UNRIVALED LUXURY

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 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 /

When you work with The RE/MAX Collection, you can trust your luxury agent 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.

RE/MAX: MOST TRUSTED /

Voted #1 most trusted real estate agents in the USA* and Canada** year after year.

BrandSpark® MOST TRUSTED 2024 By American Shoppers MULTI-YEAR WINNER

BrandSpark® MOST TRUSTED 2024 By Canadian Shoppers MULTI-YEAR WINNER

*Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study, years 2022-2024, and 2019.
**Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2021-2024, 2019 and 2017.
(US) This is not an offer of a franchise. Any franchise offer is made only after a Franchise Disclosure Document has been provided. New York residents: An offering is made by prospectus only. Minnesota Reg. No. F-9950. (CAN) The information in this advertisement is not an offer to sell, or a solicitation of an offer to buy, a franchise; it is for informational purposes only. RE/MAX Ontario-Atlantic Canada, Inc., RE/MAX of Western Canada.


FOR SALE
Fine Homes & Luxury Properties
THE
RE/MAX
COLLECTION®
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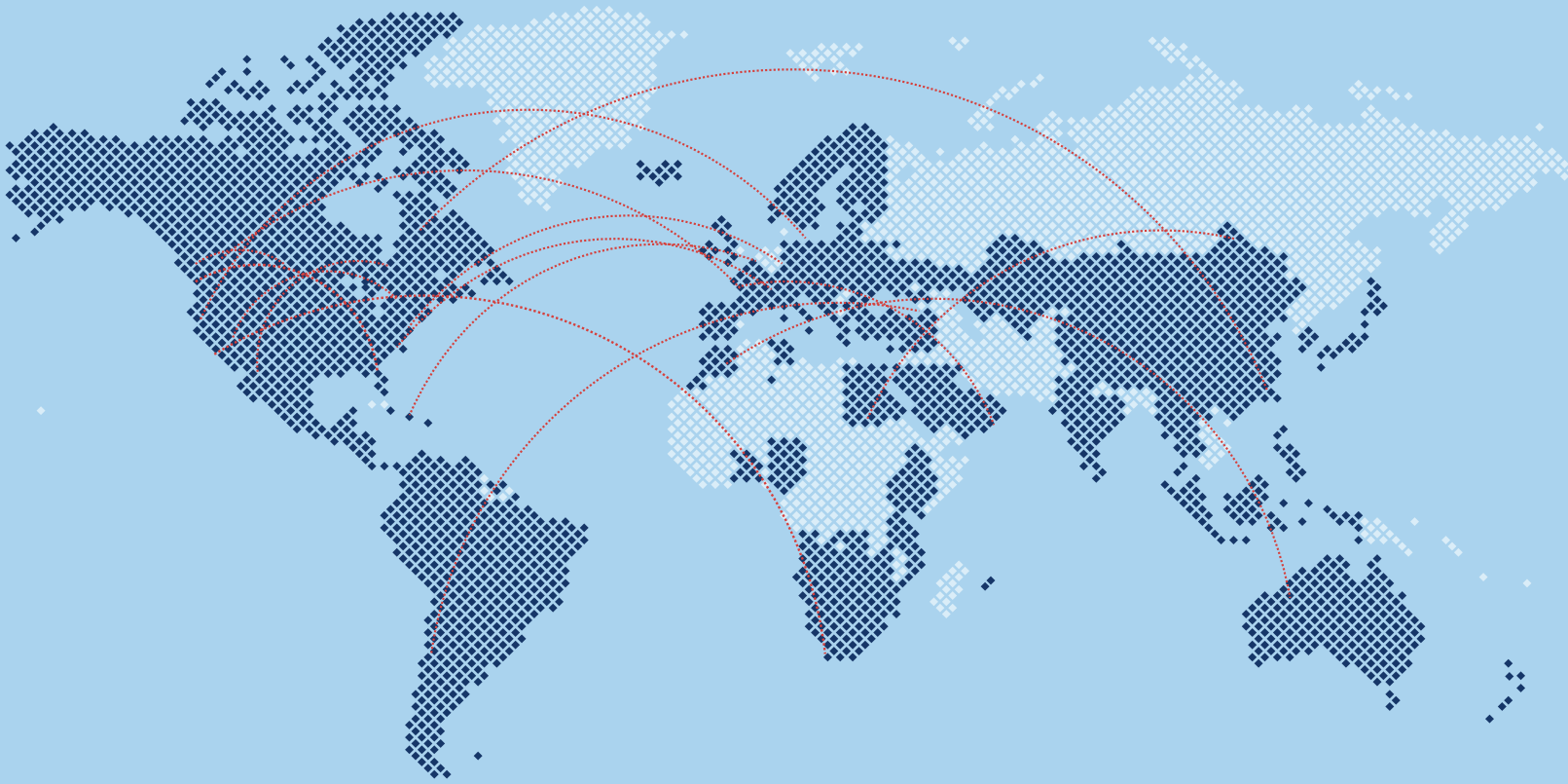
remax.com/luxury

