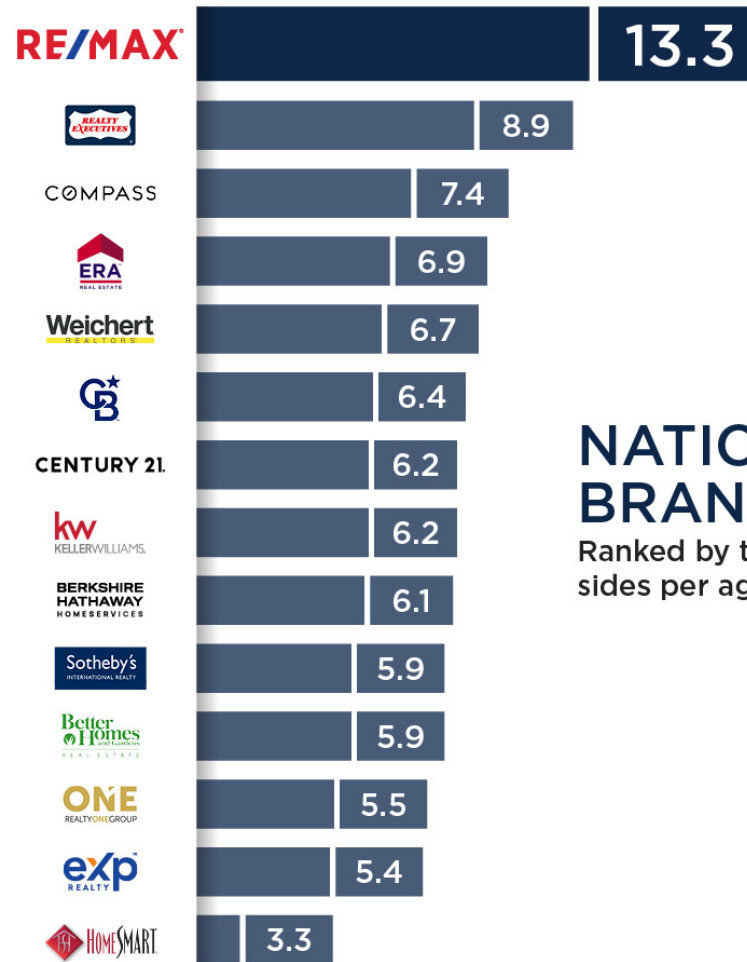


Sources: Average transaction sides per agent based on RealTrends 500 data, citing transaction sides for the largest participating U.S. brokerages for each respective year from 2010 to 2022. Existing home sales from National Association of Realtors. 22_741 ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 22_823

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When it comes to agent productivity, RE/MAX® agents lead the way.

That means more RE/MAX yard signs, more brand building and more closed transactions.



NATIONAL BRANDS*
Ranked by transaction sides per agent

RE/MAX®: A powerful network of over 140,000 agents.

WE'RE THRIVING

3,462 OFFICES	58,719 AGENTS
-------------------------	-------------------------

WE'RE PRODUCTIVE

13.3 SIDES	\$4.86 MILLION
<small>AVERAGE RESIDENTIAL TRANSACTION SIDES PER AGENT</small>	<small>AVERAGE RESIDENTIAL SALES VOLUME PER AGENT</small>
\$135,506 AVERAGE COMMISSION	
<small>EARNINGS PER AGENT</small>	








WE'RE EXPERIENCED

15.7 YEARS	9.6 YEARS
<small>AVERAGE YEARS IN REAL ESTATE</small>	<small>AVERAGE YEARS WITH RE/MAX</small>

WE GET RESULTS

781,377 RESIDENTIAL TRANSACTION SIDES

WE CELEBRATE
INDIVIDUAL & TEAM SUCCESS

\$2 MILLION+		150
\$1 MILLION+		520
\$750K TO \$999,999		488
\$500K TO \$749,999		1,361
\$250K TO \$499,999		5,497
\$100K TO \$249,999		14,496
\$50K TO \$99,999		10,653

The Power of RE/MAX ONE

Year established

2018

Location(s)

4

- 📍 Uncasville, CT
- 📍 Plainfield, CT
- 📍 West Hartford, CT
- 📍 Millbury, MA

Agent count

100+

Office productivity

\$250 Million



The Power Of RE/MAX®

9,000+
Offices worldwide

140,000+
Agents worldwide

A presence in
over 110
countries &
territories



RE/MAX

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The strength
of our network
is our network.

Expand your connections locally and globally.



COMMERCIAL
SYMPOSIUM



Committed To Giving Back To Others

10 MILLION+
kids and families
helped each year

170
hospitals supported
across North America



Nearly
\$200 MILLION
donated by the
RE/MAX® network¹

31
year partnership



Listing Flyer



Social Graphics



Be The Voice For Industry Progress



Brand & Advertising

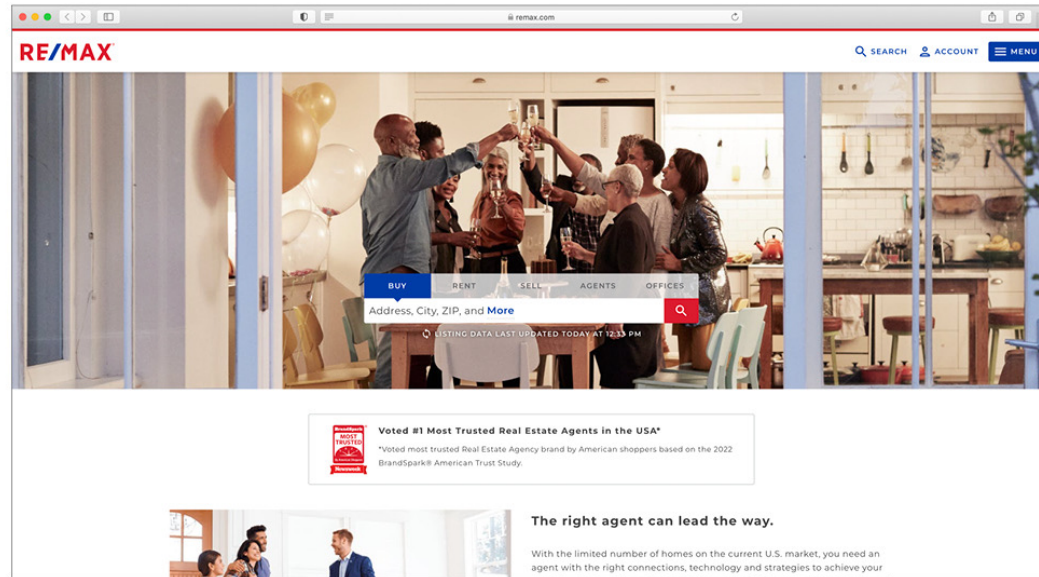
THE
RE/MAX
COLLECTION®

RE/MAX®

RE/MAX
COMMERCIAL®



Buyer and seller leads flow through multiple platforms to agents.



