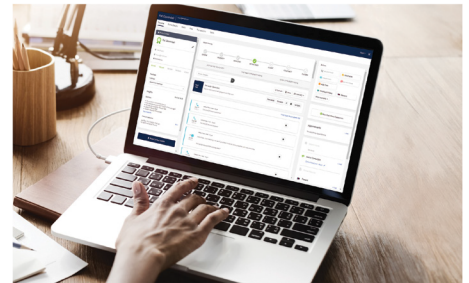
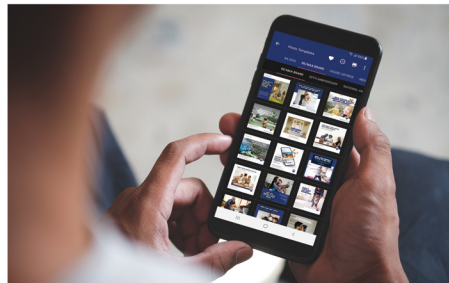
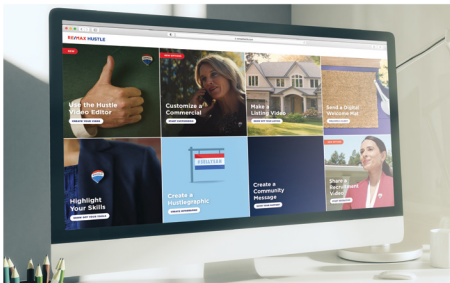




Tech That Works as Hard as You Do

With RE/MAX®, you don't just get the tech - you get solutions built for how real estate really works. MAXTech® brings everything together in one streamlined system, helping agents win more listings, save time and be more productive.



The Suite

MAXTech simplifies and streamlines every aspect of running and managing your business, creating a single place to access all of your tech, resources, training, events and more.

BoldTrail is your online digital marketing powerhouse - listings, CRM, website, lead management, creating a single end-to-end platform with many solutions for efficiency and growth.

Marketing as a Service delivers ready-made, professionally designed marketing content — automatically personalized with your branding — to help you promote your business, listings and expertise across print, digital and social channels.¹

MAXReferSM connects you to thousands of RE/MAX agents worldwide, making it easy to send, receive and manage referrals across the global network while keeping your deals secure and your income flowing.

MAXEngageSM is a gamified app that helps grow your RE/MAX business through fun, social-driven challenges. Link your profiles, earn points for taking action and redeem rewards like branded merch, promos and marketing boosts — all the while building your presence and tapping into the power of the network.

Agent Insight an exclusive tool that showcases your local expertise to consumers through regional websites and SEO.

RE/MAX Monthly Newsletters ready-to-send, professionally written content that keeps your clients informed and engaged — delivered consistently to help you stay top of mind year-round.

MAXTech AI puts powerful artificial intelligence at your fingertips — writing listing descriptions, emails and social posts in seconds. It even powers smart search and a digital assistant on remax.com to help turn curious visitors into serious clients.

RE/MAX Hustle helps you create, edit and share personalized, professional-quality videos and infographics.

Photofy allows you to create RE/MAX value-prop messaging, attract new clients or connect with current clients by posting branded and custom social media graphics.²

RE/MAX Marketplace offers access to exclusive discounts on technology, supplies and services. Over 75 carefully vetted brands provide solutions for many aspects of your business.³

Solution	Key Features	Included	For non-REMAX agents
 BoldTrail is your online digital marketing powerhouse - listings, CRM, website, lead management, creating a single end-to-end platform with many solutions for efficiency and growth.	• IDX Websites • Lead Engine • Smart CRM • Marketing Assistance • Listings Management & Syndication • Transactions Integration • Business Intelligence Analytics • Mobile Apps • Built-in Marketplace	✓	
 Present CMA and presentation builder helps agents guide clients through an interactive and compelling pricing discussion. *Available where sold data is available by your MLS	• CMA & Pricing Visualization • Presentation Builder • Custom Branding • Live, Digital + Print Presentations • Client Activity Tracking	✓	BoldTrail Plus: \$649 per month Includes: • BoldTrail Platform • Present • ListingMachine + DesignCenter, Social Additional Platform Add-ons: • Premium Website Template: starts at \$2,599 - one time cost
 ListingMachine + DesignCenter comes complete with digital and print assets, making it easier for agents to promote listings.	• Listing Marketing • Property Website, Video Tours, Flyers, Postcards, etc. • Social Posting • Marketing Design Center • Custom Brand Print + Digital Assets	✓	
 Social helps you leave a lasting impression on Facebook, X, and LinkedIn, keeping you top of mind in your network.	• Curated Articles • Directly Share Listings • Schedule & Post Content • Harness Lead Generation • Calendar + Scheduler Tool	✓	
 Team Add-On allows team leaders to manage their team of agents within their brokerage.	• Team Website • Team Lead Generation & Lead Routing • Team Pond Accounts • Team Accountability Rules & Performance Reporting	✓	Team Add-on: \$399 per month Bulk CORE Teams not available for purchase by individual agents - Broker exclusive.
 MAX Tech simplifies and streamlines every aspect of running and managing your business, creating a single place to access all of your tech, resources, training, events and more.	• Single Sign On To All Applications • Dashboard • App Launcher • Office & Regional Calendar • Access To Tech Assist	✓	EXCLUSIVE TO RE/MAX
 Agent Insight an exclusive tool that showcases your local expertise to consumers through regional websites and SEO.	• Post Lifestyle Photos and Reviews • Be Featured in the Neighborhoods and Communities You Serve • Supercharge SEO	✓	EXCLUSIVE TO RE/MAX

The *greatness* in you.™

¹Platform offers optional purchases. ²Third party app with a REMAX content library that requires a monthly charge. ³May require you to purchase from third party vendors.
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