RE/MAX

TOWN CENTER

GETTING STARTED WITH RE/MAX® TECHNOLOGY



RE/MAX TECHNOLOGY

AN UNRIVALED ASSORTMENT OF DIGITAL TOOLS AND ASSETS FOR YOUR BUSINESS

RE/MAX Affiliates have access to new and updated technology that makes the buying, selling and overall business management process a breeze. The RE/MAX tech suite features a wide variety of highly effective lead generation tools, top-notch education, customizable marketing materials and so much more!



This guide will help you:

+ Understand the tech tools that are available as well as those currently in development.
+ Get started with key products.
+ Discover the massive competitive edge you enjoy through your affiliation with RE/MAX and your office.

THE RUNDOWN

LEAD GENERATION PLATFORMS - *5*
The websites remax.com, global.remax.com, remax.com/luxury and remaxcommercial.com, along with the RE/MAX Mobile App, are highly effective consumer resources that funnel leads to RE/MAX agents.

RE/MAX HUSTLE- *9*
As an agent, you are a hustler and always on the go. It can be challenging to carve out time to create content for social media, make a listing video, or design a virtual hello to your clients. RE/MAX Hustle is your solution that helps gives you more time to hustle harder.

RE/MAX MEGAPHONE - *11*
No need to hire a graphic designer. Here's your personal marketing assistant, offering free, easily customizable templates for flyers, postcards, virtual tours, websites and presentations. Marketing projects can even be automatically created on your behalf as soon as your new listing, price reduction, open house, or sale hits the market!

@REMAX.NET EMAIL ADDRESS - *13*
A great way to further align yourself with the #1 name in real estate*. All RE/MAX associates are provided an @remax.net forwarding email address to help market their business. This forwarding address doubles as a logon to access many RE/MAX online resources.

MAX/CENTER® - *14*
Logging in to MAX/Center is the first thing you will want to do as a RE/MAX Agent. MAX/Center is the portal that provides you access to your RE/MAX profile, business-building tools and resources, and the agent and office roster so you can stay connected with other members of the RE/MAX network.

RE/MAX REFERRALS - *15*
Capitalize on the incredible network of over 120,000 RE/MAX professionals around the world by utilizing the new RE/MAX Referral Platform in MAX/Center. The Global Referral Exchange powered by RESAAS makes it easy to exchange referrals and obtain leads in multiple languages with global RE/MAX agents.

RE/MAX UNIVERSITY® - *17*
Receive industry-leading education on demand. Grow professionally by earning certifications and designations or by completing Continuing Education. Improve your skills and explore new avenues of business through video instruction and printable guides on negotiation, marketing, technology and much more.

REM.AX URL SHORTENER - *18*
Turn lengthy URLs into shorter, cleaner and easily shareable links. Then, edit, share, and track link traffic to learn what is resonating with your audiences and continuously improve your marketing efforts.

RE/MAX BOOJ PLATFORM - *19*
The RE/MAX booj platform will be your new business productivity suite launching in 2019! The platform will feature a powerful CRM where you can effectively manage, cultivate, and market to leads and contacts. It will also feature a multi-page agent and team websites, and tools to help you track deals, manage tasks, and so much more!

MARKETPLACE- *21*
With numerous participating companies, the RE/MAX Approved Supplier Program offers everything from business cards and signage to financial services and cell phone plan discounts.

RE/MAX MOBILE APP - *22*
An excellent property search tool for consumers – and a core lead generation platform for you. The RE/MAX app can be branded with your photo, name and contact information. And any time a consumer accesses the app, it acts as a personal lead generator!

MARKETING PORTAL - *23*
Need RE/MAX logos? Want seasonal graphics to post to your social accounts? Looking for approved RE/MAX claims and slogans? Find everything you need in the Marketing Portal!

CHILDREN'S MIRACLE NETWORK HOSPITALS MIRACLE SYSTEM - *24*
Make a difference in your community by supporting Children's Miracle Network Hospitals. The Miracle System allows RE/MAX agents to easily and securely make donations to their local CMN Hospital after each closed transaction. It's also where agents can access resources to their involvement and track contributions.

FIRST - *25*
First's A.I. powered Seller Stars put you ten steps ahead of your competition. Our mobile app keeps you up to date and gets you in flow with the people in your network who need to hear from you right now.

SUPPORT SERVICES - *26*
Got tech questions? The eCare Technical Support team can help! Call or email the team directly, or access quick and simple expert solutions via the RE/MAX eCare Help Center.

*MMR Strategy Group study of unaided awareness.