remax.com



1.76 Million Leads

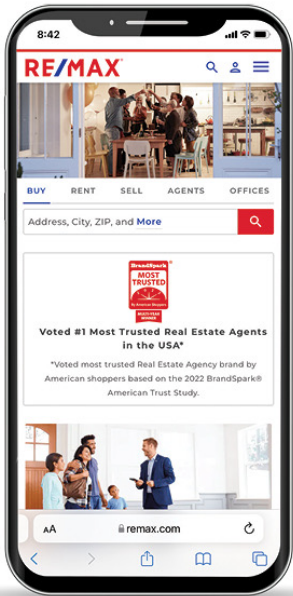
Generated Worldwide in 2022 for RE/MAX Agents - REFERRAL FEE FREE!*



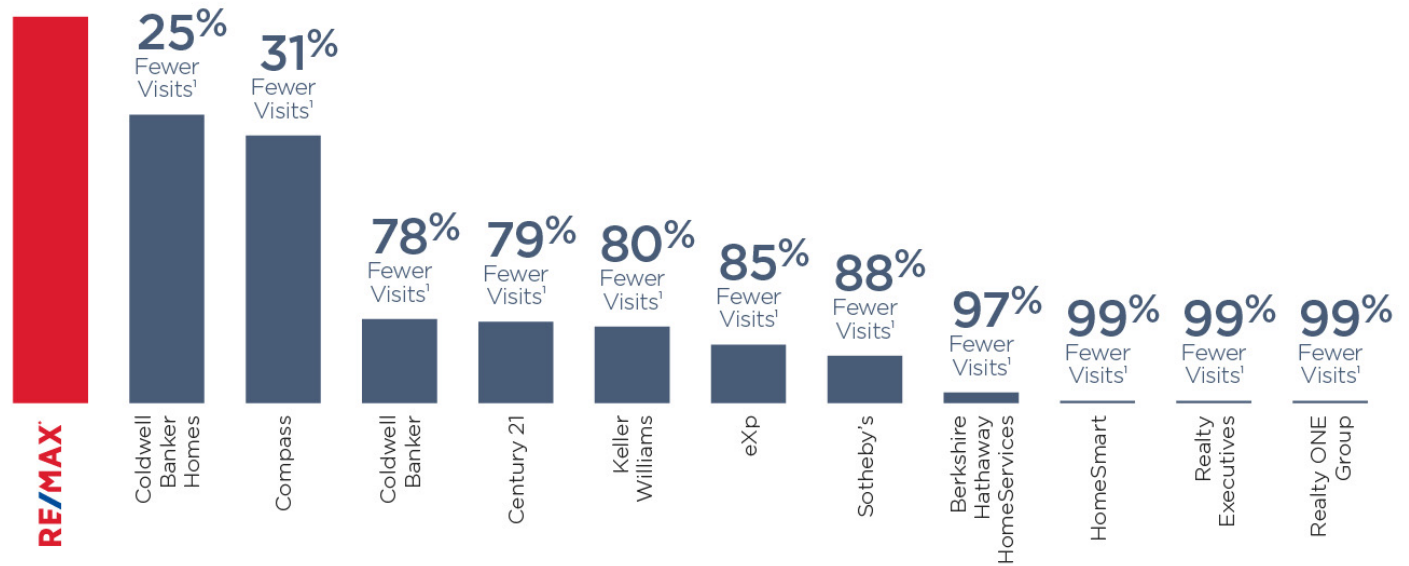
*Source: Internal data, Google Marketing platform, full year 2022. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 22_823

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RE/MAX.COM: #1 Real Estate Franchisor Site¹ Over 120 Million Visits²



RE/MAX® vs Competitors



Data from January-December 2022

RE/MAX

¹Source: More visits than any other national real estate franchisor website, according to SimilarWeb report of 2022 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category. ²Source: RE/MAX first-party data for full-year 2022. Not all brands are franchisors. Redfin has nearly 8x as much traffic as remax.com. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_823

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RE/MAX® reaches consumers through local and national advertising to generate leads for agents.



5.3 Million
Print Impressions

441 Million
TV/Cable Impressions

75 Million
Balloon Impressions

1.3 Billion
Social Impressions

413 Million
Digital Video Impressions

149 Million
Sports Partnerships

86 Million
Audio Impressions

415 Million
Display Impressions

1.69 Billion
Out of Home Impressions

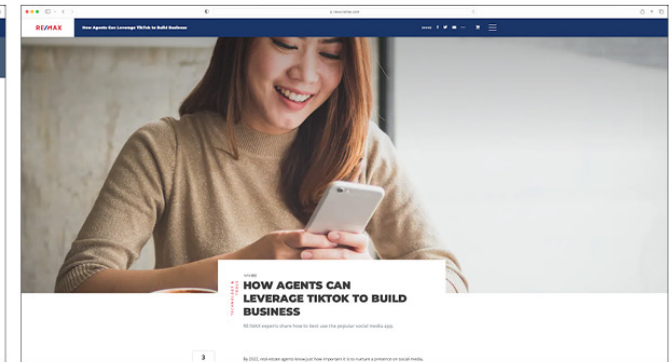
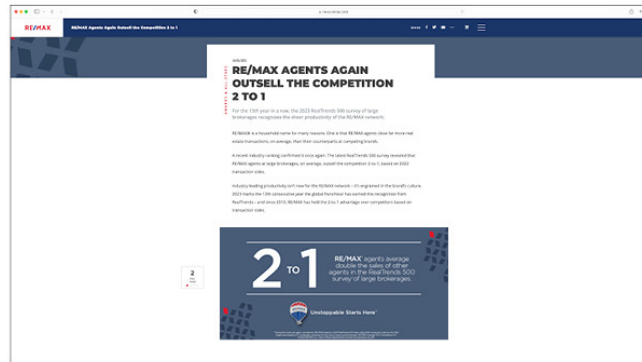
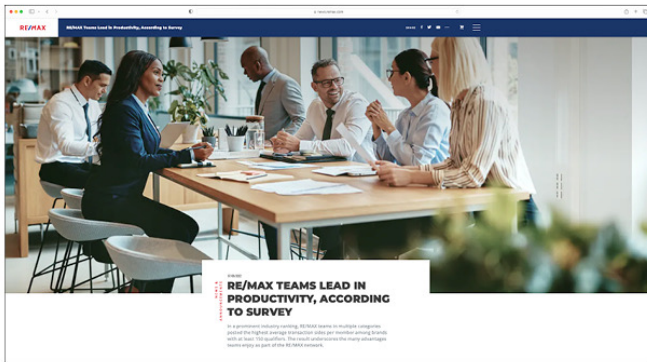
4.6 Billion Advertising Impressions
(Expected to be delivered in 2023)



2023 performance estimates based on third-party projection data as well as past performance data. RE/MAX, LLC does not guarantee, and is not in any way responsible for, the accuracy of estimates and third-party data. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 22_823

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RE/MAX® News: A source for news and updates.



