

FAQ: Canada Post Program Update & RE/MAX Promotional Direct Mail Campaigns

What is the Blue Box Regulation? How does it affect my business?

The Blue Box Regulation and similar regulations in other provinces, requires “Producers” to be fully accountable for the collection, reuse, refurbishment, and/or recycling of Blue Box materials, including paper products. The regulation deems franchisors to be “Producers” and makes them responsible for all recyclable materials bearing their trademarks.

RE/MAX as a “Producer” is responsible to pay for the costs to recycle all of the blue box materials produced by the agents in your office. The introduction of Approved Supplier printers and the new way to access the Canada Post discount will help defray these costs and provide the level of detail that we need to comply with the regulations.

Where can I learn more about the provincial Blue Box requirements?

Learn more about the provincial Blue Box Regulations [here](#).

Why are agents required to use a RE/MAX Approved Supplier to obtain the 40% Canada Post discount?

The Blue Box Regulation, and other Extended Producer Responsibility laws in other provinces deems franchisors like RE/MAX to be “Producers” and makes them responsible for all recyclable materials bearing its trademarks.

To ensure that only qualified, active RE/MAX affiliates have access to the discount, and to ensure accurate tracking, it will be mandatory to create a profile with Canada Post and use one of these Approved Suppliers.

When will agents need to start using a RE/MAX Approved Supplier to obtain the up to 40% off discount with Canada Post?

Based on network feedback, these requirements will come into effect for the entire Canadian region on January 1, 2025.

Is personalized mail (addressed mail) affected by this program change?

All paper goods sent to consumers and ultimately recycled are subject to inclusion by the provincial authorities.

What if I want to print and mail campaigns on my own?

Neighbourhood mailers (unaddressed mail) will need to be printed by a RE/MAX Approved Supplier. Approved Suppliers can print, bundle, and ship the mailers to Canada Post based on your Statement of Mailing.

What is the fee that agents will be charged for neighbourhood mail campaigns?

Beginning in January, printers will be remitting to RE/MAX a small percentage of the revenue from the printed materials only. There is no change or assessment to the Canada Post fees.

We encourage agents and Broker/Owners to reach out to multiple Approved Suppliers to discuss their campaign needs and receive quotes.

Where can I go to learn more about the Canada Post changes?

These changes can be reviewed on the Canada Post MaxShop page here:
https://shop.remax.com/products/canada-post?_pos=1&_sid=d5074f8ef&_ss=r

Where can I find the RE/MAX Approved Suppliers for Direct Mail campaigns?

RE/MAX Canada currently has four RE/MAX Approved Suppliers who work directly with Canada Post, including: PostNow, PBI (Printing By Innovation Inc.), Staples Canada, and Taradel (Xpressdocs).

Learn more about these RE/MAX Approved Suppliers here:

<https://shop.remax.com/collections/direct-mail-suppliers>

If agents don't want to use a RE/MAX Approved Supplier, can they still ship direct mailers with Canada Post?

RE/MAX relies on data provided by the approved suppliers to accurately report recyclable weight, and the use of other vendors compromises the ability to collect complete and accurate data. This could result in substantial penalties to the Region under the regulations.

It is highly encouraged that effective January 1, 2025, all RE/MAX affiliates in Canada (excluding Quebec) use RE/MAX Approved Supplier printers for their neighbourhood direct mail campaigns to leverage the up to 40% off volume discount with Canada Post.

What happens if I already have pre-printed materials for mailing?

All promotional paper goods sent to consumers and ultimately recycled are subject to inclusion by the provincial authorities.

Part of the Region's rationale to extend the deadline to January 1, 2025 was to ensure members with printed goods already purchased could access the Canada Post discount access as it currently exists.

Following January 1, 2025, all printed mailings will need to use an approved printing supplier in order to access the Canada Post discount.

What will happen to my Canada Post account if I have been doing my own mailers through the system directly?

The Canada Post account 7212295 for RE/MAX Ontario-Atlantic and 7210435 for RE/MAX of Western Canada belong to RE/MAX head office and Canada Post will de-commission the 2 accounts on Jan 1, 2025. Therefore, if you created a Canada Post online business profile that linked up to one of these accounts, you will no longer be able to access your discount using the Precision Targeter tool on the Canada Post

website. Please reach out to a RE/MAX Approved Supplier that will be able to leverage your 40% postage discount with Canada Post.

Who can I contact if I would like my current printer to be considered a RE/MAX Approved Supplier?

Please contact approvesupplier@remax.com

What are the qualifications for printers to be considered for the approved supplier program?

The RE/MAX Approved Supplier needs to print the direct mailers in order for RE/MAX Canada to demonstrate the capacity to track, record, and report volume, weight, material composition of campaigns as well as confirmation of existing good standing with Canada Post. They will also have to enter into a agreement with the Region.

What is the process to become a print approved supplier?

We are currently developing a plan for additional printers and will reach out to those who contact us through approvesupplier@remax.com.

How can I find out when new printing suppliers are added to the program?

Approved Suppliers will have information and referral links on shop.remax.com. As new printers are added, this information will be added to the Agent Broker Hub and in newsletters as well.

I have my own in-house printer at my brokerage. How can my brokerage become a RE/MAX Approved Supplier to obtain the 40% off the neighbourhood mail discount?

We are reviewing options for supporting our broker owners .

Who can I contact if I have any questions about the RE/MAX Neighbourhood Mail Program?

Please contact Customer Support using one of the options below:

- **Online:** MAX/Center > Customer Support (link in left column) > “Chat with an Expert” or “Submit a Case”
- **Text/Call:** (888) 398-7171
- **Email:** customersupport@remax.net