

DISCOVER A  
WORLD OF  
DIFFERENCE



THE  
**RE/MAX**  
COLLECTION®









# BRINGING LUXURY HOME /

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**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 worldwide sell more real estate than any other brand.\* The right agent can lead the way in helping your vision become a reality.

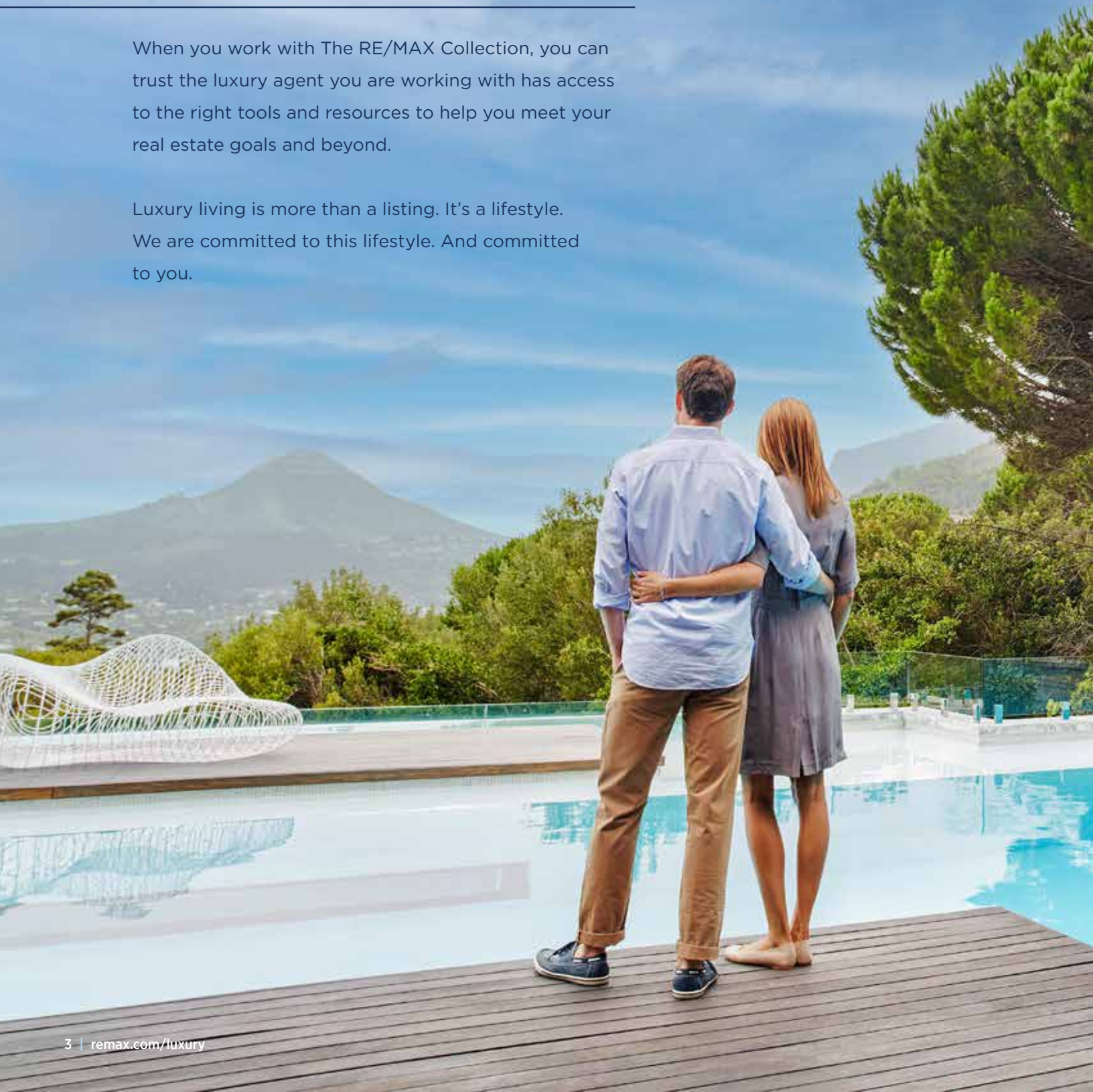
\*As measured by residential transaction sides.

# COMMITMENT /

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When you work with The RE/MAX Collection, you can trust the luxury agent you are working with has access to the right tools and resources to help you meet your real estate goals and beyond.

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











# AGENT NAME

**Sales Associate**

**Team Leader**

**RE/MAX Office Name**

m 416.555.1234

o 416.555.5678

agent@remax.net

remax.com/luxury

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# LEADERS /



Buyers and sellers think of RE/MAX first.\*  
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 among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? (first mention recorded).







# CONNECTED /

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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 the right connections to market and sell luxury homes around the world.





## DIVERSE /

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

# INNOVATIVE /

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Nobody in the world 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.

\*Source: As measured by residential transaction sides.







The RE/MAX logo is displayed in the top left corner. The 'R' is a light blue diagonal bar, the 'E' is a white number '2', and the 'MAX' is a white 'X'. The background of the entire page is a scenic view of a city at dusk, with a swimming pool in the foreground and mountains in the distance under a colorful sky.