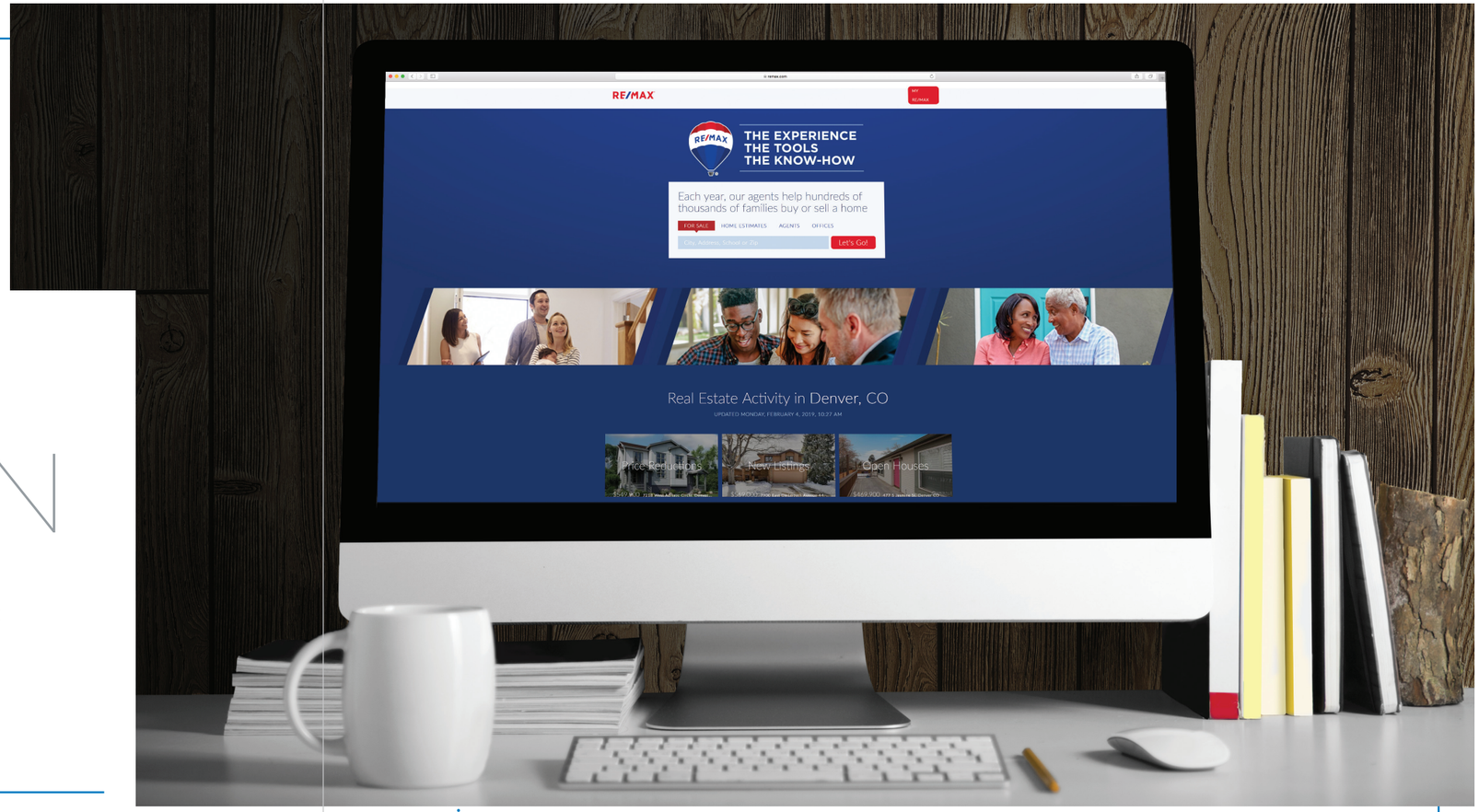
GET STARTED

LEAD GENERATION PLATFORMS

FUNNELING BUSINESS TO YOU

With the No. 1 name in real estate*, RE/MAX has helped millions of families buy or sell a home. RE/MAX advertising campaigns are fun and engaging – and RE/MAX leads the industry in brand awareness*. That awareness drives tons of traffic to RE/MAX websites. In turn, the website visits translate into thousands of referral-fee-free leads sent to RE/MAX agents every day. Understanding where the leads come from will help you convert them into business.

*Source: MMR Strategy Group study of unaided awareness



REMAX.COM

More consumers visit remax.com than any other national real estate franchisor website*. The site features a modern, user-friendly interface enabling visitors to search for listings, acquire property estimates and connect with RE/MAX agents and offices.



remax.com: The site they see.

OVER 110 MILLION VISITS*

RE/MAX #1 Real Estate Franchisor Site**

Coldwell Banker	50% FEWER VISITS**
Century 21	51% FEWER VISITS**
Keller Williams	67% FEWER VISITS**

Data from Jan-Dec 2018

*Source: RE/MAX first-party data for full-year 2018. **Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.



REMAX.COM/LUXURY

Luxury buyers and sellers want a distinguished agent who can meet their standards for quality. They want white-glove treatment. They can find it at remax.com/luxury. With an elegant, brochure-quality look, the site promotes luxury properties in an upscale package.

Any RE/MAX agent's listing that is twice the average price in that zip code will automatically be identified as a luxury property and be included on the site. The leads generated through the site are distributed to RE/MAX luxury agents who hold the CLHMS designation or have an active luxury listing.

REMAXCOMMERCIAL.COM

The remaxcommercial.com website caters specifically to real estate professionals in the commercial market. The site's straightforward, intuitive interface showcases commercial properties found on Loopnet, your local MLS, and around the globe. All areas of commercial real estate are featured, including industrial, land, multi-family, office and more. Visitors can also access exclusive commercial updates and industry reports, and easily connect with an experienced commercial agent who can lead them through a property transaction. All of the resulting leads from remaxcommercial.com are delivered to RE/MAX Commercial Practitioners.

GLOBAL.REMAX.COM

For international buyers and sellers, global.remax.com brings the world to their fingertips. The site allows visitors to search listings in over 80 countries and territories with the confidence that comes from working with a brand they know and trust. Additionally, many visitors are further assisted by being able to search in their native language and currency regardless of the country they are searching in; the site allows searches in over 40 different languages and in almost 60 different currencies.

Since RE/MAX listings are automatically syndicated to global.remax.com, RE/MAX agents enjoy exposure to global investors and buyers around the world. It's a significant benefit for RE/MAX agents and their clients.