RE/MAX®

LEADERS /

RE/MAX is who homebuyers and sellers think of 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 /

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 /

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

INNOVATIVE /

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.

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.

/2X

ADVERTISERS /

UNIQUE HOMES®

INSTITUTE *for* LUXURY HOME MARKETING®

THE WALL STREET JOURNAL.

inman

Kingdom

MANSION GLOBAL

THE CHRONICLE OF THE HORSE

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

VIP COLLABORATORS /

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 ⅛ to ½ 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.

FRE®
The Future of Real Estate

https://luxuryhomes.bid

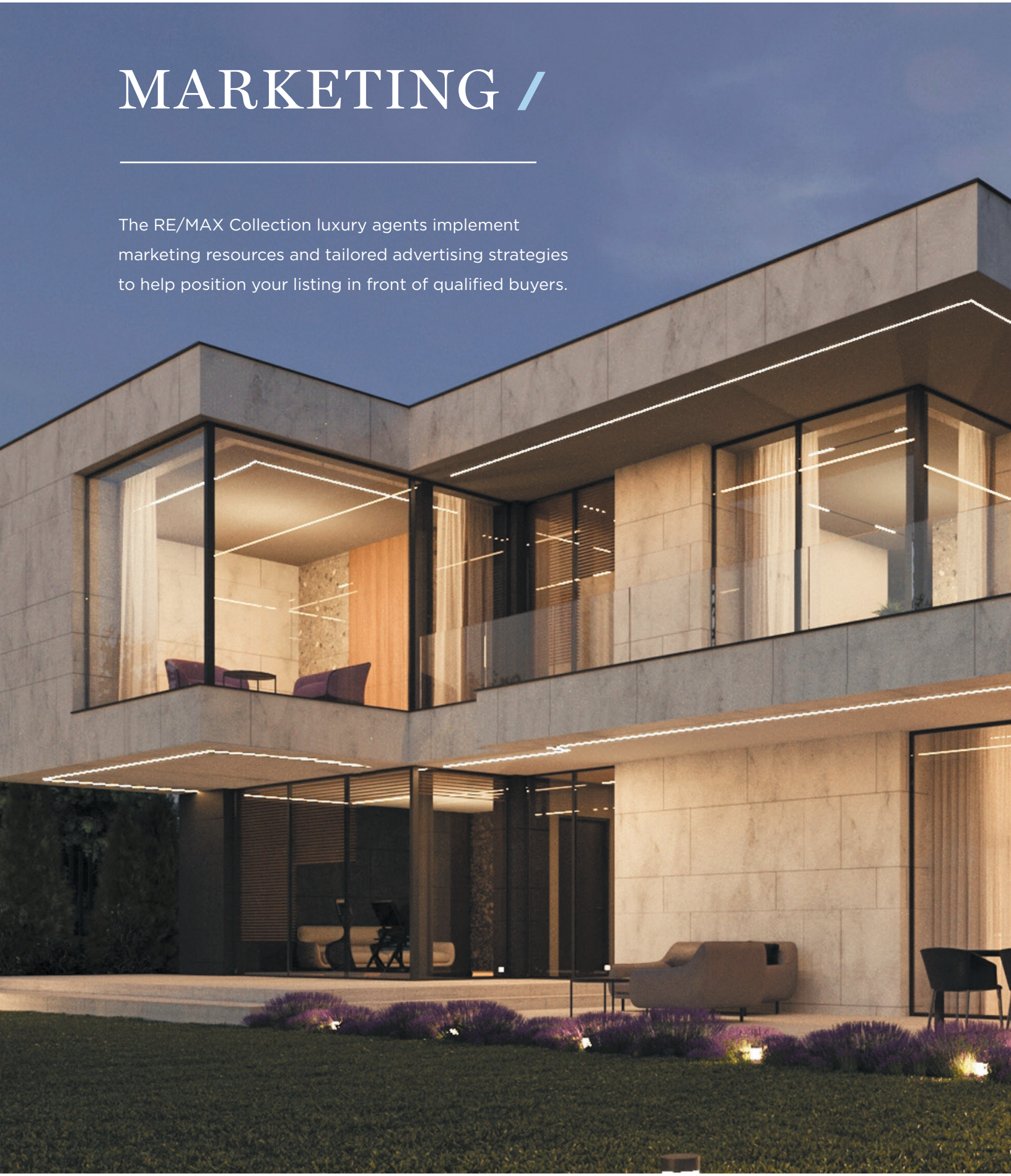
RE/MAX agents get access to a luxury auction program powered by FRE.com (Future of Real Estate), the industry leader in commercial and residential auctions for over 40 years.

