



THE  
**RE/MAX**  
COLLECTION



Discover a world of difference.  
**Unrivaled Luxury**



THE  
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Fine Homes & Luxury Properties

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**Unmatched global reach.**

- RE/MAX has a presence in **over 110 countries and territories**, more than any of its competitors.
- **140,000+ agents across the globe:** International connections, local roots.
- **#1 in brand awareness:** Nobody in the world sells more real estate than RE/MAX.
- **Most Trusted:** Voted #1 most trusted real estate agents in the USA<sup>1</sup> and Canada<sup>2</sup> year after year.

Source: MMR Strategy Group study of unaided awareness. <sup>1</sup>As measured by residential transaction sides. <sup>2</sup>Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark<sup>®</sup> American Trust Study, years 2022-2024 and 2019. <sup>3</sup>Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark<sup>®</sup> Canadian Trust Study, years 2019-2024 and 2017.

## Welcome to The RE/MAX Collection®

Your passport to buying  
and selling the most unique  
properties worldwide.  
Powered by RE/MAX®:  
The #1 name in real estate!

Source: MMR Strategy Group study of unaided awareness.

## World-class support.

The RE/MAX Collection offers a suite of upscale resources for its luxury agents to confidently guide the most discerning luxury homebuyers and sellers.

- **Luxury Launchpad:** A curated business-building platform representing the upper market segment all in one place.
- **Luxury Forum:** An annual event where luxury top producers gather to innovate, strategize and hone specialized skills.
- **Private Facebook Group:** Connect and network with over 5,800+ RE/MAX members worldwide.
- **Premier Advertising:** Partnerships with prestigious international publications like Unique Homes, WSJ, Mansion Global Experience Luxury and Kingdom Magazine.
- **PR Assistance:** Secure luxury media features.
- **Customize Luxury Market Data & Graphics:** Win more listings with a smart competitive edge.
- **Distinctive Signage:** Elevate your brand presence and awareness with sophisticated luxury yard signs. Branding seen across North America helps familiarize clients with your business.
- **National Media:** Leverage professionally designed digital, print, social and out-of-home campaigns to reach local or regional markets.
- **National Partnerships:** Brand representation at exclusive events, panel discussions and advisory boards.

## Enhanced learning.

From online and in-person courses and events to broker/owner and agent-specific programs, RE/MAX University® provides advanced certification and educational opportunities to stay ahead of the curve.

Luxury-specific programs include:

- **Certified Luxury Home Marketing Specialist (CLHMS™) designation, GUILD™ and GUILD Elite™:** Offered on-demand, livestream or in-person. Presented by The Institute for Luxury Home Marketing by Colibri Real Estate.
- **Luxury Listing Specialist (LUXE) designation:** 16-module course offered on-demand or in-person. No luxury sales experience required. Learn how to excel in the luxury market.
- **Luxury Content:** Access the dedicated luxury page in RE/MAX University for on-demand resources, panel discussions and more to help grow your luxury business.

## Luxury authenticated.

**Every home in The RE/MAX Collection is required to be 2X the average sold price where a property is listed.** Once a qualifying listing enters the MLS, it seamlessly disseminates across prominent platforms, including [remax.ca/luxury](http://remax.ca/luxury), [global.remax.com](http://global.remax.com), [remax.ca](http://remax.ca) and [WSJ.com](http://WSJ.com).

Furthermore, should a listing meet the prestigious threshold of over \$1.3M CAD, it gains visibility on [mansionsglobal.com](http://mansionsglobal.com) as well.

Ascend to new heights in real estate by choosing The RE/MAX Collection for your high-end homebuying and selling needs—today.

[remax.ca/luxury](http://remax.ca/luxury)