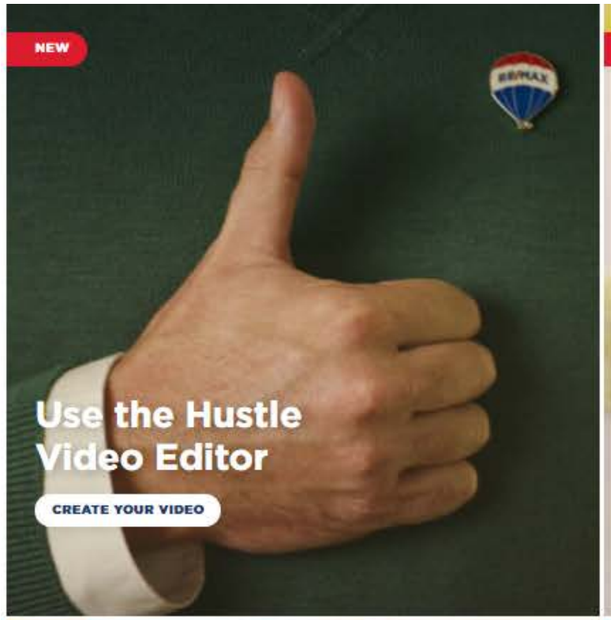
RE/MAX MOBILE APP

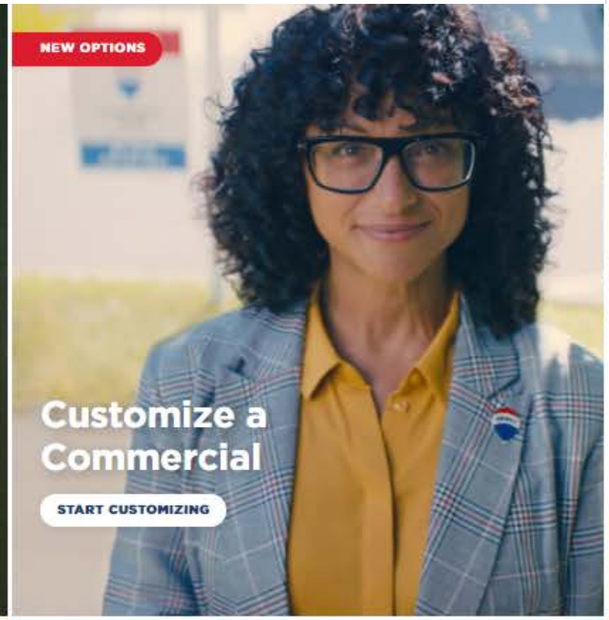
The RE/MAX Mobile App provides a convenient, simplified way to browse properties on both Android and Apple devices. The best part is that you can brand the app with your own information! Learn more about this tool on page 22.

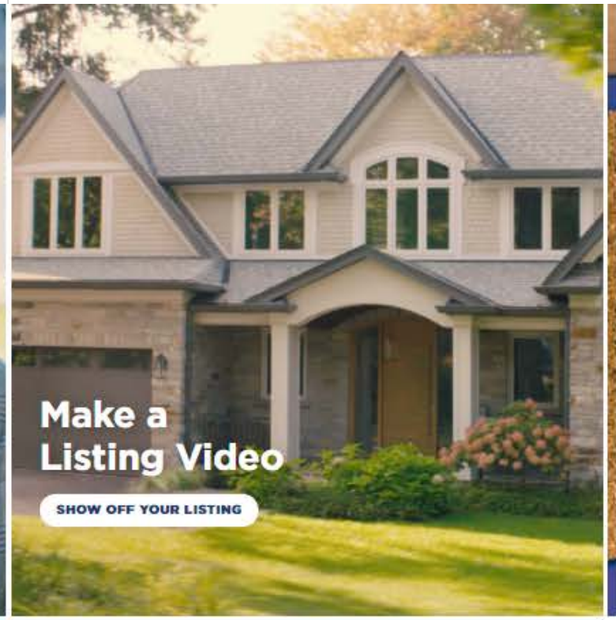
RE/MAX HUSTLE

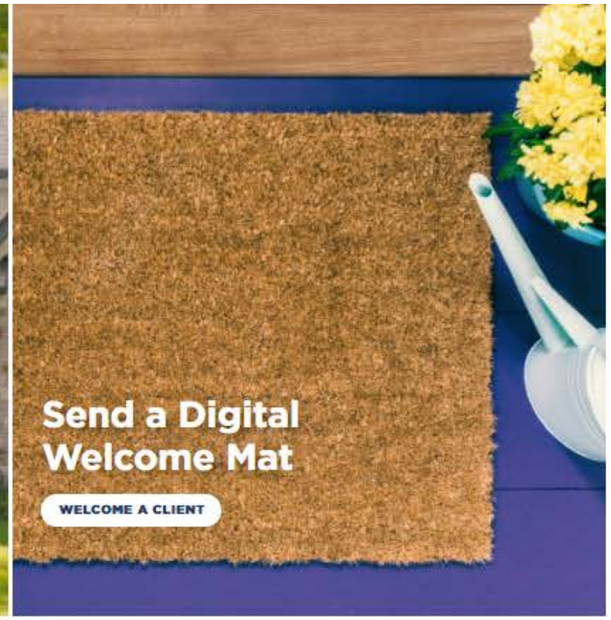
As an agent, you are a hustler and always on the go. It can be challenging to carve out time to create content for social media, make a listing video, or design a virtual hello to your clients. RE/MAX Hustle is your solution that helps gives you more time to hustle harder. Create a video, customize a RE/MAX branded commercial, or create a Hustlegraphic all in just a few clicks. Don't forget to tag RE/MAX Hustle on social media when you post.