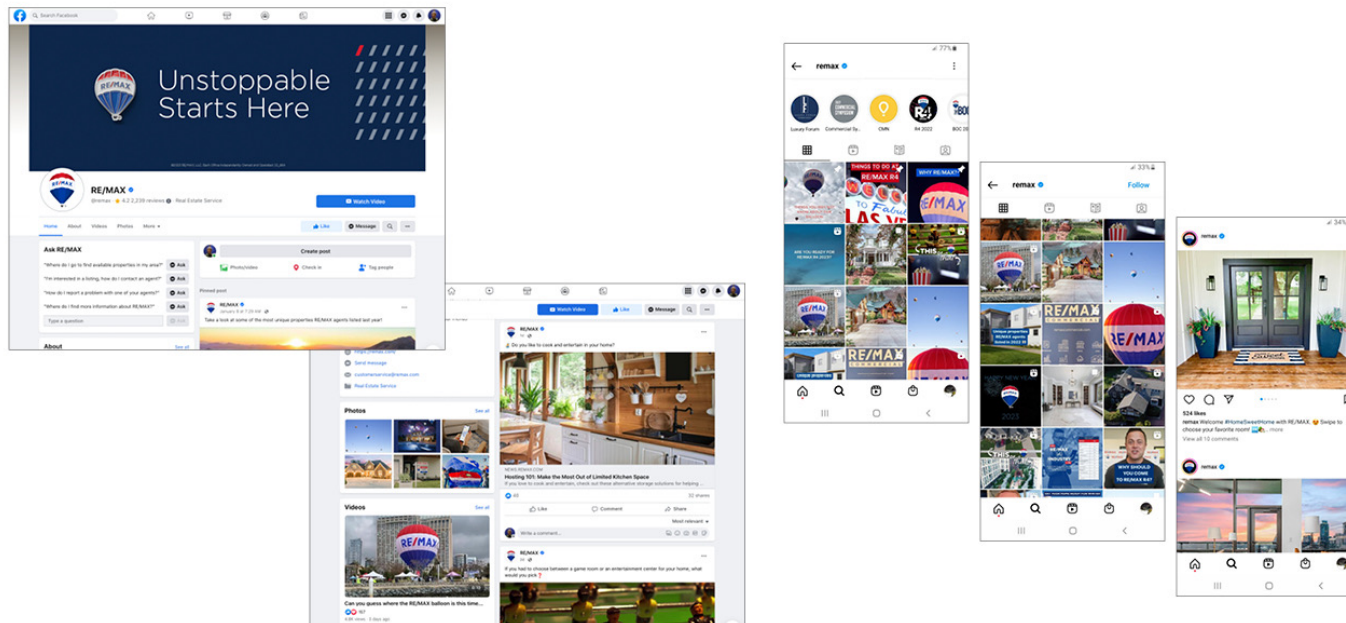
1 million+ Page Views in 2022*



*Source: Google Analytics, Jan. 1 - Dec. 31, 2022. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 22_823

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RE/MAX® reaches consumers on social media to drive awareness of the brand and agents.



→ 2.1 billion+ impressions delivered in 2022*

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*Source: 2022 first-party platform direct data combined with vendor data. Does NOT include numbers from We Are RE/MAX social pages.
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THE
RE/MAX
COLLECTION®

Fine Homes & Luxury Properties



RE/MAX

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Build Your Luxury Presence



DISCOVER A WORLD OF DIFFERENCE

The RE/MAX Collection® luxury agents know more than luxury properties; they know luxury lives in the details. It starts with a vision. Next is personalized service, sophisticated marketing strategies, diverse knowledge and global connections. The dedication to those details is the difference.

THE RE/MAX COLLECTION
Fine Homes & Luxury Properties

The right luxury agent can lead the way.
remax.com/luxury

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DISCOVER A WORLD OF DIFFERENCE

The RE/MAX Collection® luxury agents know more than luxury properties; they know luxury lives in the details. It starts with a vision. Next is personalized service, sophisticated marketing strategies, diverse knowledge and global connections. The dedication to those details is the difference.

THE RE/MAX COLLECTION
Fine Homes & Luxury Properties

The right luxury agent can lead the way.
remax.com/luxury

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JUST LISTED

RE/MAX OFFICE NAME
TEAM NAME
Agent Name(s)
Agent Title
(800) 555-1212 (label)
email@teammail.com
www.teamwebaddress.com
Lic #

THE RE/MAX COLLECTION

DISCOVER A WORLD OF DIFFERENCE

THE RE/MAX COLLECTION
Fine Homes & Luxury Properties

The right luxury agent can lead the way.
Luxury Home Search

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The right luxury agent can lead the way.

Market Your Luxury Brand



The Luxury Launchpad
Powered by LUXVT



SCAN TO VISIT
THE LUXURY LAUNCHPAD

RE/MAX

COMMERCIAL[®]



RE/MAX

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Expand Your Business



Global stats:

55,000+ Commercial Transactions
 \$21.9 Billion+ Commercial Volume
 13,322 Commercial Associates
 in all market segments



Data is full-year or as of year-end 2022, as applicable. 'Commercial transactions, sales and lease volume.
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Education



Gain the educational resources to take your business to the next level.