# RE/MAX

## DEFINING LUXURY /

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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 /

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.

MANSION  
GLOBAL

UNIQUE  
HOMES

INSTITUTE *for*  
LUXURY HOME  
MARKETING

THE  
WALL STREET  
JOURNAL.



# 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.

## Pacaso®

Pacaso® modernizes real estate co-ownership to make owning a second home possible and enjoyable. Pacaso offers  $\frac{1}{8}$  to  $\frac{1}{2}$  ownership with integrated financing and, after purchase, professionally manages the home. This path is a good option for clients looking for more accessibility and flexibility than a fractional ownership and more equity than a timeshare.



# MARKETING /

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

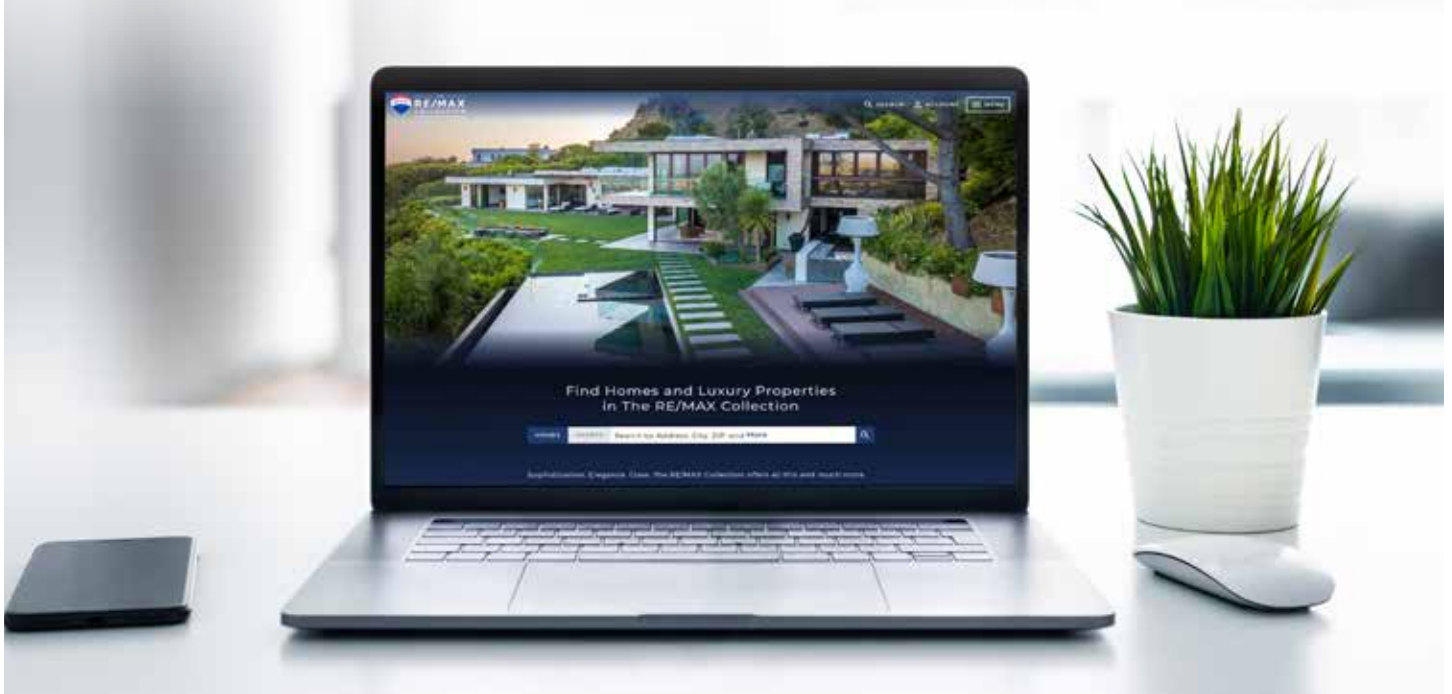
There's a reason RE/MAX has been a leader in real estate for nearly 50 years. Powered by design, technology and backed by the RE/MAX network, RE/MAX agents implement marketing resources and tailored advertising strategies to help position your listing in front of qualified buyers.



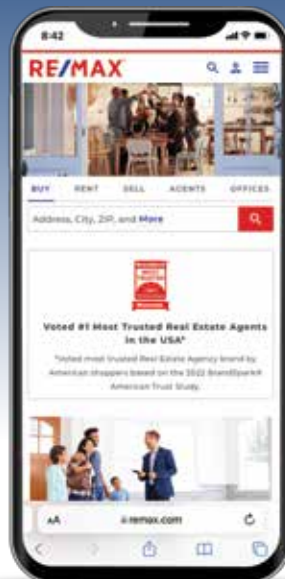


# DIGITAL MARKETING /

**Remax.com/luxury** exclusively lists homes **2x** the average sales price by zip code. The RE/MAX Collection website listings are syndicated on the RE/MAX network, including **remax.com** and **global.remax.com**. This combined digital presence establishes an outstanding global reach for your listing.



