

# REFINED

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Luxury Real Estate Marketing



THE  
**REMAX**  
COLLECTION®





# Experience Unparalleled Marketing Excellence

When selling your luxury home, exceptional marketing and unwavering trust go hand in hand. Uncover exclusive strategies and tools that set The REMAX Collection® luxury agents apart, offering you an unrivaled advantage in today’s market while keeping your goals and timeline top of mind.

From premier advertising on platforms like *The Wall Street Journal* and *Mansion Global* to engaging social campaigns, immersive video tours and tailored listing assets, we ensure your property is showcased to the right buyers locally and worldwide. While we specialize in luxury, we believe trust isn’t a luxury — it’s a standard that should always be expected.

Partnering with The REMAX Collection means working with someone who values transparency, expertise and results. Your home’s story will be amplified to attract a qualified buyer while ensuring you feel confident during your homeselling journey. Trust is what moves us forward. Let’s make your next move extraordinary.

# High-Performance Marketing

Experience impressive marketing strategies with powerful tools like precision-targeted advertising, dynamic social videos, premium listing materials and insightful seller reports. Every resource is designed to help elevate your property and deliver top-tier results.

The REMAX Collection luxury agents invest in professional listing photography to create high-end visual impact. Flattering natural light and carefully chosen angles help showcase your impeccably designed space to attract the highest buyer interest. Property photos will be featured in traditional print materials and online.

Global Reach, Exclusive Exposure	Engaging Social & Digital Campaigns	Sophisticated Listing Presentation	Insightful Seller Reports
<ul style="list-style-type: none"><li>• Advertising on premier platforms like <i>The Wall Street Journal</i>, <i>Mansion Global</i>, <i>MarketWatch</i>, <i>Barron’s</i>, <i>Unique Homes</i> and more.</li><li>• International visibility with placement on <a href="http://global.remax.com">global.remax.com</a> in 50 languages and 70+ currencies.</li></ul>	<ul style="list-style-type: none"><li>• Visually compelling videos.</li><li>• Exposure through Facebook and Instagram ads.</li><li>• Professionally crafted Facebook posts designed to inspire action.</li></ul>	<ul style="list-style-type: none"><li>• Your home featured on a custom listing website.</li><li>• Immersive video tours.</li><li>• Stunning, professionally designed print-ready and digital brochures.</li></ul>	<ul style="list-style-type: none"><li>• Receive detailed seller reports tracking marketing performance.</li><li>• Stay informed with insights on buyer engagement and activity.</li></ul>