Auctions work best for properties:

- That have been on the market for more than four months.
- That appeal to a discerning audience.
- That are unique and hard to value.

MARKETING /

The RE/MAX Collection luxury agents implement marketing resources and tailored advertising strategies to help position your listing in front of qualified buyers.

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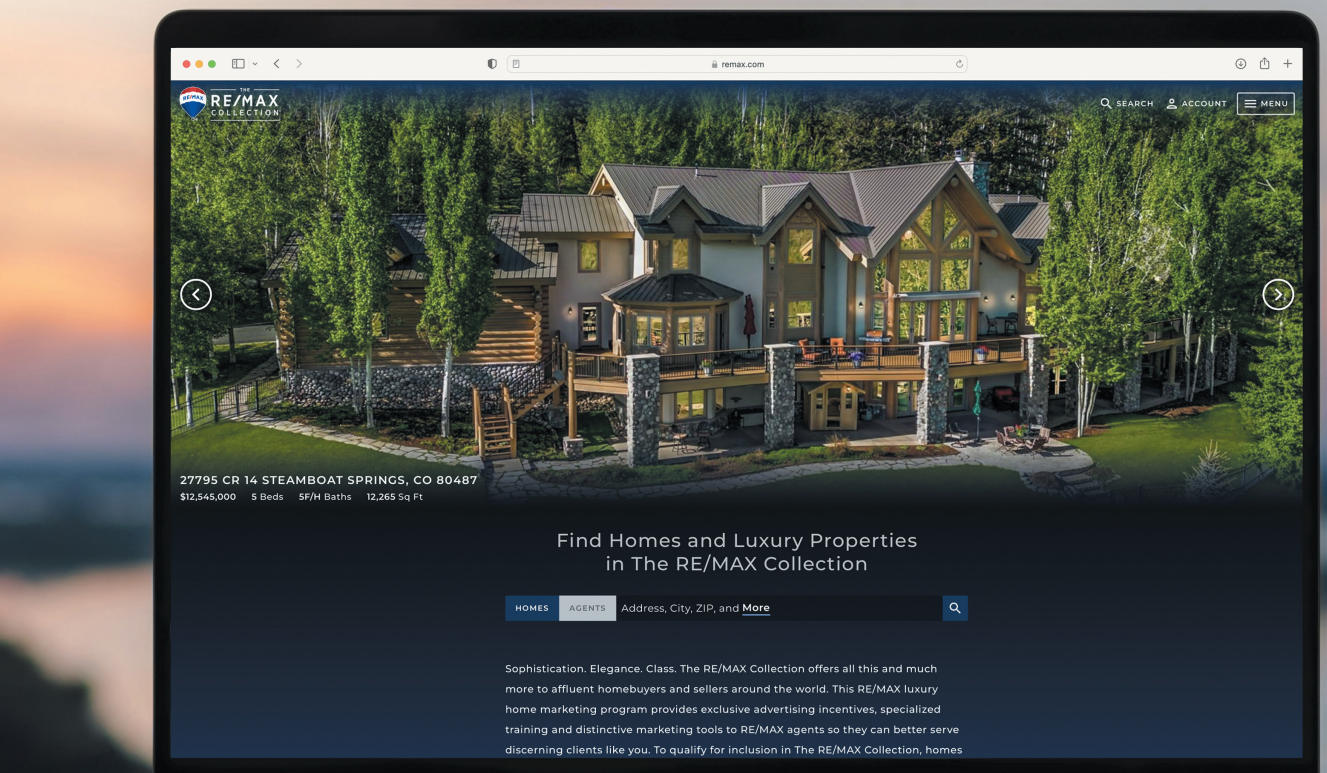
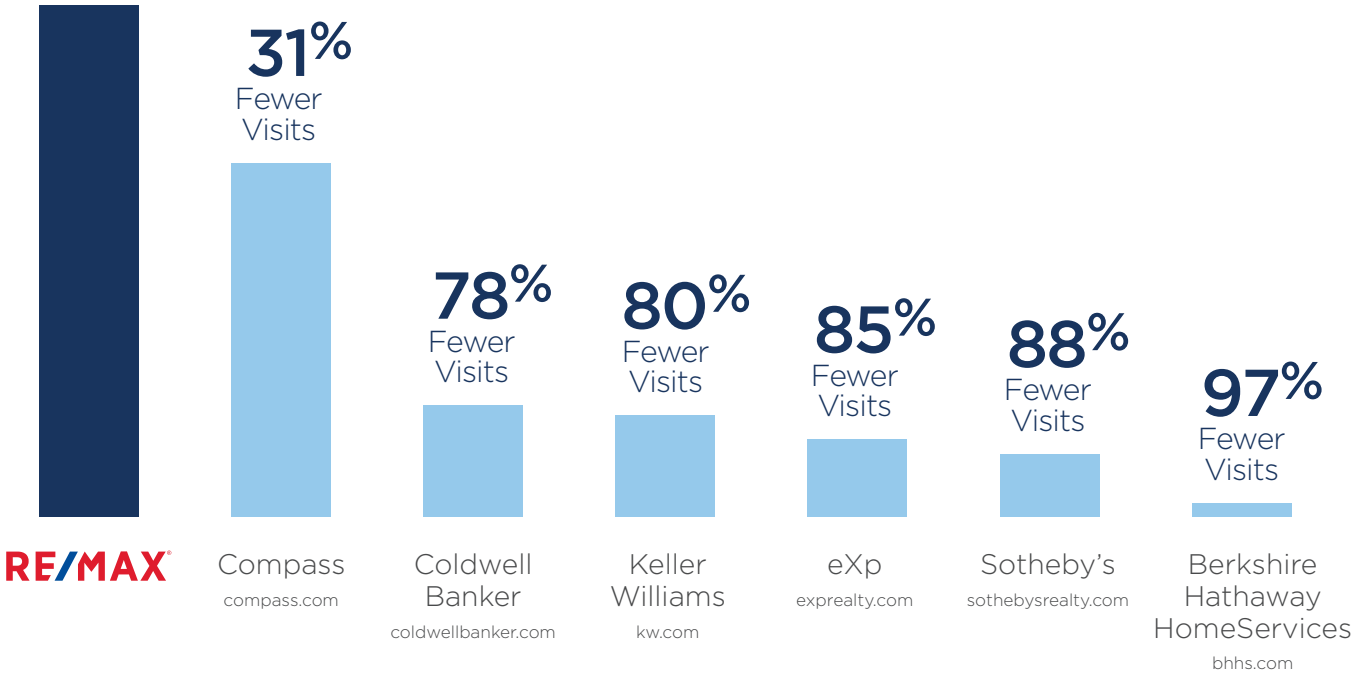
DIGITAL MARKETING /

Remax.com/luxury exclusively displays homes **2x** the average 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. Qualified listings also syndicate to **The Wall Street Journal (WSJ.com)** and, if $1M+, to **mansionglobal.com**.



