



Video Testimonials Guidelines

Here are a few things to keep in mind to ensure RE/MAX can use your video testimonial:

- Share your honest, passionate opinions about your own experience. Think about what might be useful for others to know about your personal experience when they are making their decisions.
- Details about your experience are helpful and compelling to include, but there are some details that we recommend you avoid:
 - Specific numbers with respect to sales volume, number of transactions, agent count growth, etc. (For example, please avoid statements like “Our team is going to do \$50 million in production this year” or “I had 10 transactions last month.”);
 - Extraordinary experiences (For example, please avoid statements like “I joined RE/MAX and immediately got a \$2 million listing.”); and
 - Specific levels of profits, revenue, or income (in other words, please do not specifically mention how much money you have made as a RE/MAX affiliate).
- As examples, you may discuss these aspects of your personal experience, if true:
 - Your business “grew” or was enhanced in certain ways and you saw more opportunities (rather than talking about dollars, talk about better opportunity/growth).
 - The services and resources available through RE/MAX are exceptional or high-quality, and any specific features or offerings that you find especially useful.
 - How RE/MAX services and resources help your business and/or personal development, or helped you overcome a challenge.
 - If you had any initial concerns about a RE/MAX product/service, consider discussing how you overcame those concerns. (For example: “At first, I wasn’t sure I had time to learn how to use a new app, but it was so intuitive and easy to use. I shouldn’t have hesitated!”)
- In addition, for testimonials related to owning a franchise:
 - Because individual effort matters when running a franchise, please try to avoid implying that if someone purchases a RE/MAX franchise, he or she will automatically be successful or that he or she is guaranteed success.