

DISCOVER A
WORLD OF
DIFFERENCE



THE
RE/MAX
COLLECTION®







BRINGING LUXURY HOME /

Sophistication. Elegance. Unparalleled Service.

The RE/MAX Collection® offers all this and much more to affluent homebuyers and sellers around the world.

RE/MAX® agents sell more real estate than any other Canadian brand.* The right agent can lead the way to make your vision a reality.

*Source: CREA / RE/MAX.

COMMITMENT /

When you work with The RE/MAX Collection, you can trust the luxury agent you are working with has the knowledge, skills, and service-oriented approach to help you meet your real estate goals.

Luxury living is more than a listing. It's a lifestyle. We are committed to this lifestyle. And committed to you.







**AGENT
NAME** /

**Senior Vice President - Sales,
Sales Representative
Team Leader**

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luxuryteam.com

These pages provide a template which an agent or broker's graphic designer can customize for personalized use. To maintain consistency with brand guidelines, please employ black and white portraits and Miller Display and Gotham fonts for text. For complete design notes, refer to The RE/MAX Collection Brand Guide available at myremaxcollection.com.



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LEADERS /



RE/MAX is the most recognized name in real estate.* Since 1973, RE/MAX agents have held long established reputations for delivering results through marketing expertise, industry leadership and limitless passion.

* Source: MMR Strategy Group study of unaided awareness.



FOR SALE



RE/MAX



CONNECTED /

With a presence in over **110 countries and territories**, the RE/MAX network's global footprint is unmatched by any other real estate brand. RE/MAX has connections to market and sell luxury homes around the world.



DIVERSE /

The RE/MAX Collection knows luxury lives in the details and agents are deeply committed to provide personalized service that meets the expectations of a diverse and global community.

INNOVATIVE /

Nobody sells more real estate than RE/MAX. The RE/MAX network is built to service a global and elite clientele with sophisticated, modern and tech-focussed marketing to stand-out.