New agents who engaged with RE/MAX University on average:



Closed 82% to 110% more transactions.
Earned 99% to 375% more in commissions from year 1 to year 2.*



*Based on a range of averages from 4 agent cohorts in a study of agents who participated in at least one online RU course during their first year with RE/MAX.
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Become More Credible To Your Buyers And Sellers

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

CCIM Designation
Certified Commercial Investment Member

SRES

SRES Designation
Seniors Real Estate Specialist

SFR
SHORT SALES &
FORECLOSURE
RESOURCE

SFR Designation
Short Sales & Foreclosure Resources

SRS
SELLER REPRESENTATIVE SPECIALIST

SRS Designation
Seller Representative Specialist

MILRES
MILITARY RESIDENTIAL SPECIALIST

MILRES Certification
Military Residential Specialist

CLHMS
Certified Luxury Home
Marketing Specialist®

CLHMS Certification
Certified Luxury Home
Marketing Specialist

**Certified
NEW HOME
SPECIALIST™**

CNHS Designation
Certified New Home Specialist

**Residential
Remodeling
Specialist™**

RRS Designation
Residential Remodeling
Specialist

**Residential
Construction
CERTIFIED™**

RCC Designation
Residential Construction
Certified

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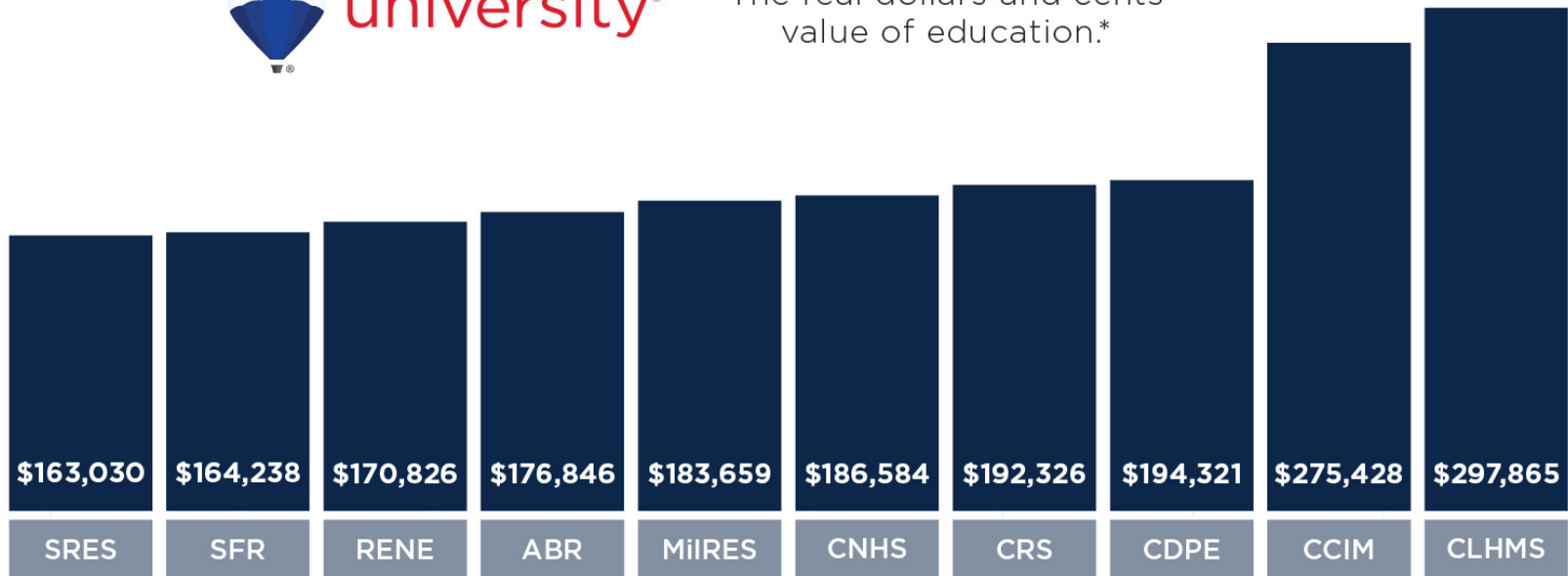
The More You Learn, The More You Earn[®]



university[®]

The real dollars and cents value of education.*

Average
RE/MAX[®]
Commission
Income
\$135,506

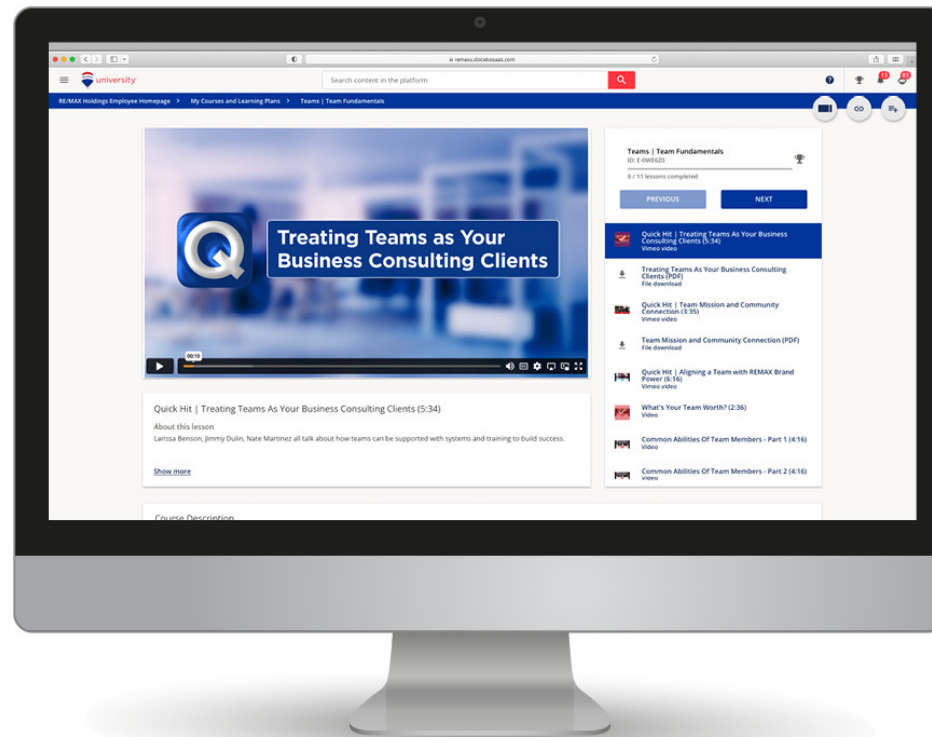


RE/MAX

*2022 average commission income for RE/MAX designees in the U.S.
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Build and function within your team your way.



Build And Grow A Profitable Team



The Certified REAL TEAMS Team Leader program, exclusive to RE/MAX®, offers team leaders solutions to help build or improve a team of any size.



Reach Your Goals With Training Courses



CERTIFIED
REALTEAMS[®]
TEAM LEADER
Powered by **WORKMAN SUCCESS SYSTEMS**

BAM
Buyer Agent Mastery

BAM shows you how to be more efficient and effective when representing a buyer.

