

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

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:

Video eBooks

Consumer-facing commercials

Detailed listing planner

Luxury listing presentation

Look Book

Customizable brochure to present digitally or print professionally

“RE/MAX vs. the Industry” social graphics

Distinct yard signs and sign riders

Photofy

Mobile content creation platform for listings and agent branding

RE/MAX Hustle

remaxhustle.com
Customize videos, video editor, digital welcome mats



INTERNATIONAL PUBLICATIONS

The RE/MAX Collection luxury agents receive access to exclusive digital and print advertising programs with internationally renowned publications where luxury listings can reach millions of qualified buyers. Reach out to the publication representative for possible special rate availability.

Unique Homes -
uniquehomes.com

The High End
direct mail
magazine
by Unique
Homes

The Wall Street
Journal -
realestate.wsj.com

Mansion Global
Experience Luxury
magazine -
[mansionglobal.com/
advertise](https://mansionglobal.com/advertise)

Kingdom
Magazine -
kingdom.golf

The Chronicle of
the Horse -
chronofhorse.com



THE RE/MAX COLLECTION LISTING CRITERIA

To find out if a listing qualifies for The RE/MAX Collection:

1. Visit the **Luxury Launchpad** - remax.luxurylaunchpad.com » Listing Materials » Luxury Threshold tile.
2. Select U.S. or Canada.
3. Download the PDF or search the zip code within the browser screen.

To search the PDF, hold down the Control Key/Command Key and select F (for Find). A box will appear in the upper right-hand corner. Type in the zip code that you would like to search and hit enter.

Once a listing qualifies and is entered into the MLS, it automatically syndicates to remax.com/luxury (U.S.) or remax.ca/luxury (Canada), global.remax.com and remax.com. U.S. and Canada luxury listings syndicate to wsj.com. If the listing meets The RE/MAX Collection threshold criteria and is over \$1 million (USD), it will also syndicate to mansionglobal.com.

The RE/MAX Collection website features single-family, townhomes and condominiums. To feature your listing on the home page, submit your listing to:

U.S.
theremaxcollection@remax.com
for consideration on
remax.com/luxury.

Canada
theremaxcollection@remax.ca
for consideration on
remax.ca/luxury.

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.

Learn
more -



Schedule
a call -



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.

Learning programs include:

- CLHMS™ designation from The Institute for Luxury Home Marketing. Agents selling homes \$1M+ may earn the Guild™ designation.
- Luxury Listing Specialist (LUXE) designation. Learn how to sell the \$1M+ market.

PRIVATE FACEBOOK GROUP

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.