



THE  
**RE/MAX**  
COLLECTION®

Discover a World  
Of Difference



The RE/MAX Collection®,  
A global luxury brand.

# Luxury Authenticated

Every home in The RE/MAX Collection is required to be 2X the average sold price where a property is listed. Once a listing qualifies and is entered into the MLS, it automatically syndicates to [remax.com/luxury](http://remax.com/luxury), [global.remax.com](http://global.remax.com), [remax.com](http://remax.com) and [WSJ.com](http://WSJ.com).

If the listing meets The RE/MAX Collection threshold criteria and is over \$1 million, it will also syndicate to [mansionsglobal.com](http://mansionsglobal.com).

**Discover a World of Difference—Today.**

[remax.com/luxury](http://remax.com/luxury)



# Build Your Luxury Presence



When you become a RE/MAX franchisee, you also get access to The RE/MAX Collection, a global luxury brand that opens your business doors to the luxury market worldwide.


With an elevated look and a distinctive brand, The RE/MAX Collection provides you and your agents with the most coveted luxury resources to help guide the most discerning luxury homebuyers and sellers.



# Our Difference Is in the Details

The RE/MAX Collection provides world-class marketing resources for you and your agents to represent upscale homes and affluent clientele.

Exclusive resources include:

- **Luxury Launchpad:** A robust set of luxury real estate resources to represent the upper market segment and help sell the listing, all in one place.
  - **Luxury Forum:** An annual event for luxury broker/owners and agents that features top industry leaders and hosts attendees from the RE/MAX global network.
  - **Private Facebook Group:** Connect and network with 5,400+ RE/MAX members worldwide.
  - **National media campaign:** digital, print and social
  - **Features** in luxury news articles and media coverage
  - **Distinctive** luxury signage
  - **National partnerships** with representation at events and on panel discussions and advisory boards
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# Elevate Your Brand

From online and in-person resources and events to broker/owner and agent-specific programs, RE/MAX University® provides premium educational opportunities to stay relevant and productive.

Luxury-specific programs include:

- **Certified Luxury Home Marketing Specialist (CLHMS™) designation, GUILD™ and GUILD Elite™:**  
Offered on-demand, livestream or in-person. Presented by The Institute for Luxury Home Marketing by Colibri Real Estate.
- **Luxury Listing Specialist (LUXE) designation:**  
16-module course offered on-demand or in-person. No luxury sales experience required. Learn how to sell the luxury \$1M+ market.





## Franchise Opportunities Available

Start a confidential conversation  
and call 303.796.1888.

[franchiseinquiries@remax.com](mailto:franchiseinquiries@remax.com)

[franchise.remax.com](https://franchise.remax.com)



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**Fine Homes & Luxury Properties**

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