

VALUE OF THE SIGN

RE/MAX Brand vs. Personal Brand

BRAND AWARENESS

59% of consumers prefer to buy new products from familiar brands ¹

RE/MAX generated more than 250 million impressions just from paid advertising in 2020 - not including remax.ca, public relations, lawn signs, etc.

BRAND TRUST

81% of consumers say they need to trust the brand to buy from them ²

31% of consumers say trustworthiness is the most important brand attribute ¹

RE/MAX has been voted Canada's most trusted real estate brand since 2015. Additionally, brand awareness builds trust (RE/MAX is Canada's most recognizable real estate brand)

PURPOSE DRIVEN

80% of consumers agree that a business must play a role in addressing societal issues ²

46% of Canadians actively seek out brands that support social causes they believe in ³

RE/MAX has a robust Consumer Social Responsibility (CSR) strategy with significant investment into promoting our 25+ year / \$79+ million partnership with The Children's Miracle Network, Treat Accessibly, and RE/STOCK with RE/MAX.

SOCIAL MEDIA PRESENCE

90% of consumers expect to have the same brand experience across multiple platforms ⁴

62% of millennials believe online content builds brand loyalty ⁵

RE/MAX produces just shy of one blog article a day. RE/MAX Canada and RE/MAX INTEGRA generate daily content across Facebook, Instagram, and Twitter, ensuring consistent messaging. Across all its platforms, RE/MAX has more than 50,000 followers.

¹ (Invesp, 2019)

² (Edelman, 2019)

³ (IPG Mediabrands, 2019)

⁴ (SDL, 2014)

⁵ (NewsCred, 2015)



BRAND DRIVES RESULTS

Analysis of RE/MAX Agents using RE/MAX Branded Yard Signs versus agents using non-RE/MAX Branded Signs.



Almost 4X the number of homes sold



\$22M more in volume



\$300K more made per year



20% more received per listing

(Based on data from RE/MAX INTEGRA Yard Sign Research, 2021)

YOUR UNFAIR ADVANTAGE

For more resources to demonstrate the value of the RE/MAX branded sign

CONTACT

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