AMP
Admin Mastery Program

AMP puts operation excellence at your fingertips. Master how to get the most out of your CRM, create marketing campaigns, follow-up effectively, manage daily time-consuming tasks and more.

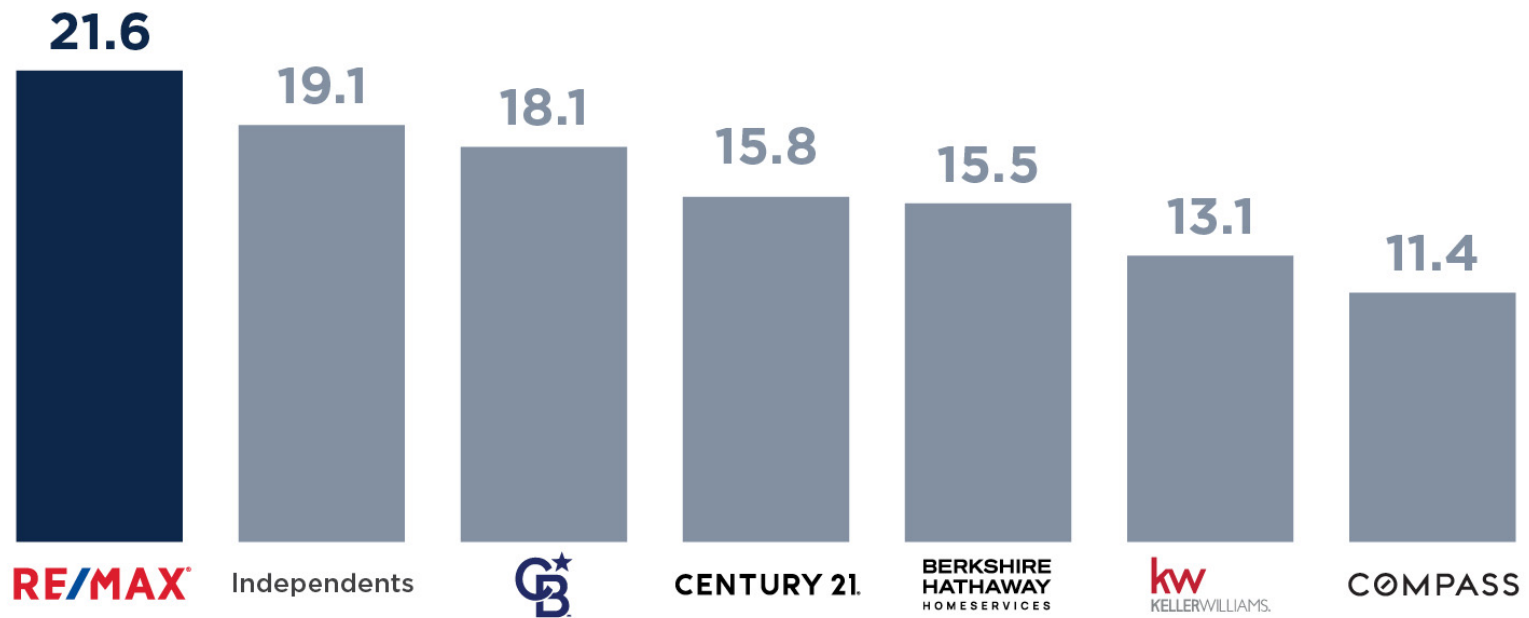
SLAM
Seller Listing Agent Mastery

The training material provides tools to help win in a crowded market and is informed by the best listers in the country.

RAMP
Rising Agent Mastery Program

RAMP gives a balanced overview of the essentials to help you ramp up your real estate business and become an all-star agent.

RE/MAX® teams outproduce the competition.



RE/MAX® teams outproduce competitor teams based on average transaction sides per agent.¹

RE/MAX

Source: RealTrends 2023 "America's Best Real Estate Professionals," based on 2022 residential transaction data from participating U.S. agents. Comparing RealTrends Network Affiliation breakouts, brands with at least 150 qualifying teams are included. "Independents" include multiple non-franchise brands and affiliates of Leading Real Estate Companies of The World. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 22_823

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RE/MAX ONE

Individual Career Development & Accountability

- Business goals
- Business planning
- Business coaching
- Agent training
- Masterminding
- Accountability
- Technology training
- Marketing training