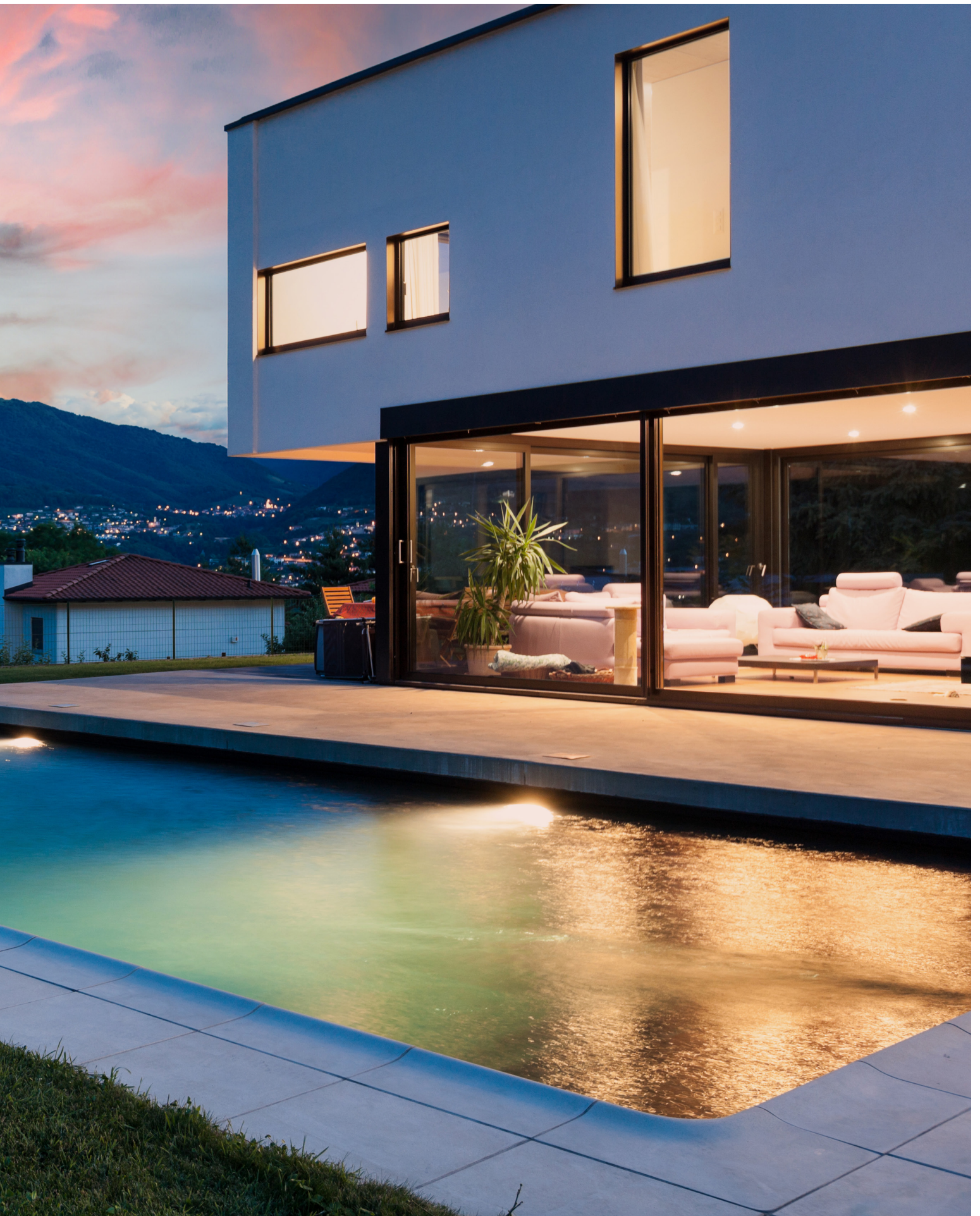




12X

DEFINING LUXURY /

Every home in The RE/MAX Collection is required to be twice the average sold price where a property is listed, making The RE/MAX Collection a true sign of luxury. This criteria aims to set these luxury listings apart from the competition.



PARTNERS /

**MANSION
GLOBAL**

**INSTITUTE *for*
LUXURY HOME
MARKETING®**

**UNIQUE
HOMES®**

**THE
WALL STREET
JOURNAL.**

These well-known companies represent valuable media and advertising partnerships to bring a world of luxury to your front door. Unique partnerships ensure your luxury listing receives the exposure it deserves with international and local audiences.

VIP PARTNERS /

LUXVT

GLOBAL • LUXURY • TECHNOLOGY

From building sophisticated websites for your property to coordinating global exposure of elite digital advertising, LUXVT is an all-in-one service that delivers your luxury listing to the world.

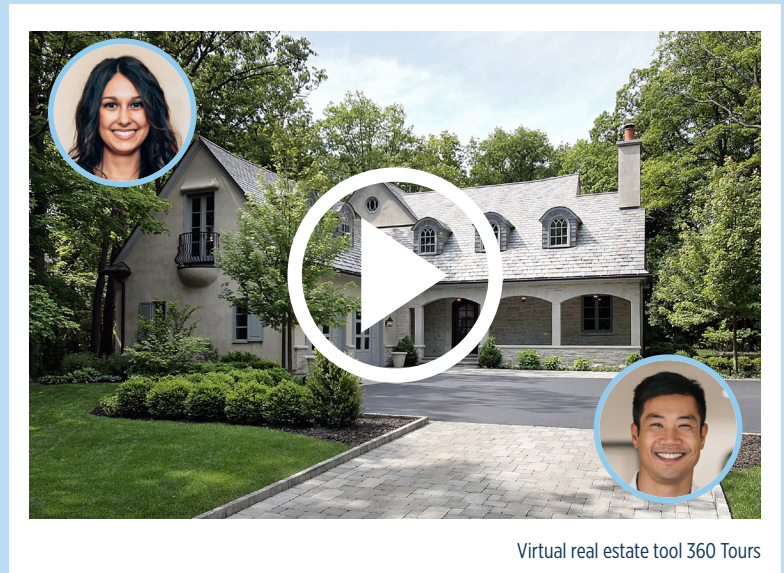
DILAWRI

Dilawri Preferred, Canada's leading automotive group exclusively offers The RE/MAX Collection clients discounted pricing and concierge service at over 70 dealerships and 30 brands across Vancouver, Calgary, Regina, Toronto and Montreal.

