

UNRIVALED  
LUXURY



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 /

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. Your luxury agent is 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.



\*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®



**Pat Gavendail**  
415.555.5555

RE/MAX DTC  
**555.123.4567**  
[remax.com/luxury](https://remax.com/luxury)



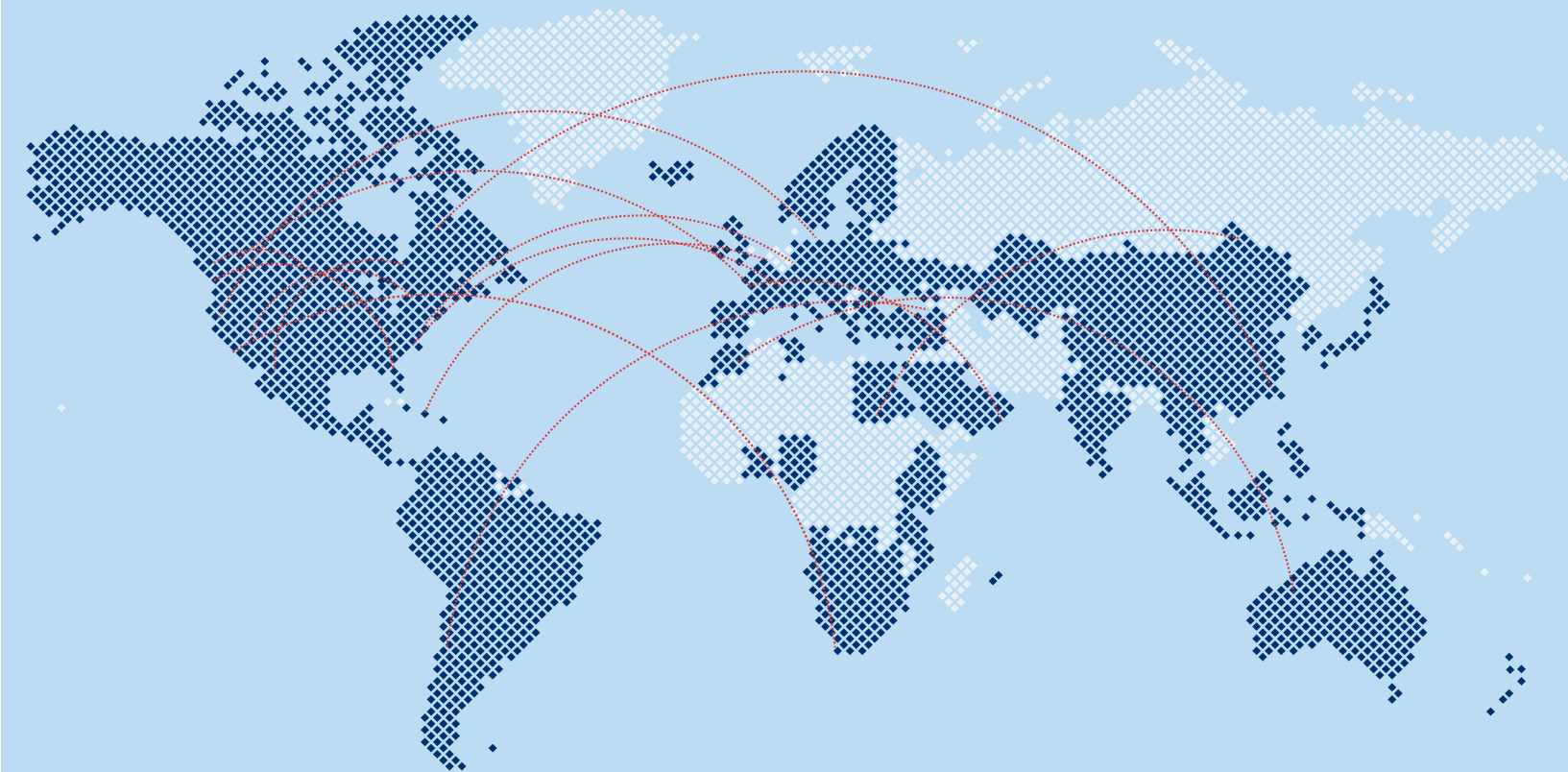
# RE/MAX<sup>®</sup>

## LEADERS /

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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 /

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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 /

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-focused  
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.