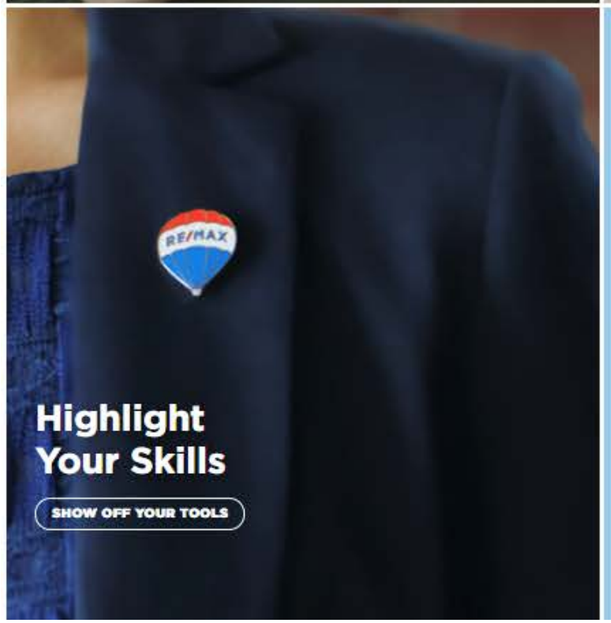
#remaxhustle



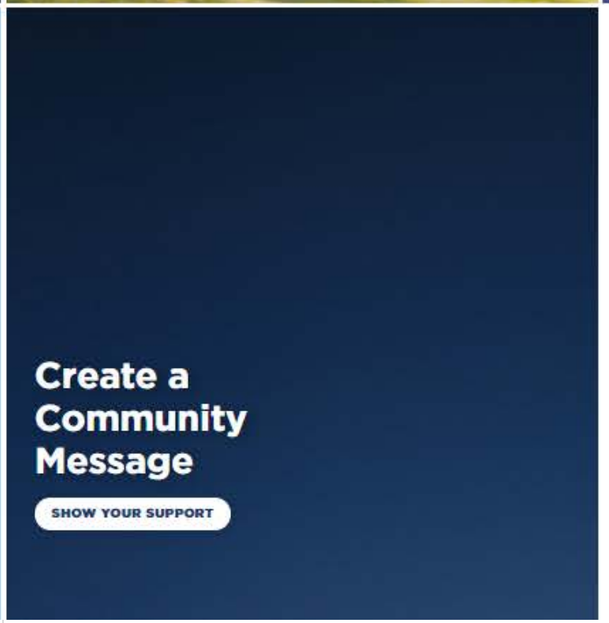












HOW TO ACCESS:

Log in to MAX/Center and select the RE/MAX HUSTLE tile

RE/MAX HUSTLE



RE/MAX

MEGAPHONE

YOUR PERSONAL MARKETING ASSISTANT

RE/MAX MEGAPHONE is your online, easy-to-use marketing platform full of free, easily customizable templates for flyers, postcards, virtual tours, websites, presentations and more. Integrated distribution options make sharing and sending projects easier than ever.

The beauty is in the simplicity of it all. MEGAPHONE is designed to pull information automatically from the MLS to auto-populate designs with property details and images. Additionally, all projects are instantly branded with your photo and contact information from your profile. Plus, all the designs are professionally created and adhere to RE/MAX trademark standards.

MEGAPHONE AUTOMATION

Say goodbye to expensive graphic designers and personal assistants hired to create your promotional materials and say hello to MEGAPHONE Automation!

MEGAPHONE Automation is a feature of RE/MAX MEGAPHONE that automatically creates Just Listed, Open House, Price Reduction, and Just Sold marketing materials based on the status of your listing inside the MLS. For example, update the price of your listing in the MLS and all your digital projects, such as listing websites and ePostcards, will automatically be updated and print projects, such as flyers and postcards, will be re-designed – providing you with a new opportunity to advertise your listing.

You will automatically receive a MEGAPHONE email with links to all of your MEGAPHONE Automation projects within 24 hours of entering or making changes to the listing in the MLS.

Your work, simplified.



This technology is a fast and efficient way to maximize your listing marketing opportunities. Each time you receive a marketing package, you can easily distribute or edit by navigating to the projects tab.

Communicate effectively. Drive new leads.

HOW TO ACCESS:

Log in to MAX/Center and select the MEGAPHONE **tile**

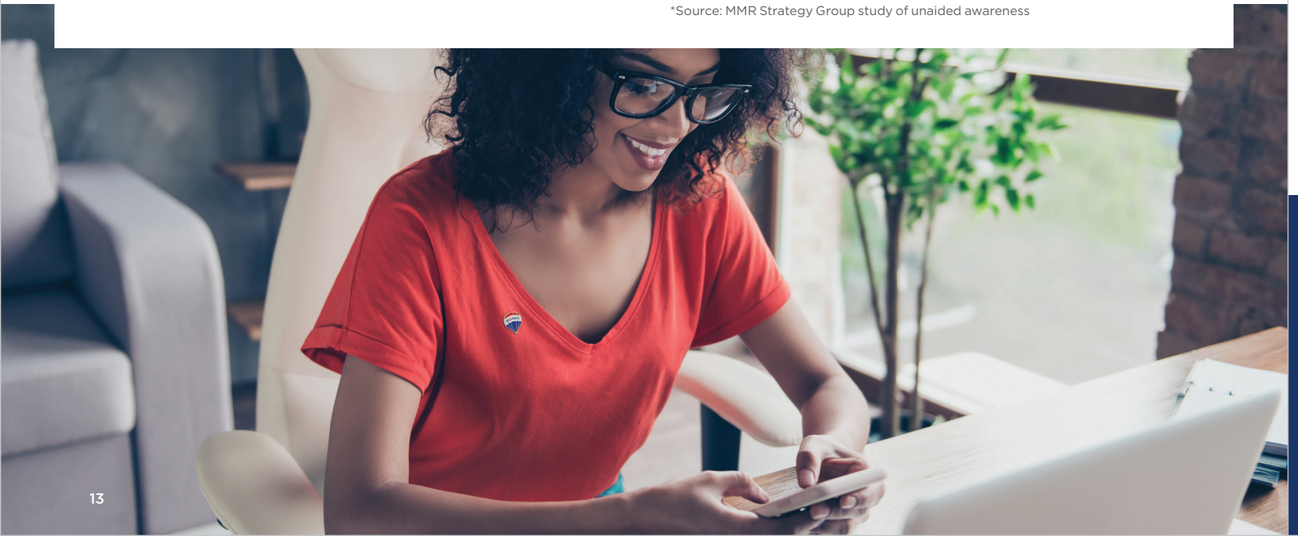
YOUR @REMAX.NET EMAIL ADDRESS

POWERFUL BRANDING

A great way to further align yourself with the No. 1 name in real estate* is to market your business with a RE/MAX email address. All RE/MAX associates are provided an @remax.net email address (i.e. johnsmith@remax.net). Keep in mind this is just a forwarding address, not an inbox, so all emails sent to a @remax.net email address will be redirected to a typical inbox (Gmail, Outlook, etc.). Make sure to include your RE/MAX email address on all your marketing materials and business cards, too. The @remax.net email address also doubles as RE/MAX login credentials, so establishing a @remax.net email address will be the first step in accessing all the great tools and resources RE/MAX has to offer.

If you are a new agent, you will receive an email prompting you to create an @remax.net email address within two hours of being added to your office roster.

*Source: MMR Strategy Group study of unaided awareness





MAX/CENTER®

YOUR HUB FOR ALL THINGS RE/MAX

MAX/Center is the launching point for all of your RE/MAX tools. Thanks to a single-sign on, you won't have to remember multiple passwords to access RE/MAX University, MEGAPHONE, and other great resources. MAX/Center also houses your RE/MAX Profile, where you upload a headshot and enter your contact information for other agents to view. Information entered into your profile is automatically updated across a variety of marketing tools and other resources – including the RE/MAX Referral Platform.

Personalize your MAX/Center browsing experience by clicking the heart icon on a tile to save it to your favorites list. Your favorites are accessible via the "My Apps" menu link on the upper left.

HOW TO ACCESS:

Visit maxcntr.com and log in with your @remax.net email address and password.

RE/MAX REFERRAL PLATFORM

BUSINESS FROM NEAR AND FAR

Through the NEW RE/MAX Referral Platform on MAX/Center, you can leverage the incredible network of over 120,000 RE/MAX professionals around the world. Use the Find an Affiliate/Office tool and narrow search results based on referral location, and other agent criteria such as designations held, award levels, languages spoken, etc. (information is pulled from an agent's RE/MAX profile). Negotiated referrals are handled between you and your office, with no corporate interference or fees.

You can also set a pre-determined service area, which determines where you appear in search results, both on remax.com and the RE/MAX Referral Platform. You are automatically assigned eight service areas based on your RE/MAX office's location and can set five additional service areas of your choice. For best results, choose 13 different service areas (choosing duplicated service areas have no benefit).

HOW TO ACCESS:

Log in to MAX/Center and use the menu to select FIND AN AFFILIATE/OFFICE.



REFERRAL EXCHANGE

GET GLOBAL!

Capitalize on the incredible network of over 120,000 RE/MAX professionals around the world by utilizing the new RE/MAX Referral Platform in MAX/Center. Use the Global Referral Exchange powered by RESAAS to easily exchange referrals and obtain leads in multiple languages with global RE/MAX agents.

You can search for referral partners based on a geographic location, then send a referral that is automatically translated based on the recipient's language. You can also post questions and socially interact with like-minded professionals worldwide.

HOW TO ACCESS:

Log in to MAX/Center and select the REFERRAL EXCHANGE tile

RE/MAX UNIVERSITY®

OPENING MORE DOORS

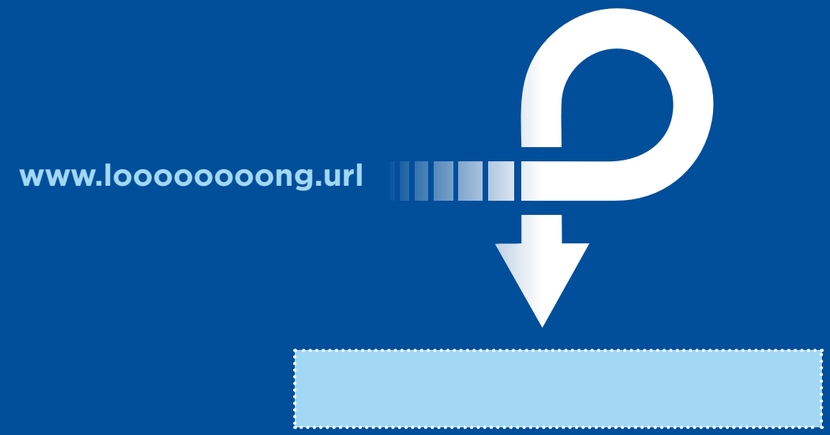
RE/MAX University provides comprehensive, interactive real estate education – when you want it, where you want it. Chock-full of top-notch resources to help you grow professionally, RE/MAX University allows you to improve your skills and discover new business by watching instructional videos or downloading printable guides on negotiation, marketing, tech and much more. Through RU, you can take courses for certifications, designations and Continuing Education, on your own time and typically at a discount.