360 TOURS

POWERED BY EYESP360

RE/MAX 360 Tours powered by EyeSpy360 is a real estate platform that allows agents to create true-to-life tours. It hosts virtual walk-throughs using a live video chat that can host up to eight parties on any device in real time. Homebuyers have the opportunity to preview a home at their own pace and ask questions along the way. This experience makes it convenient for our global community of luxury agents and buyers to find their next dream home.



Virtual real estate tool 360 Tours

MARKETING /

Selling global luxury begins with an agent from The RE/MAX Collection who will curate a personalized marketing strategy for your listing.

There's a reason RE/MAX has been a leader in real estate for nearly 50 years. Powered by design, technology and backed by the RE/MAX network, RE/MAX agents implement marketing resources and tailored advertising strategies to help position your listing in front of qualified buyers.



DIGITAL MARKETING /

Remax.ca/luxury exclusively lists homes that are **2x** the average market price in Canada. This exceptional site is curated and maintained by our in-house team, versed in luxury and tapped into local and international markets.

Any listing featured on The RE/MAX Collection website is syndicated on the RE/MAX network including **remax.ca** and **global.remax.com**. This combined digital presence establishes an outstanding global reach for your listing even before advertising.




GLOBAL PRESENCE /

When asked to name a real estate brand, RE/MAX is the brand people name first.* Whether you're buying or selling a city penthouse, a waterfront retreat or equestrian estate, the RE/MAX network consists of over 140,000 agents to help open the front door around the globe.

*Source: MMR Strategy Group study of unaided awareness (first mention recorded).





The RE/MAX network's global footprint is unmatched
by any other real estate brand.

110+ Countries & Territories
140,000+ Agents
8,900+ Offices



STAGING YOUR HOME /

An agent from The RE/MAX Collection brings a high-end perspective and knowledge of what luxury buyers are looking for to ensure your home shows beautifully in person and online.

Keep in mind that staging is not remodeling. Staging involves cleaning, rearranging and decorating to highlight a home's best features such as a Carrera marble mantle, hand-laid herringbone floors, impeccable lake views or a well-appointed room.



SHOWCASING YOUR PROPERTY /

Our high editorial standards for our listing photography and videography create a high-end visual impact. We request the use of professional photographers and flattering natural light to highlight your impeccably designed space and attract the greatest amount of buyer interest.

ATTENTION TO DETAIL /



RE/MAX agents are truly committed to your success and will guide you through a thoughtful process which may include:

- / Preparing an informed market analysis to help you determine an optimal buying or selling price that will attract the most buyers.
- / Referring you to local experts such as stagers and contractors to ensure your property is positioned in a competitive market.
- / Marketing your home to appeal to a qualified buyer pool with inspired photography, video, resources and strategies exclusive to The RE/MAX Collection.
- / Showing your home's features and benefits to the next potential owner.
- / Reviewing all offers in a timely manner and discussing negotiations with you.
- / Monitoring the steps necessary for a successful closing such as scheduling inspections and appraisals.
- / Providing peace of mind throughout the buying or selling journey.



MIRACLE HOMES /

Giving back is a priority in the RE/MAX culture. Since 1992, RE/MAX agents have raised over \$185M for Children's Miracle Network® to support millions of kids treated each year at 170 member hospitals throughout North America. The RE/MAX Miracle Home Program

enables RE/MAX agents the opportunity to make a donation to Children's Miracle Network on behalf of each home sold, helping kids in their own neighbourhoods receive the best care possible. Visit: MiracleHomeProgram.org



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remax.ca/luxury