# 1/2X



# 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 1/8 to 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 /

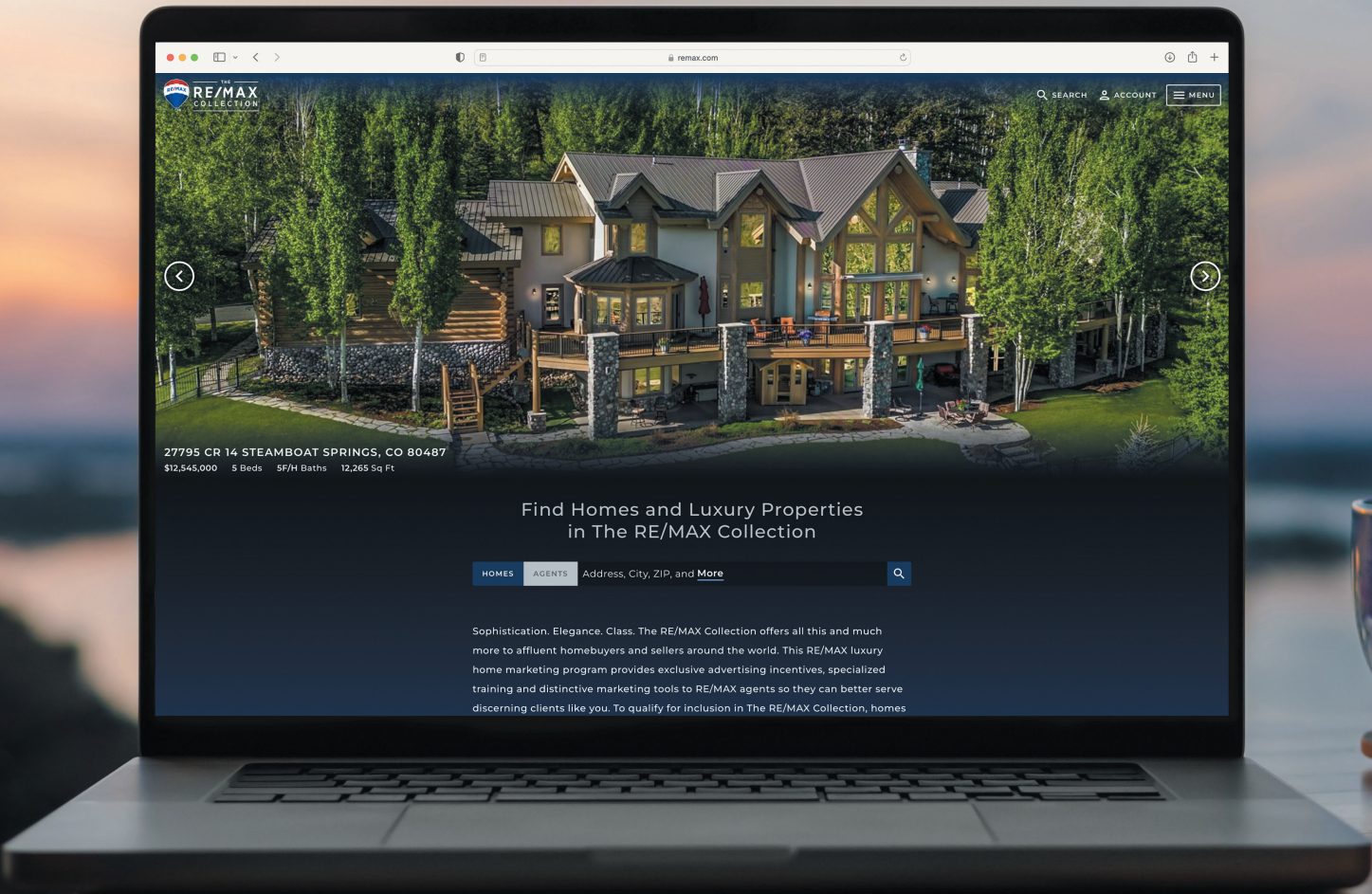
The RE/MAX Collection luxury agents implement marketing resources and tailored advertising strategies to help position your listing in front of qualified buyers.