The New to RE/MAX Learning Track is a great place to start. It provides an introduction to all the resources and services available to you as a member of the RE/MAX Network. The Technology section located in the left-hand menu of the RU homepage also provides a great overview of technology tools!



HOW TO ACCESS:

Log in to MAX/Center and select the RE/MAX UNIVERSITY tile



REM.AX URL SHORTENER

MAKING ONLINE SHARING A SNAP

The rem.ax URL Shortener turns cumbersome URLs into shorter, cleaner links – and can be customized with keywords of your choice. The links are then easily shareable on social, email, text message and more.

The shortener also includes powerful tracking features, enabling you to measure click-through rates and other analytics. Use these insights to quantify your ROI, learn what is resonating with your audiences and continuously improve your marketing efforts.

HOW TO ACCESS:

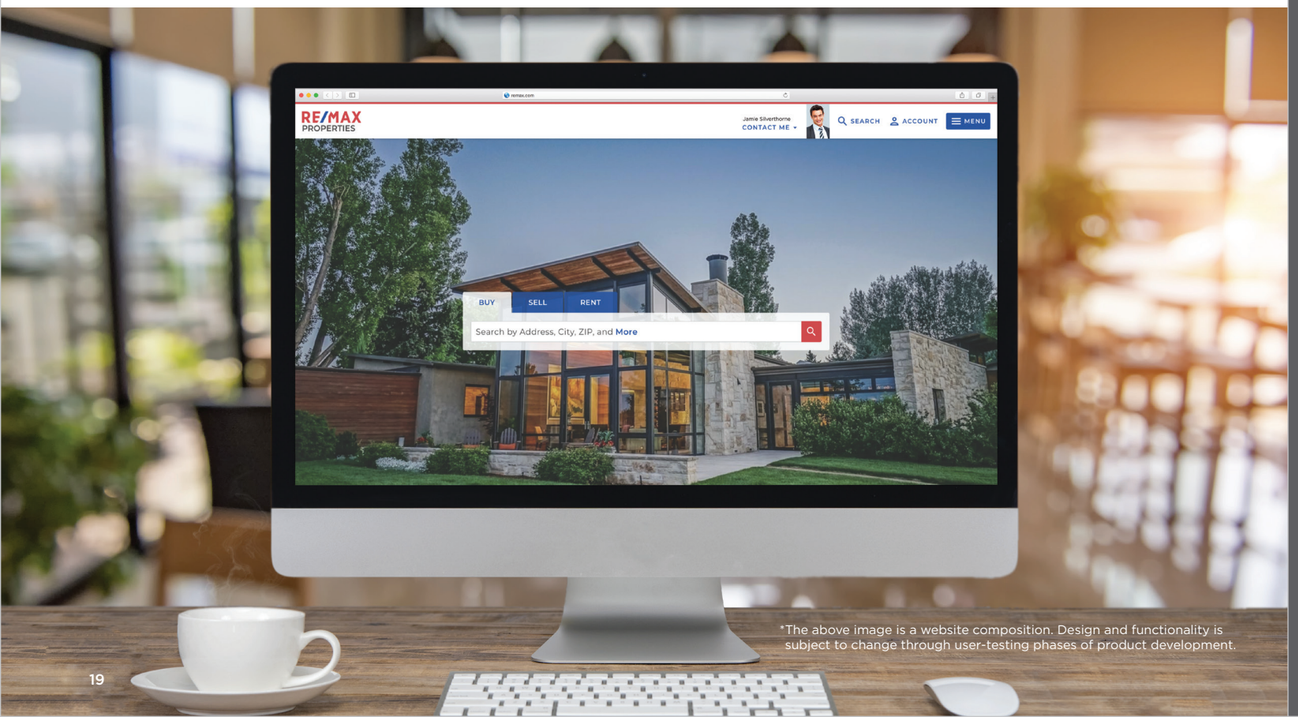
Log in to MAX/Center and use the menu to select Tools. Then click URL SHORTENER.

THE RE/MAX BOOJ PLATFORM

YOUR PRODUCTIVITY SUITE

Launched in 2019 is your new RE/MAX productivity suite, powered by booj! The platform features a CRM where you can effectively manage, cultivate, and market to leads and contacts; multi-page agent or team websites full of custom content for your audiences; tools to help you track deals and stay up-to-date with tasks; and so much more!

RE/MAX acquired booj (which stands for "be original or jealous") in February of 2018. booj is an award-winning real estate web development and software firm with an impressive 13-year track record, who is already serving nearly 20,000 agents at independent brokerages. The staff includes some of the premier technology developers and strategists in real estate. This was a major step toward delivering top technology solutions that create a competitive edge for you.



*The above image is a website composition. Design and functionality is subject to change through user-testing phases of product development.

FEATURES OF THE RE/MAX BOOJ PLATFORM

THE CRM

The CRM will be the core of the platform and deeply integrated with everything else, just as relationships are the core to powering your business. You'll be able to dig deeper into your network and improve your relationships with prospective, current and past clients. Contact management will be just the beginning.

YOU'LL BE ABLE TO TACKLE DOLLAR-PRODUCTIVE ACTIVITIES WITH TOOLS FOR:

+ Lead and contact management
+ Calendar and events management
+ Building action plans and tracking tasks
+ Tracking your deal pipeline
+ Working on the go with the mobile CRM App

AGENT, TEAM, OFFICE AND MULTI-OFFICE WEBSITES

The RE/MAX booj Platform will provide tools for a streamlined digital experience for you and your clients alike. Closely integrated with the core CRM to track your prospective and current clients' activity, the RE/MAX booj Platform's consumer engagement tools will build your digital presence, help you position yourself as a local market expert and help you engage prospective and current clients with ease as they search for properties.

