

# PROGRAM OVERVIEW



THE  
**RE/MAX**  
COLLECTION®

Fine Homes & Luxury Properties

The **RE/MAX Collection®** by **RE/MAX®** is a global luxury brand with elevated marketing resources for agents representing upscale homes and affluent clientele. The RE/MAX Collection luxury agents are versed in more than just unique properties around the world; they know luxury lives in the experience. Become a part of the luxury network that helps open doors to luxurious living worldwide.

## The details are what sets the network apart:

### Luxury Launchpad

A robust and carefully curated set of resources to represent the upper market segment and help win and sell the listing (exclusive to The RE/MAX Collection).

### Elevated Standards

Every home in The RE/MAX Collection is required to be 2X the average sold price where a property is listed.

### Luxury Forum

An annual event where luxury agents are invited to network with other industry influencers and learn new ways to expand their business.

### RE/MAX University®

A learning hub designed to help agents scale their professional expertise.

### Private Facebook Group

Connect and network with 5,600+ RE/MAX members worldwide.

## LUXURY LAUNCHPAD / [remax.luxurylaunchpad.com](https://remax.luxurylaunchpad.com)

With new content and a refreshed user experience, the Luxury Launchpad helps agents streamline their business and elevate the overall client experience.

### All-in-One-Place Resources:

#### Look Book

Customizable brochure to present digitally or print professionally

#### RE/MAX Hustle [remaxhustle.com](https://remaxhustle.com)

Customize videos, video editor, digital welcome mats

#### Video eBooks

#### Distinct yard signs and sign riders

Check with your region's preferred signage

#### Photofy

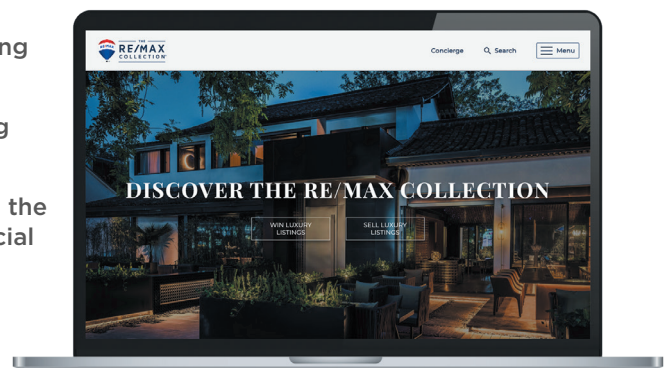
Mobile content creation platform for listings and agent branding

#### Consumer-facing commercials

#### Detailed listing planner

#### Luxury listing presentation

#### "RE/MAX vs. the Industry" social graphics



## LUXURY COLLABORATORS /

These well-known companies provide valuable marketing resources to bring a world of luxury to your business. Unique affiliates ensure your luxury listing receives the exposure it deserves.

#### Xpressdocs

[xpressdocs.com/remax](https://xpressdocs.com/remax)

#### LUXVT Listing Concierge

[elite.luxvt.com/the-remax-collection](https://elite.luxvt.com/the-remax-collection)

#### BoxBrownie.com

[boxbrownie.com/remax](https://boxbrownie.com/remax)

#### Luxury Home Auctions

[luxuryhomes.bid](https://luxuryhomes.bid)

#### Luxury Presence

[luxurypresence.com/theremaxcollection](https://luxurypresence.com/theremaxcollection)



## RE/MAX UNIVERSITY

RU is a world-class learning platform for luxury agents to enhance their skills and receive industry-leading education and coaching on demand.



## global.remax.com

This global website showcases listings in over **100 countries** in 72 languages and 50 currencies.

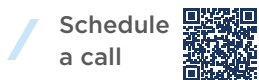
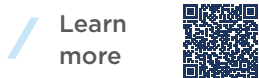
### Top 10 Countries Searched

- |              |                  |
|--------------|------------------|
| 1. Mexico    | 2. Portugal      |
| 3. Italy     | 4. Brazil        |
| 5. Germany   | 6. United States |
| 7. Argentina | 8. Canada        |
| 9. Colombia  | 10. Romania      |

Data obtained from Gryphtech LLC and Google Analytics between 01/01/2023 and 12/31/2023. Language, currency and country count as of 12/31/2023.

## LUXVT LISTING CONCIERGE

The RE/MAX Collection collaborated with LUXVT provides marketing plans and global advertising options to help agents win and sell more luxury listings. Learn more about pay-at-close pricing below.



## LUXURY DESIGNATIONS

Luxury designations are not required to use The RE/MAX Collection branding, but are encouraged. Learn more at <https://rem.ax/RUluxury>

## PRIVATE FACEBOOK GROUP

[facebook.com/groups/TheREMAXCollectionGroup](https://facebook.com/groups/TheREMAXCollectionGroup)

The RE/MAX Collection Facebook Group is exclusive to global luxury professionals who want to build a community of like-minded individuals. The purpose of this group is to share best practices, contribute through positive communication and help each other grow. The RE/MAX Collection Facebook Group does not serve as a listing platform. Complete the group membership questions for consideration.