REMAX.COM: #1 REAL ESTATE FRANCHISOR SITE* OVER 120 MILLION VISITS**/

RE/MAX vs Competitors



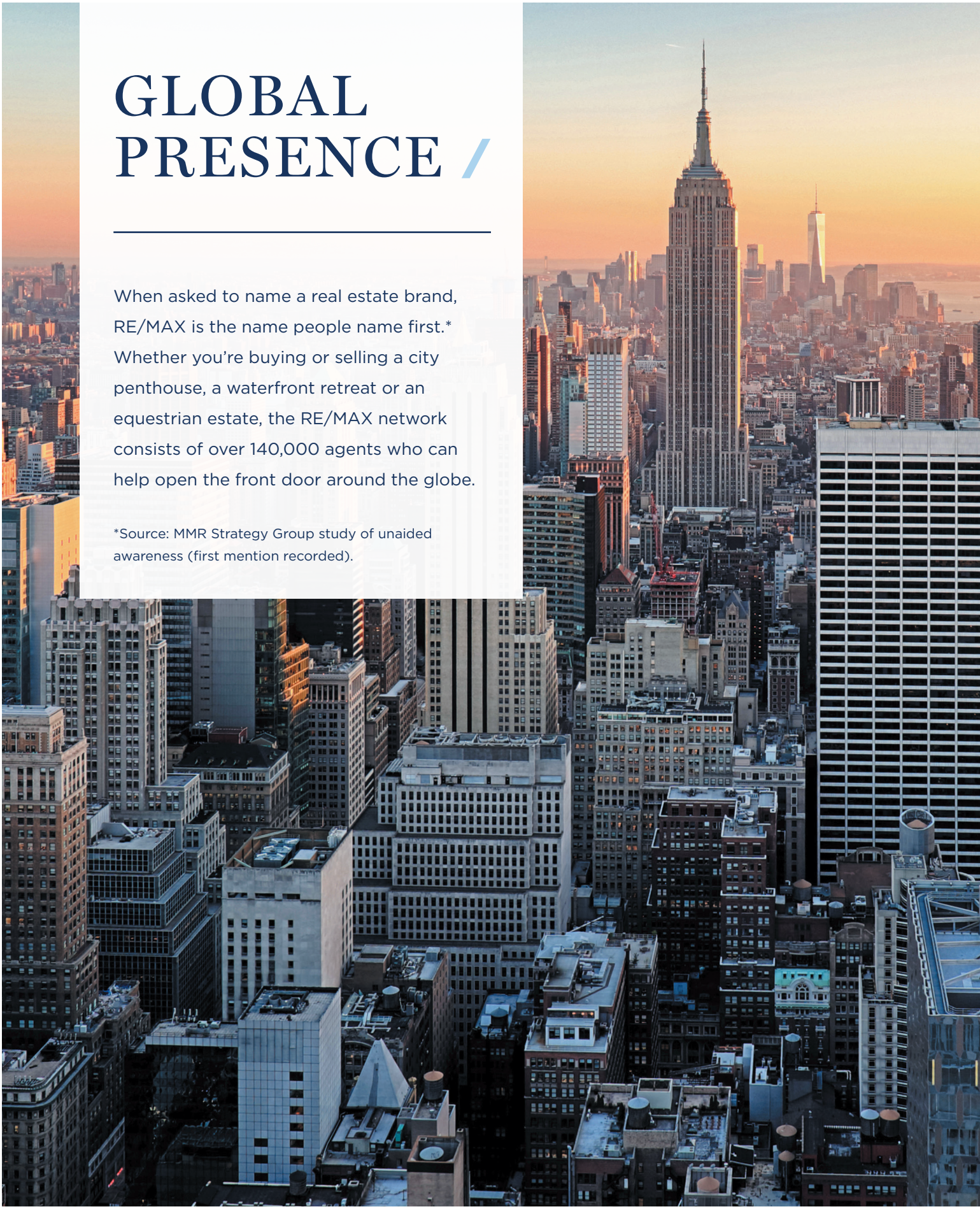
Data from January-December 2022**

*Source: 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. **Source: RE/MAX first-party data for full-year 2022. Not all brands are franchisors. Redfin has nearly 8x as much traffic as remax.com.

GLOBAL PRESENCE /

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

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




110+ Countries & Territories
140,000+ Agents
9,000+ 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 does not mean 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 ocean views or a well-appointed room.

SHOWCASING YOUR PROPERTY /

With most buyers conducting their search online, professional listing photography and videography are essential for creating a high-end visual impact. Flattering natural light and carefully chosen angles showcase your impeccably designed space, attracting the highest buyer interest. Often, your first showing occurs online, followed by an in-person viewing.