YOU CAN LOOK FORWARD TO:

+ 5 completely customizable multi-page website templates
+ Little to no set-up, while still highlighting you and your listings
+ Property search to generate buyer, seller, and renter leads
+ Detailed reporting and analytics on website performance

MOBILE APP

The new RE/MAX Mobile app will provide a streamlined home search experience for prospective and active buyers. Activity data from the app will automatically sync with the CRM to give you deep insight into your clients' and leads' preferences and behavior patterns. Analytics – presented on an intuitive dashboard – will help you prioritize your work for an increased conversion rate. All while providing a cutting-edge tech experience to consumers.

GET EXCITED FOR:

+ Property search app (high-level) features
+ Agent or team-branding
+ Location-based map search and local area data
+ School search by boundaries and districts
+ MLS saved searches (Including Schools and Drive Time)
+ In-app, push, and email notifications

MARKETING CAPABILITIES

Get ready to power your business with the platform's digital marketing tools and integrations. Built-in intelligence and automated campaign delivery make lead-to-client conversion easier than ever before.

YOU'LL BE ABLE TO TAKE ADVANTAGE OF:

+ Email campaigns with analytics
+ Property alert emails and notifications
+ Market snapshots
+ Social integration and automated posting

APPAREL
BUSINESS CARDS
SCHWAG
YARD SIGNS
OFFICE SIGNAGE
DISCOUNTS
BROCHURES

MARKETPLACE

PUT MONEY BACK IN YOUR POCKET

MARKETPLACE is where you access vendors participating in the RE/MAX Approved Supplier Program. With numerous participating companies, you'll find everything from business cards and signage to financial services and cell phone plans.

Bonus: RE/MAX has negotiated deep discounts with these companies on your behalf! More great news – when ordering products from RE/MAX Approved Suppliers all materials comply with RE/MAX Brand Identity Standards.

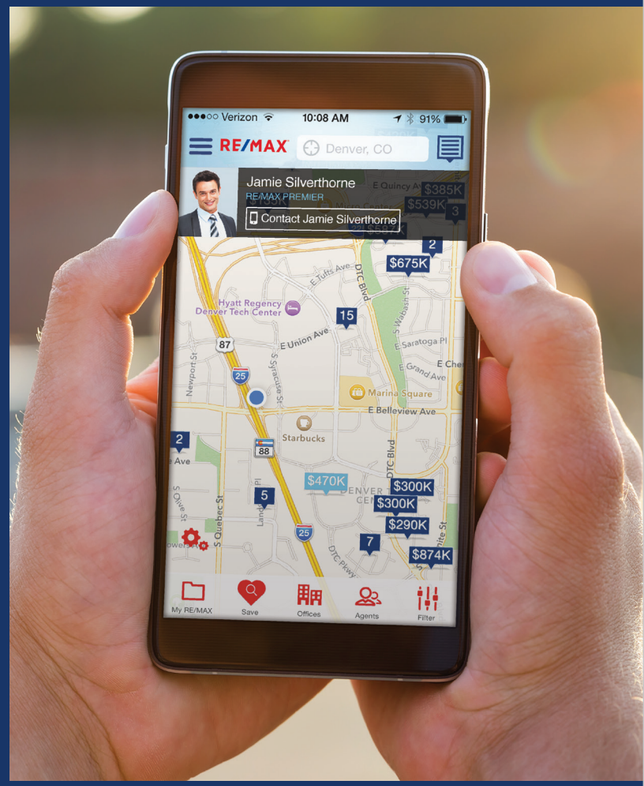
HOW TO ACCESS:

Log in to MAX/Center and select the MARKETPLACE **Tile**

RE/MAX MOBILE APP

AGENT BRANDING

The RE/MAX Mobile App is an excellent property search tool for consumers, and in turn, a core lead-generation platform for you. The best part is that you can make the app your own vital tool by capitalizing on the agent branding feature. The RE/MAX app can be branded with your photo, name and contact information, and also act as your own personal lead generator!



HOW TO ACCESS:

Log in to MAX/Center and select the MARKETING tile

Select Marketing Tools and scroll until you see Agent Branding for Mobile.

Click View to learn more.