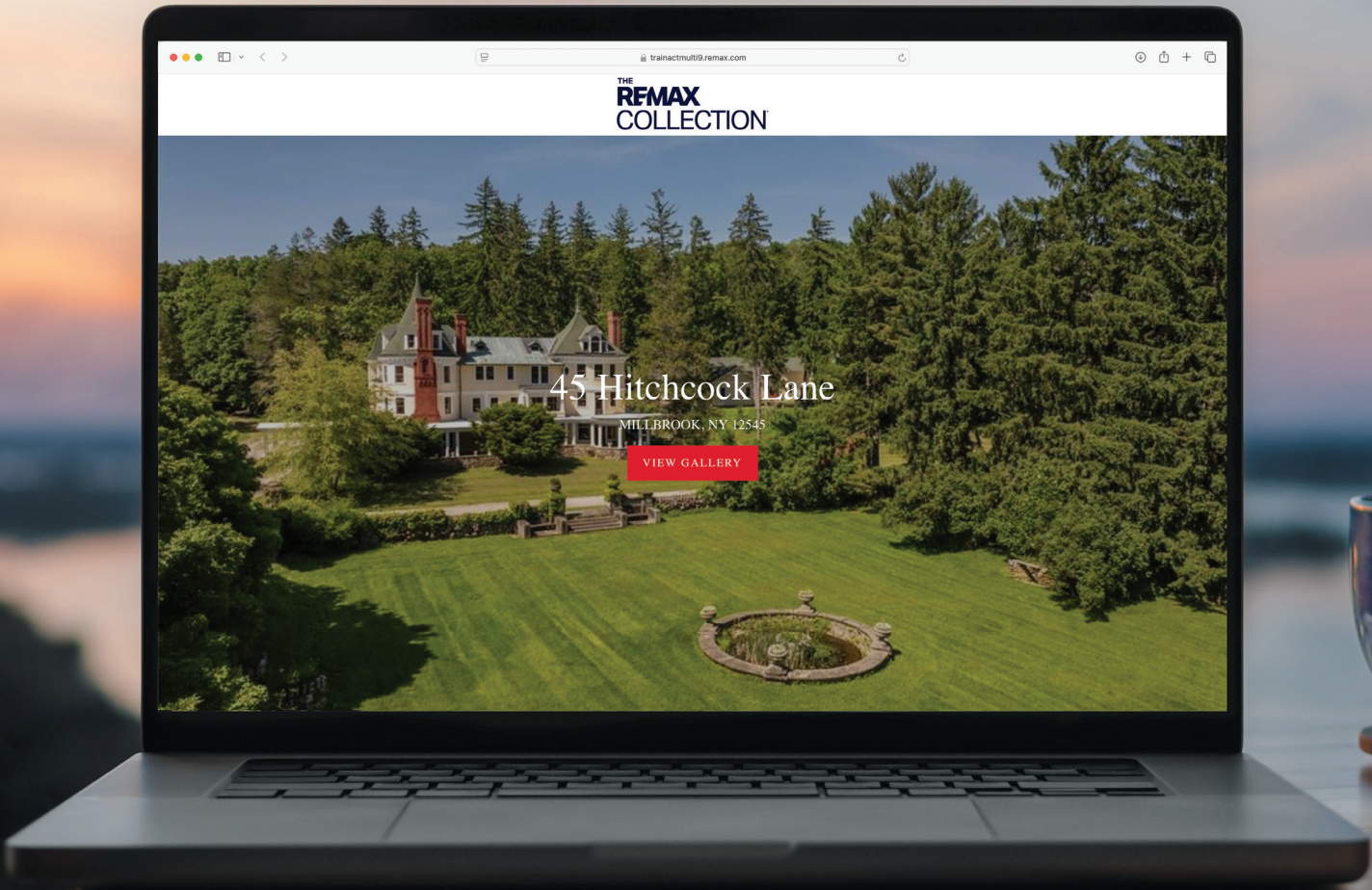
# Your Property, Elevated

In addition to a listing detail page on [remax.com/luxury](https://remax.com/luxury), your home will shine with its own dedicated property website, perfect for capturing leads and sharing across social platforms. Mobile and iPad-friendly virtual tours ensure your property looks stunning on any device, delivering a seamless viewing experience for all.