Technology





Promote yourself

Generate leads



MAXTECHSM

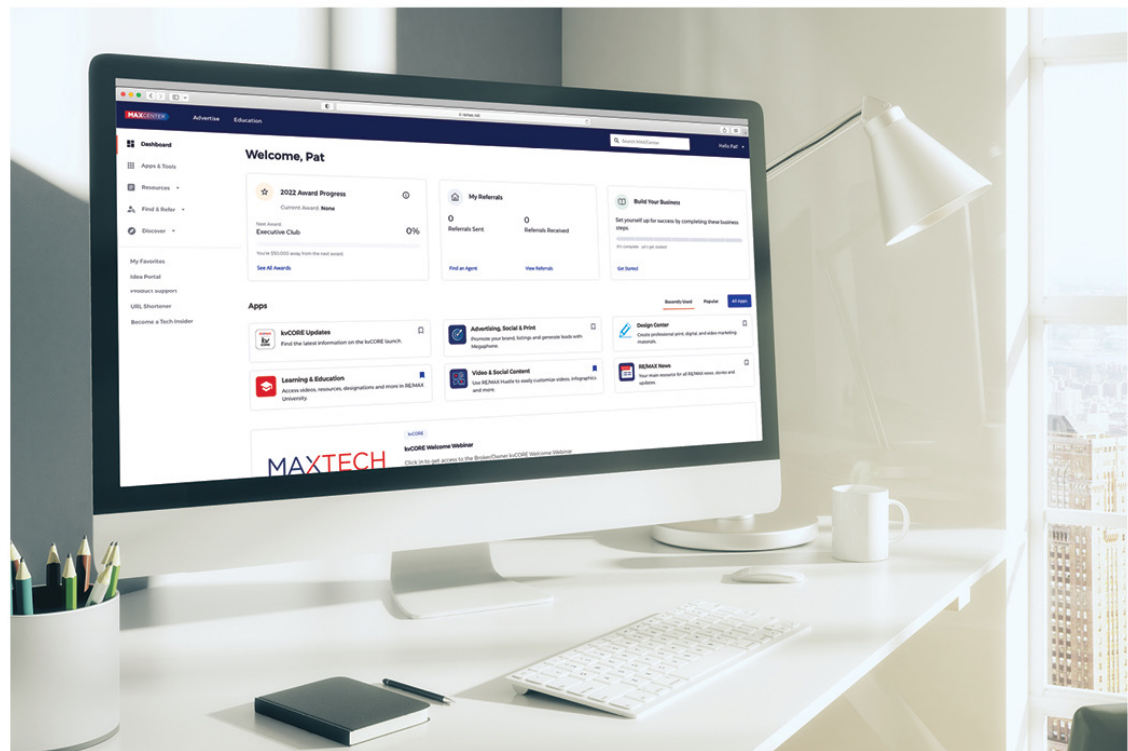
Maintain relationships

Serve buyers/sellers

MAX/Center®: Your Access Point To Build Your Business



MAXCENTER®



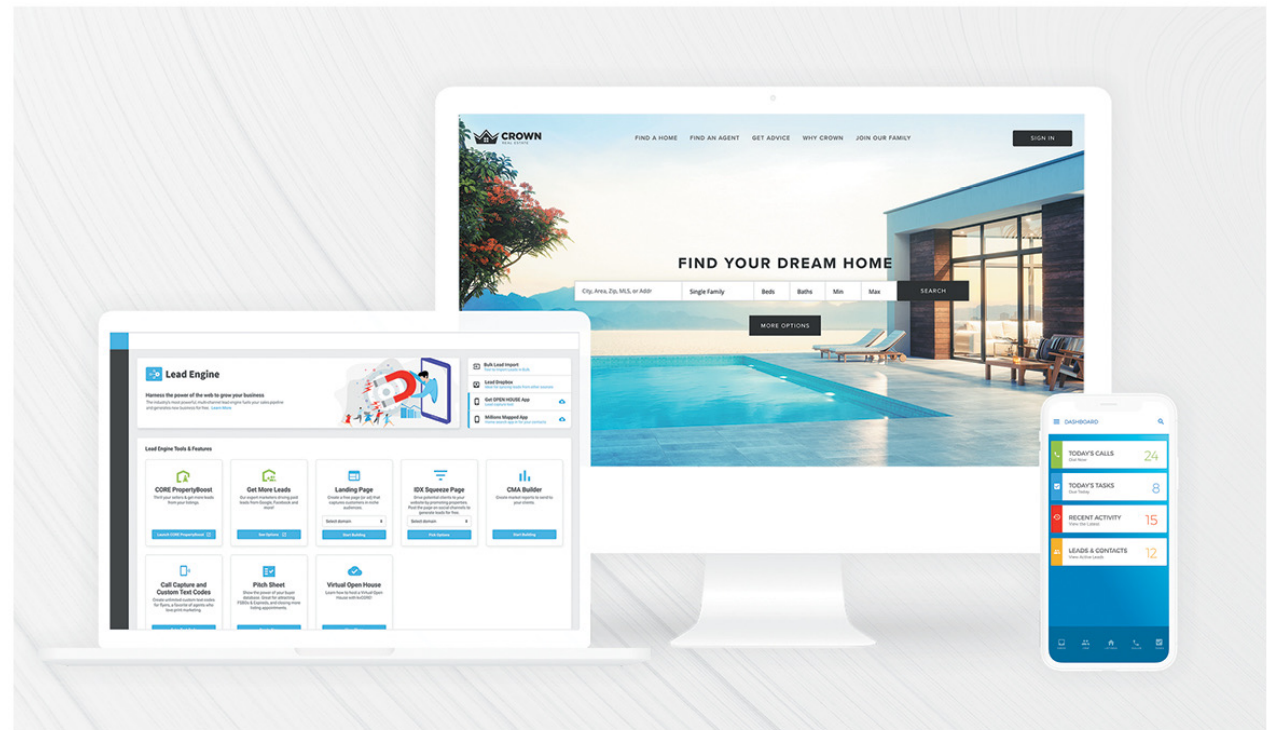
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A Complete Tech Ecosystem To Help You Thrive

MAXTECHSM
powered by **KVCORE**
PLATFORM



RE/MAX

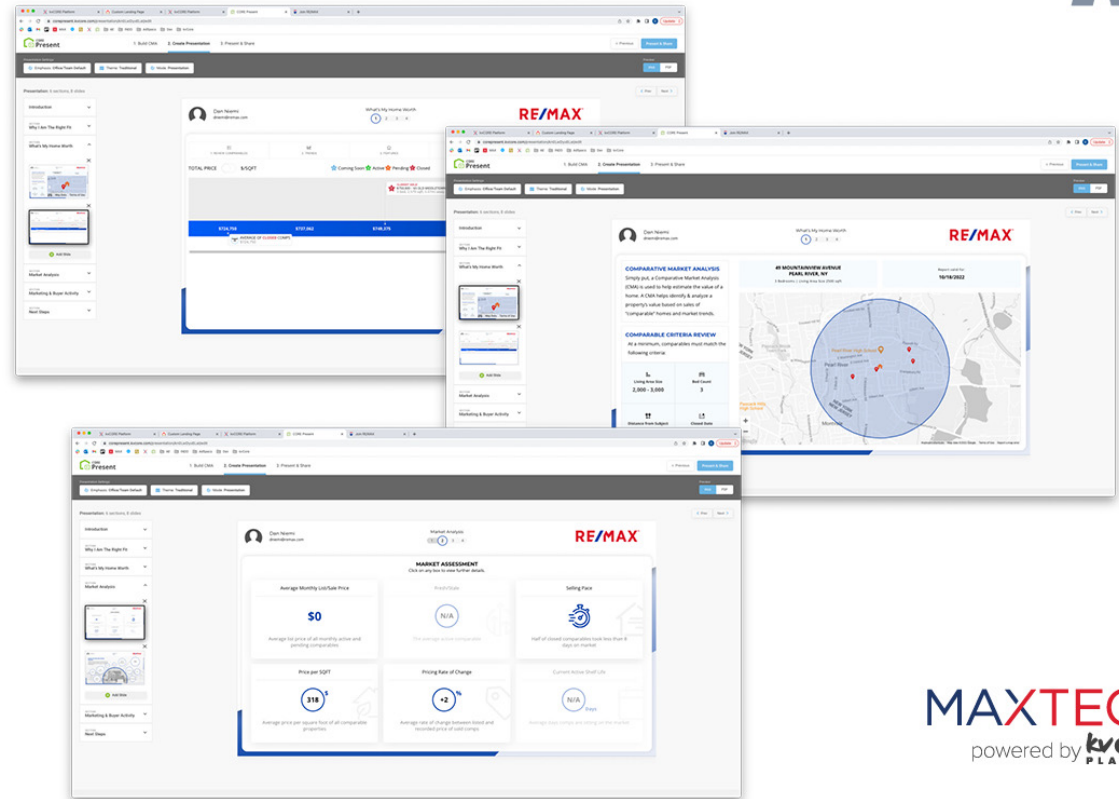
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Unstoppable Starts HereSM

Win the listing, win the offer and wow clients every time.