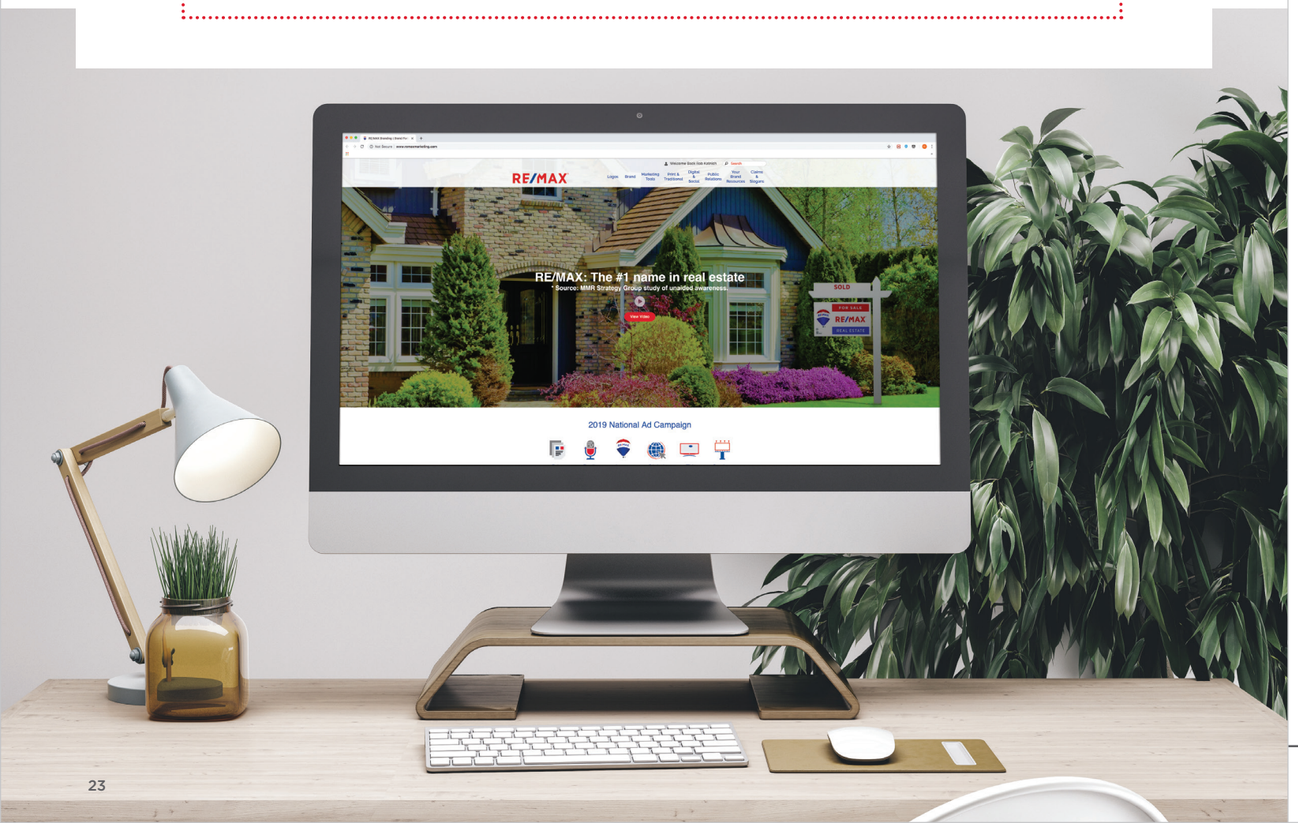
MARKETING PORTAL

Need RE/MAX logos? Want seasonal graphics to post to your social accounts? Looking for approved RE/MAX claims and slogans? Find everything you need in the Marketing Portal. Visit remaxmarketing.com for all your marketing needs.

HOW TO ACCESS:

Log in to MAX/Center and select the MARKETING tile

Use the top left navigation menu to find resources for Public Relations and Digital & Social, or find approved Logos and Marketing Claims, and more!





CHILDREN'S MIRACLE NETWORK HOSPITALS® MIRACLE SYSTEM

Make a difference in your community by supporting Children's Miracle Network Hospitals. The Miracle System allows RE/MAX agents to easily and securely make donations to a local CMN Hospital after each closed transaction.

This way, you and your clients play an important role in helping sick children get better. To date, RE/MAX agents help support millions of kids each year. The CMN Hospital Portal is your one-stop shop to making a difference in children's lives.

The Miracle System allows RE/MAX agents to:

+ Quickly, easily, and securely make donations to a local CMN Hospital after each closed transaction
+ Create Honor Cards for your clients
+ Monitor your progress toward reaching Miracle Agent or Miracle Office status
+ Access resources to market your involvement
+ Track all of your contributions for tax purposes

HOW TO ACCESS:

Log in to MAX/Center and select the MIRACLE SYSTEM tile



FIRST

THE SMARTEST WAY TO MASTER YOUR FOLLOW UP

You have deals hiding in your database. First helps you win them.

How we do that is both magical and simple.

First's A.I. powered Seller Stars put you ten steps ahead of your competition. Our mobile app keeps you up to date and gets you in flow with the people in your network who need to hear from you right now.

HOW TO ACCESS:

Log in to MAX/Center and select the **FIRST** tile



HELP!

TECHNICAL SUPPORT

Got tech questions? We've got answers! The RE/MAX technical support staff are real live human beings at RE/MAX Headquarters. You can call or email the team directly, or quickly access expert solutions via the RE/MAX Help Center, which presents answers to the most common technology questions and helps ensure you are maximizing RE/MAX resources and assets.

HOW TO ACCESS:

1

1.888.398.7171

2

productsupport@remax.net

3

MAX/Center Tile:
SUPPORT SERVICES

Passwords!

You have lots to learn and to remember when launching your real estate career with RE/MAX. Let's not let passwords be one of them.

Mill Creek WIFI	Login_____	Password_____
Everett WIFI	Login_____	Password_____
MAX/Center	Login_____	Password_____
myrtc.net	Login_____	Password_____
Brokermint	Login_____	Password_____
PropertyRadar	Login_____	Password_____
Facebook	Login_____	Password_____
Instagram	Login_____	Password_____
Twitter	Login_____	Password_____
LinkedIn	Login_____	Password_____
TikTok	Login_____	Password_____
Snapchat	Login_____	Password_____
Google/Youtube	Login_____	Password_____
MS Office	Login_____	Password_____
Other:_____	Login_____	Password_____
Other:_____	Login_____	Password_____

Notes:

RE/MAX Town Center

15117 Main St. B106
Mill Creek, WA 98012

1728 West Marine View Dr #222
Everett, WA 98201

c: (425) 224-8400
e: info@remax.net
w: remaxtc.com

RE/MAX
TOWN CENTER

Outstanding Agents
Outstanding Results®