Dedicated Website

Mobile & iPad Friendly

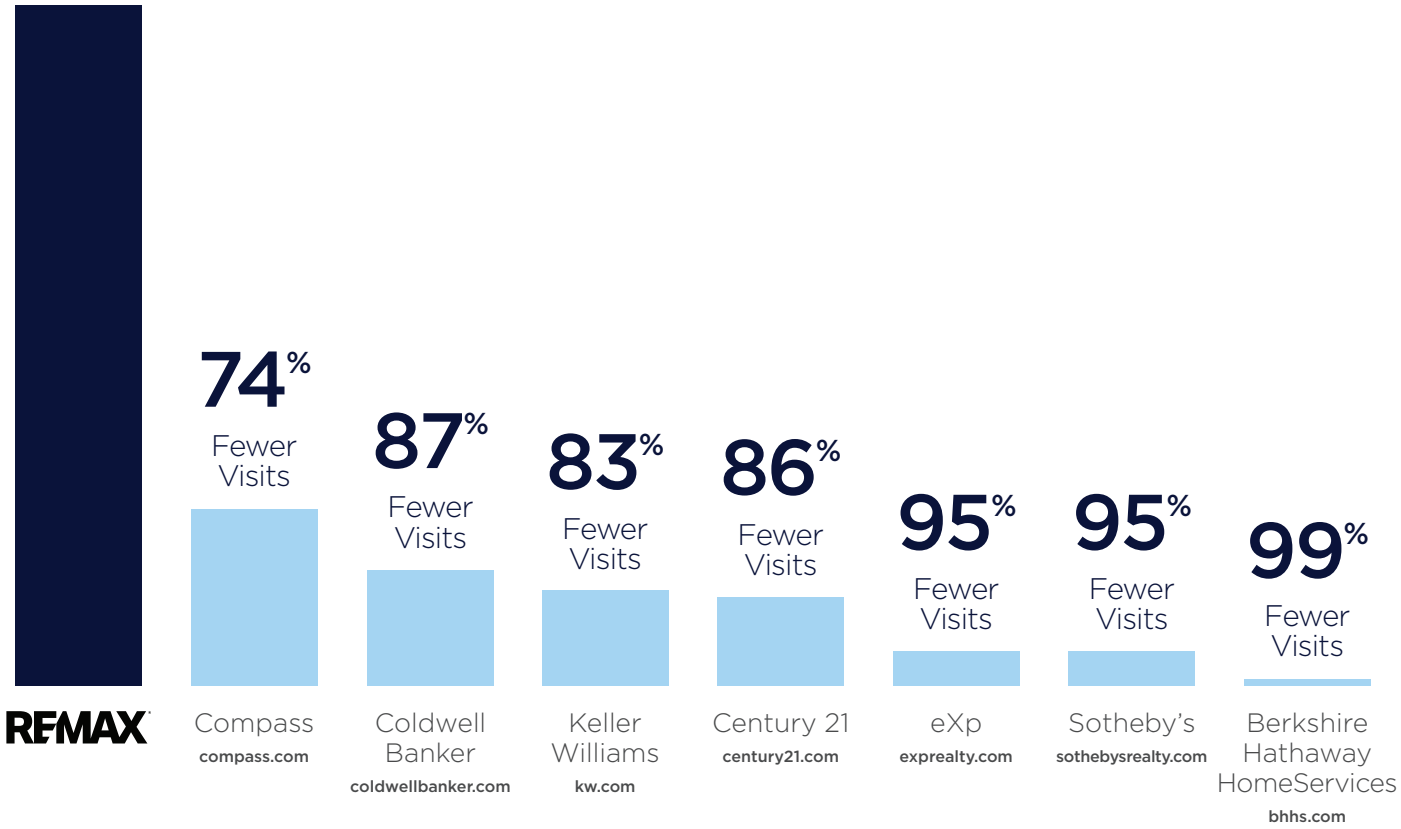
Lead Capture & Social Sharing



# remax.com/luxury

The website **remax.com/luxury** exclusively features homes priced at least twice the average value for their respective zip codes. Listings on The REMAX Collection website are syndicated across the entire REMAX® network, including [remax.com](https://remax.com) and [global.remax.com](https://global.remax.com). This combined digital presence provides unparalleled global reach for your listing.

## REMAX.COM: #1 REAL ESTATE FRANCHISOR SITE<sup>2</sup> OVER 100 MILLION VISITS<sup>1</sup>



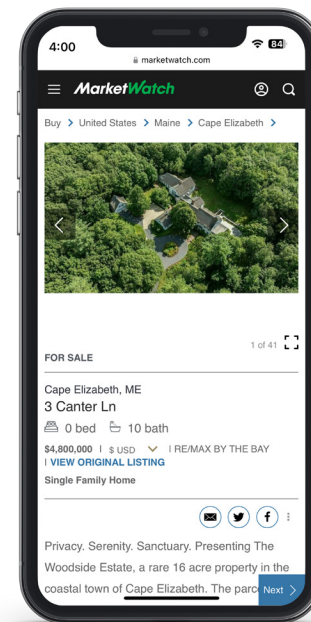
Data from January-December 2024<sup>2</sup>

<sup>1</sup>Source: REMAX first-party data for full-year 2024. Not all brands are franchisors. Redfin has nearly 8x as much traffic as [remax.com](https://remax.com). <sup>2</sup>Source: More visits than any other national real estate franchisor website, according to SimilarWeb report of 2024 data for all U.S. real estate franchisors among website visits in the “Business and Consumer Services/Real Estate” category.



# Syndication With Exceptional Exposure

Once the listing is active on MLS, The REMAX Collection listings syndicate to realestate.wsj.com, marketwatch.com, uniquehomes.com (\$1M+ USD), mansionglobal.com (\$1M+ USD) and barrons.com (\$1M+ USD).



## MarketWatch

**MarketWatch** is a leading website offering financial information, business news, analysis and stock market data. Together with *The Wall Street Journal* and *Barron's*, it operates as a subsidiary of Dow Jones & Company, a division of News Corp.