No additional cost to RE/MAX® agents



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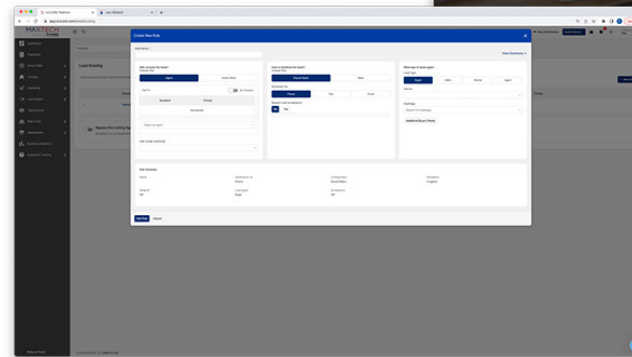
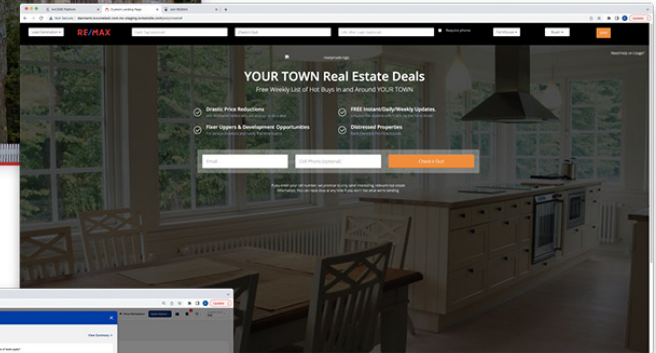
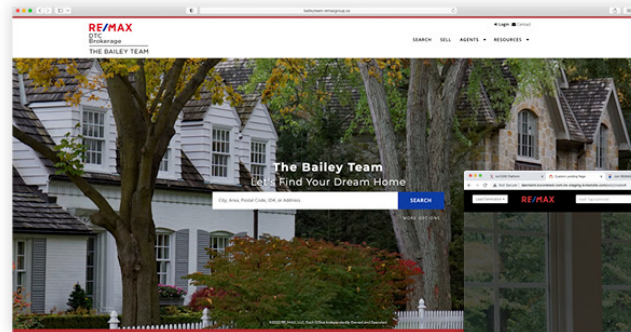
Unstoppable Starts HereSM



A Complete Tech Ecosystem For Your Business



No additional cost to RE/MAX® teams



MAXTECH™
powered by **kvCORE**
PLATFORM

RE/MAX

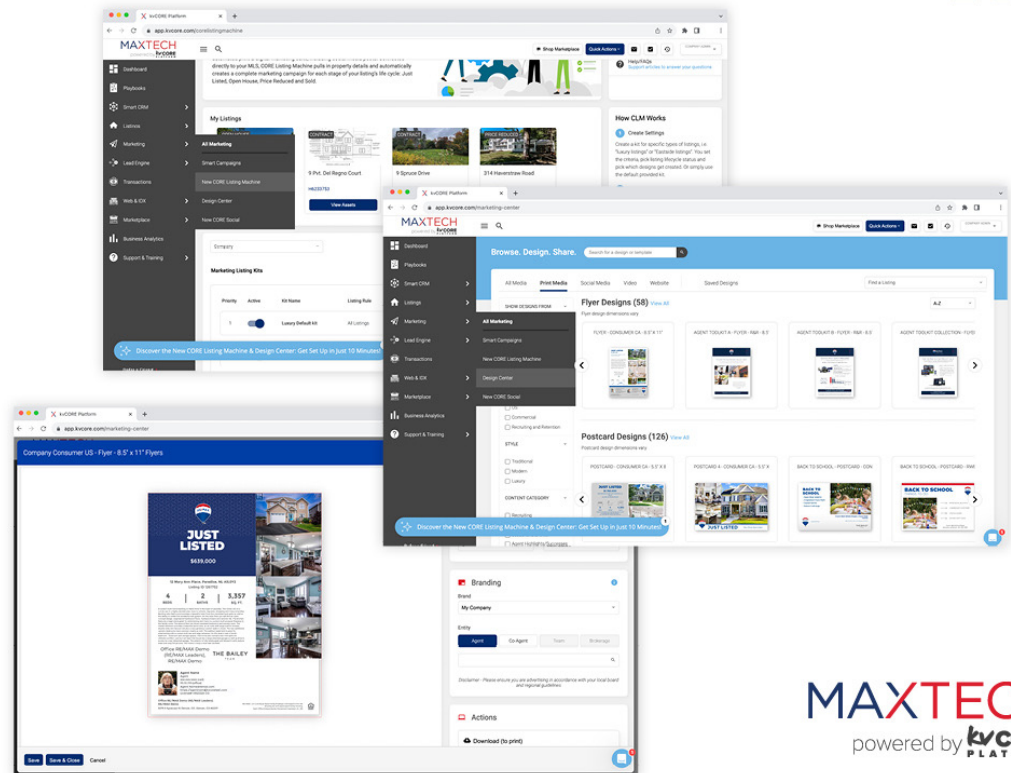
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Unstoppable Starts HereSM

Promote Your Listing & Your Brand The Easy Way

CORE Listing Machine & Design Center

No additional cost to RE/MAX® agents



MAXTECH™
powered by **KVCORE**
PLATFORM

RE/MAX

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CORE Listing Machine



Marketing made easy and smart

CORE Listing Machine takes the time and hassle out of promoting your listings with a fully automated print & digital marketing suite, including social media posts. Connected directly to your MLS, CORE Listing Machine pulls in property details and automatically creates a complete marketing campaign for each stage of your listing's life cycle: Just Listed, Open House, Price Reduced and Sold.