**REMAX.COM: THE SITE THEY SEE.  
OVER 105 MILLION VISITS\***



\*Source: RE/MAX first-party data for full-year 2021.

# GLOBAL PRESENCE /


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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 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**

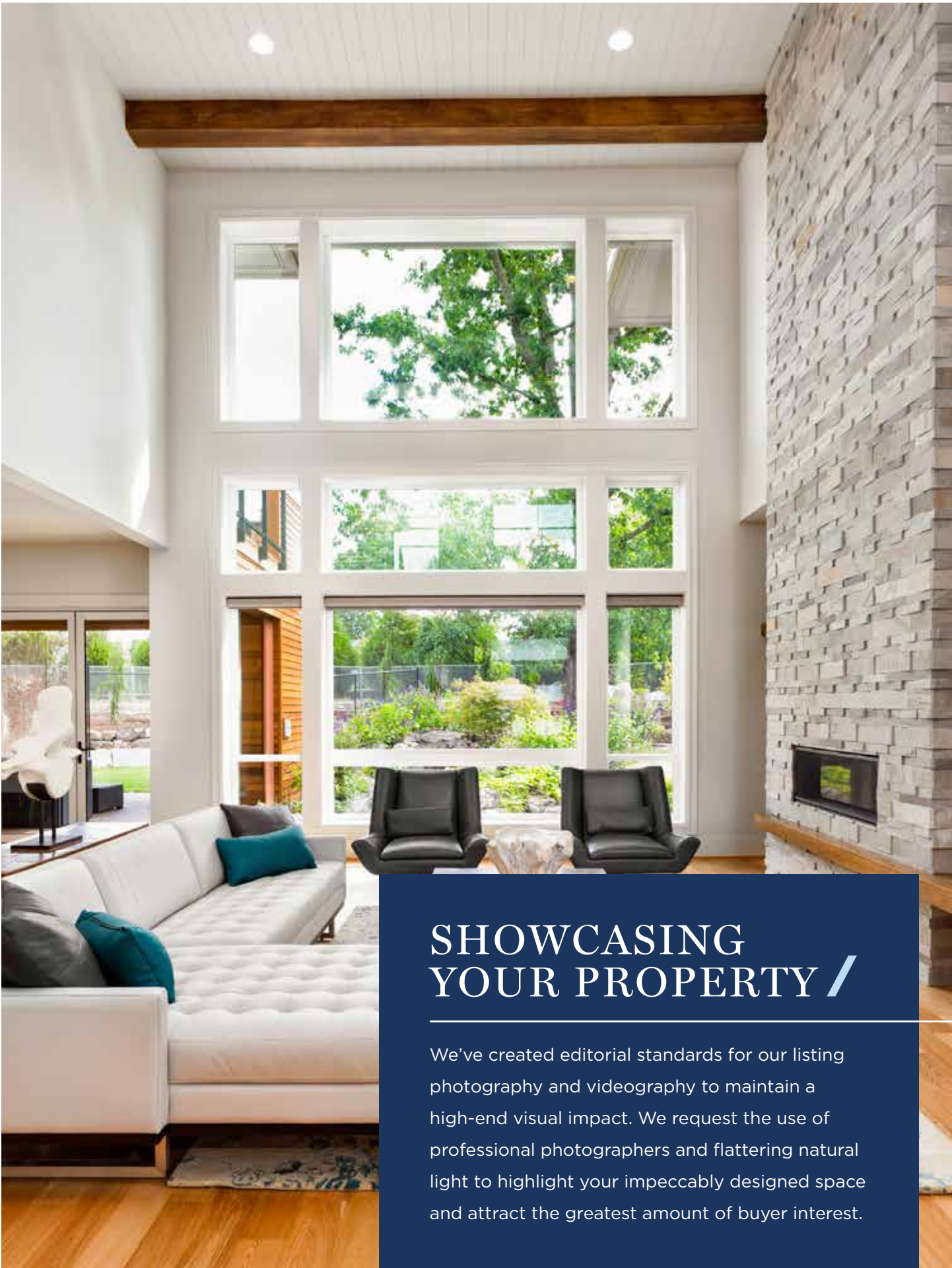


# STAGING YOUR HOME /

A luxury 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 /

We've created editorial standards for our listing photography and videography to maintain 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 /

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The RE/MAX Collection luxury 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.





# YOUR NEXT STEPS /

The RE/MAX Collection luxury agents are with you through the real estate process and beyond. Whether it's a new purchase, a rental between homes or a short-term vacation property, we help review your best options before you embark on your next steps.





MIRACLE HOME

MARKETED BY  
**RE/MAX**  
REAL ESTATE  
RE/MAX.COM/LUXURY  
THE  
**RE/MAX**  
COLLECTION





# MIRACLE HOMES /

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Giving back is a priority in the RE/MAX culture. Since 1992, RE/MAX agents have raised over \$185M for Children's Miracle Network Hospitals® 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 CMNH on behalf of each home sold, helping kids in their own neighborhoods receive the best care possible. Visit: <https://www.remax.com/resources/childrensmiraclenetwork>.



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