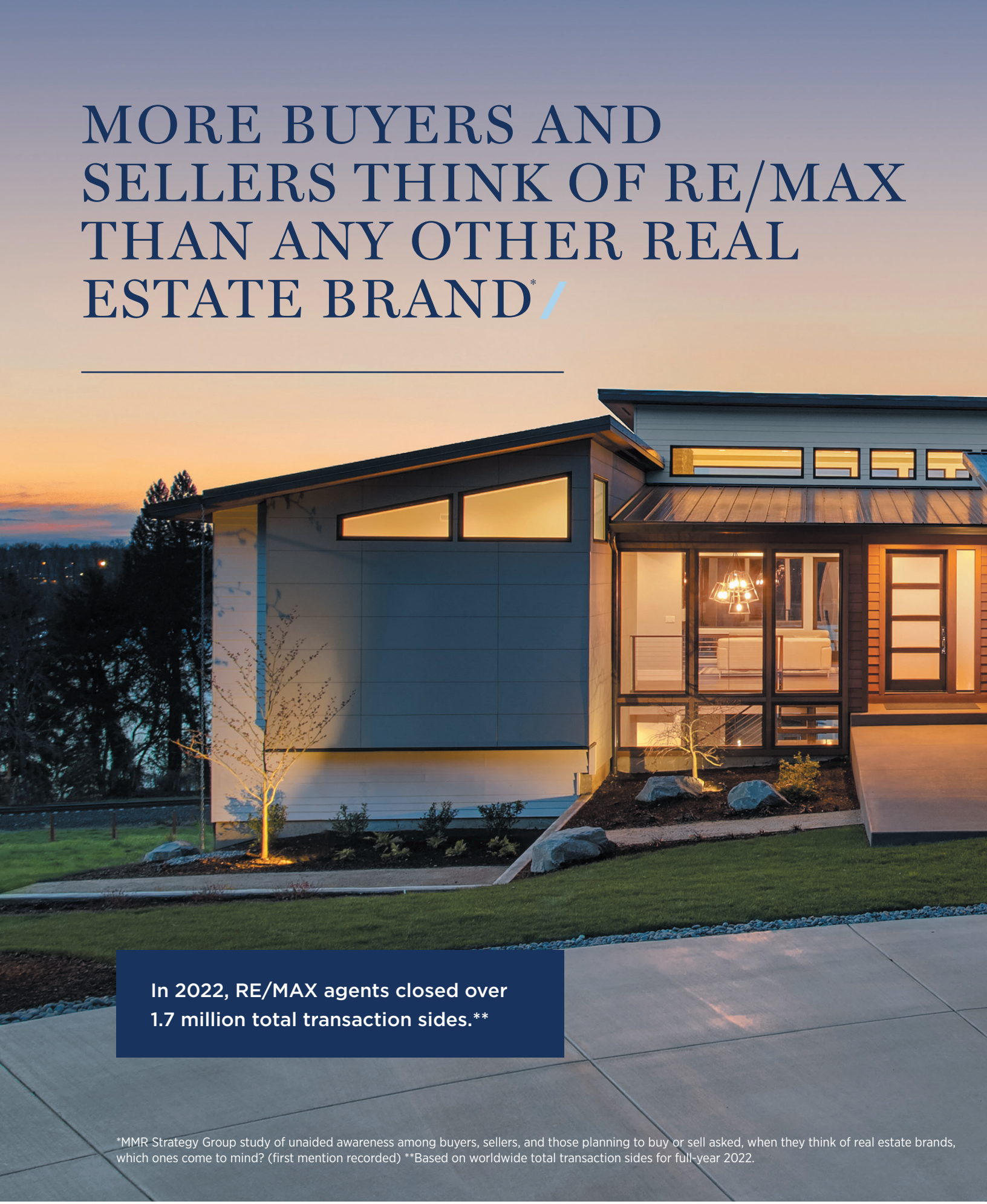
ATTENTION TO DETAIL /

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.


THE
RE/MAX
COLLECTION

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND*/



In 2022, RE/MAX agents closed over 1.7 million total transaction sides.**

*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) **Based on worldwide total transaction sides for full-year 2022.