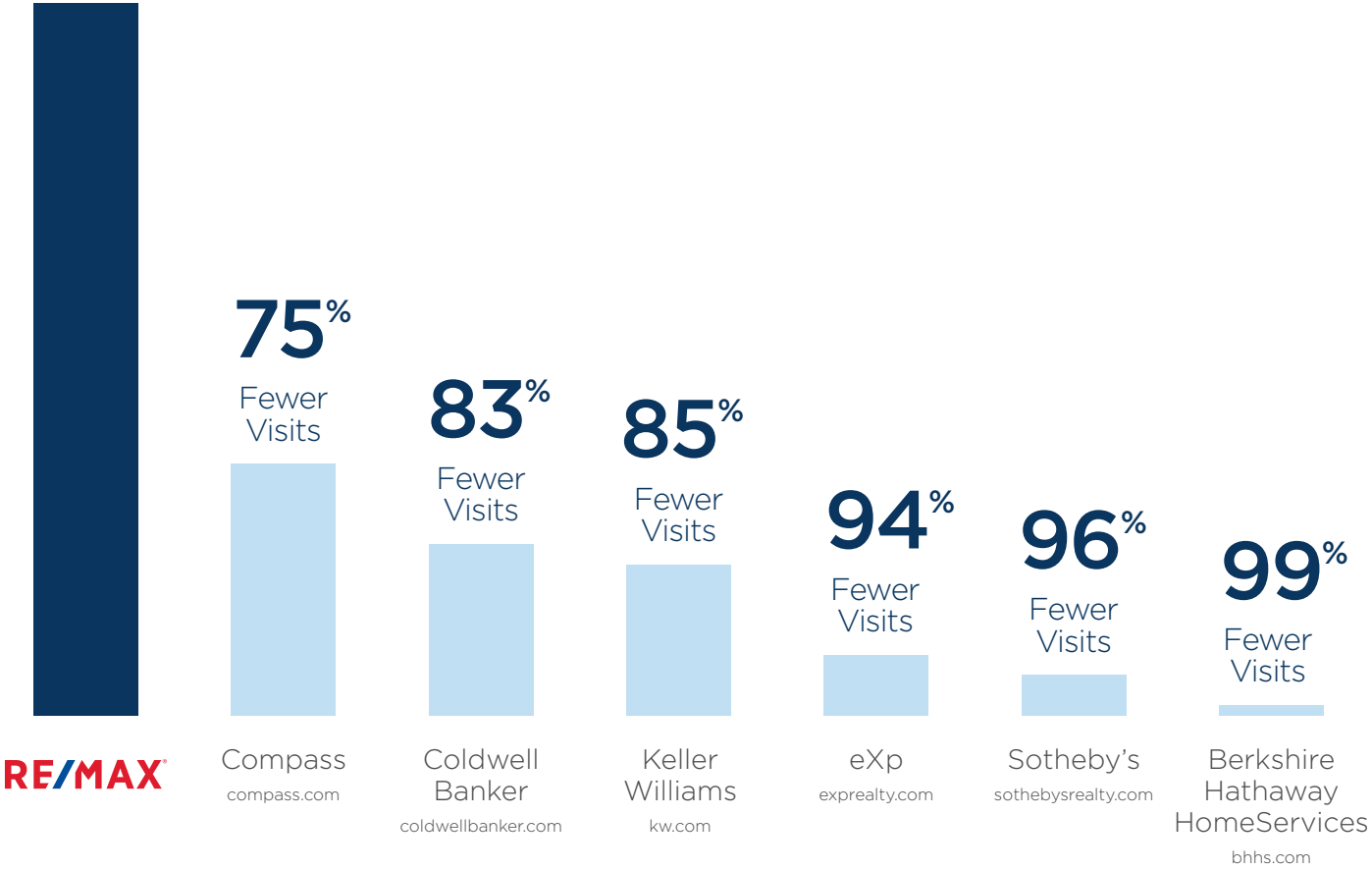
# DIGITAL MARKETING /

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.



# RE/MAX VS COMPETITORS\*

REMAX.COM: #1 REAL ESTATE FRANCHISOR SITE\*\* OVER 138 MILLION VISITS\*\*\*



Data from January-December 2023\*\*

\*Based on ComScore report of 2023 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. \*\*Source: More visits than any other national real estate franchisor website, according to SimilarWeb report of 2023 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 2023. 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 /

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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 /

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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.





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

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In 2023, RE/MAX agents closed over  
1.5 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) \*\*Combined residential and commercial transaction sides for full-year 2023.



# MIRACLE HOMES /

For 32 years, RE/MAX has proudly partnered with Children's Miracle Network 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 over \$200 million through the Miracle Home and Miracle Property Program to support the 170 CMN Hospitals throughout North America.

[www.remax.com/resources/childrensmiraclenetwork](http://www.remax.com/resources/childrensmiraclenetwork)







# 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.





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