- My Listings
View marketing for r
- Design Center
View marketing desi
- Help/FAQs
Support articles to a

My Listings



15876 Westerly Terrace

RX10879289

View Assets



1030 Us Highway 1 # 212

RX10876742

View Assets



2225 Havannah Drive

20298620

View Assets



206 Roaring Springs Drive

20163331

View Assets



2933 Count Fleet

20298578

View Assets



204 Wheeler Drive

20298534

View Assets

Company

Marketing Listing Kits

Create New Kit

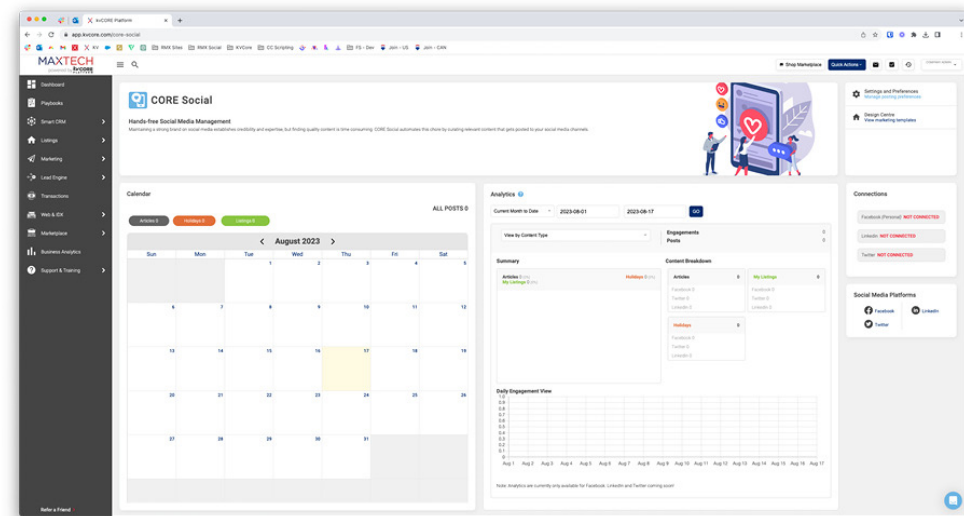
How CLM Works

- 1 Create Settings**
Create a kit for specific ty "luxury listings" or "Easts the criteria, pick listing lif pick which designs get c the default provided kit.
- 2 New Listing Mate**
When you have a listing t criteria of a kit, new mark automatically be created email to notify you that r ready to be used.
- 3 Take Action**
Access the created mate your marketing efforts fo Download, print, share, o media. Each time your lis different listing lifecyle r

Social Media Made Simple



No additional cost to RE/MAX® agents



MAXTECH™
powered by **KVCORE**
PLATFORM

RE/MAX

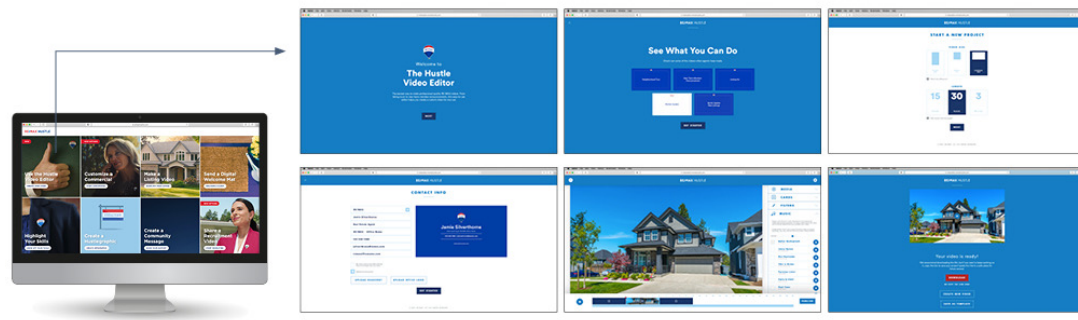
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Market yourself and your listings using customizable graphics and videos.

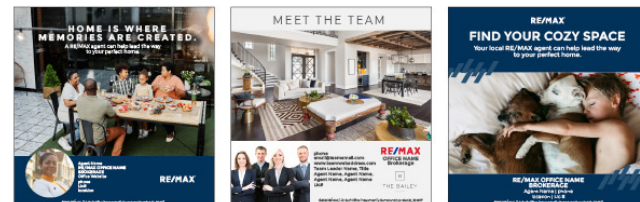


RE/MAX[®]
HUSTLE



Social Graphics,
Video Content

Photofy



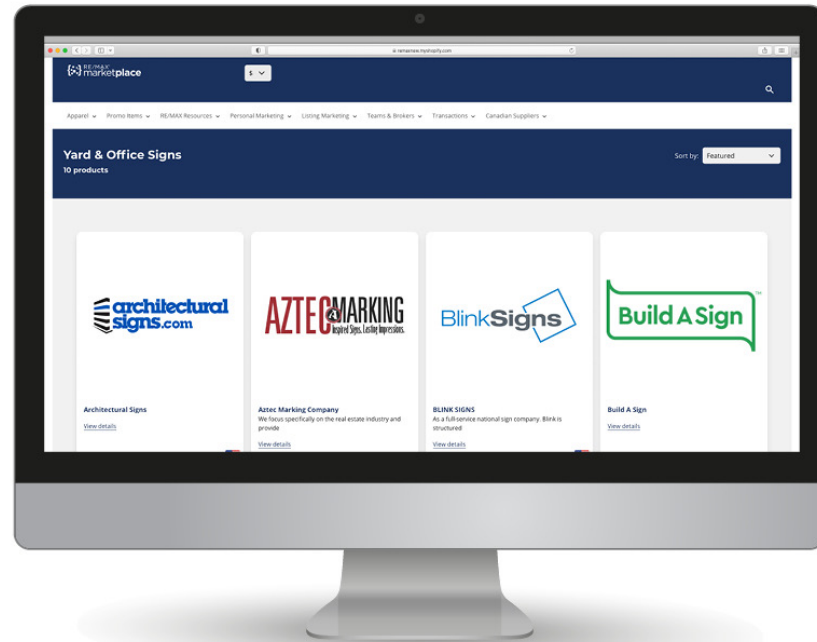
Social Templates

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Stay Competitive With Essential Tools





Additional RE/MAX[®] Offerings



Opt In For Family Health Insurance Coverage With Competitive Rates



Blue Cross Blue Shield national network and plans

Excluding Hawaii



Integrated dental and vision plans with MetLife



Better plans. More options.

- Lower deductible options
- Lower co-insurance
- Out-of-network benefits in California
- Lower co-insurance costs for out-of-network benefits
- Lower out of pocket max
- Copay for ER visits



Enhanced pharmacy coverage

- Non-restricted and expanded drug formulary
- Specialty drug coverage
- Lower copays

Any questions?





Thank You

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