MIRACLE HOMES /

For 31 years, RE/MAX has proudly partnered with CMN Hospitals to change kids' health and change the future. Each year, the lives of over 10 million children are positively impacted by this partnership. RE/MAX agents have donated nearly $200 million through the Miracle Home and Miracle Commercial Property Program to support the 170 CMN Hospitals throughout North America.

www.remax.com/resources/childrensmiraclenetwork


Children's Miracle Network Hospitals
MIRACLE HOME
Helping kids at
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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, your luxury agent helps review all the options before you embark on your next steps.


ONE WAY
RAISE
YELLOW

THE

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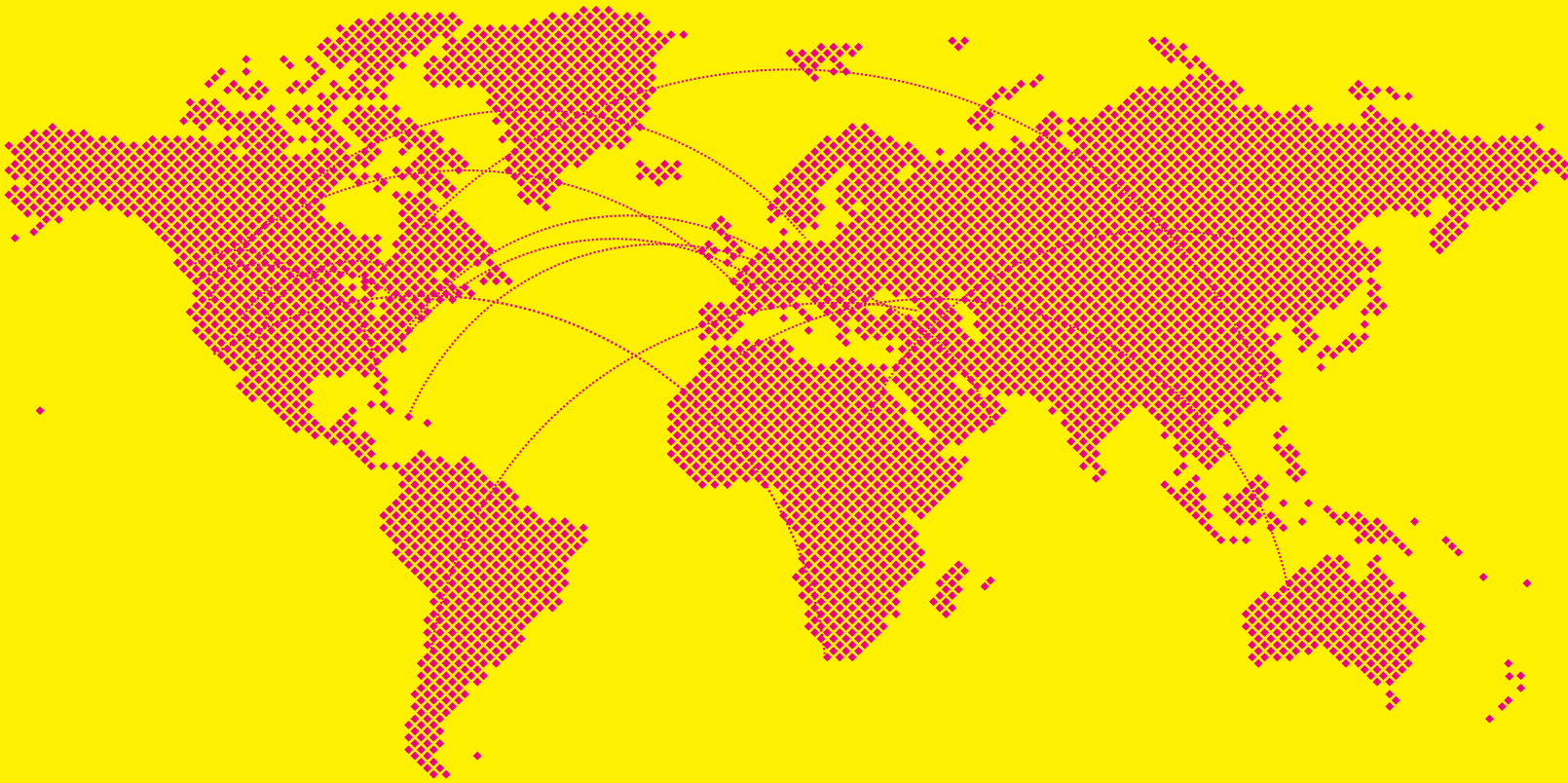

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