**16.3** Million Monthly Unique Users

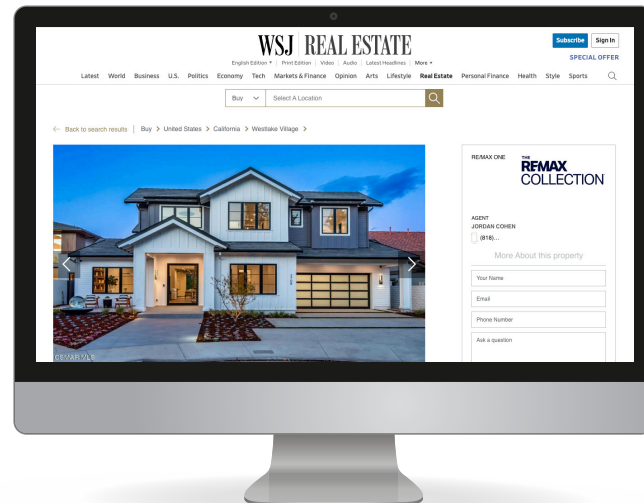
**78%** Subscribers Used MarketWatch to Make a Personal Investment

## THE WALL STREET JOURNAL.

**WSJ.com** reaches an elite global audience of **34.4 million digital readers** each month, delivering the news and insights essential to their business and personal lives.

**#1** Paid Circulation Publication

**↑** Highest Rank of Executive Management Readership



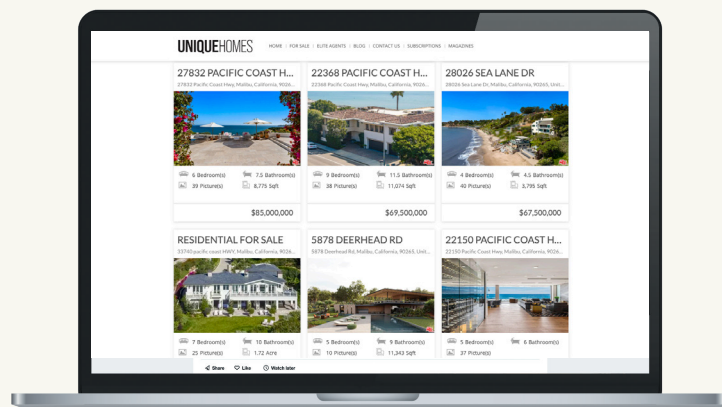
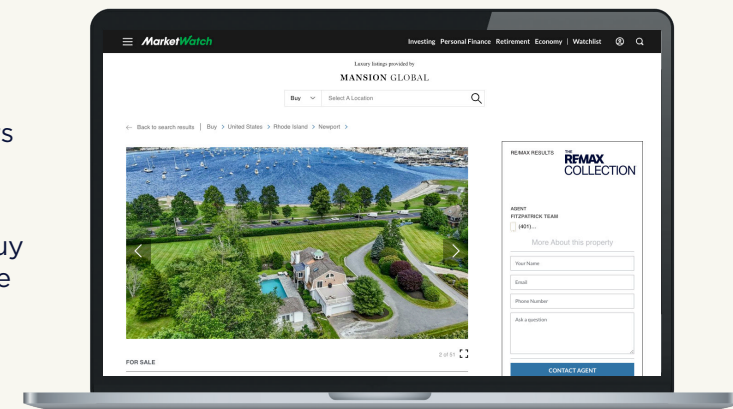
## MANSION GLOBAL

**Mansion Global** is the premier digital platform connecting the world's most affluent real estate buyers with prestigious properties worldwide. It serves as the ultimate destination for luxury real estate discovery through timely listings and compelling content.

**2.5** Million Monthly Users

**62%** Visitors Plan to Build or Buy a Home In the Next Year

**47%** of Readers Are Multi-Millionaires



## UNIQUEHOMES

**Unique Homes Luxury Media** enables advertisers and real estate agents to reach ultra-high net worth individuals (UHNWIs .01%). With a passion for unparalleled real estate luxury, meticulous craftsmanship, exclusive locations and bespoke design, Unique Homes curates a collection of the world's most extraordinary content and properties.

Average net worth:  
**\$4,525,000**

**40%** own 2 properties  
**30%** own 3 or more properties

**7 of 10** are actively in the market to buy or sell



## BARRON'S

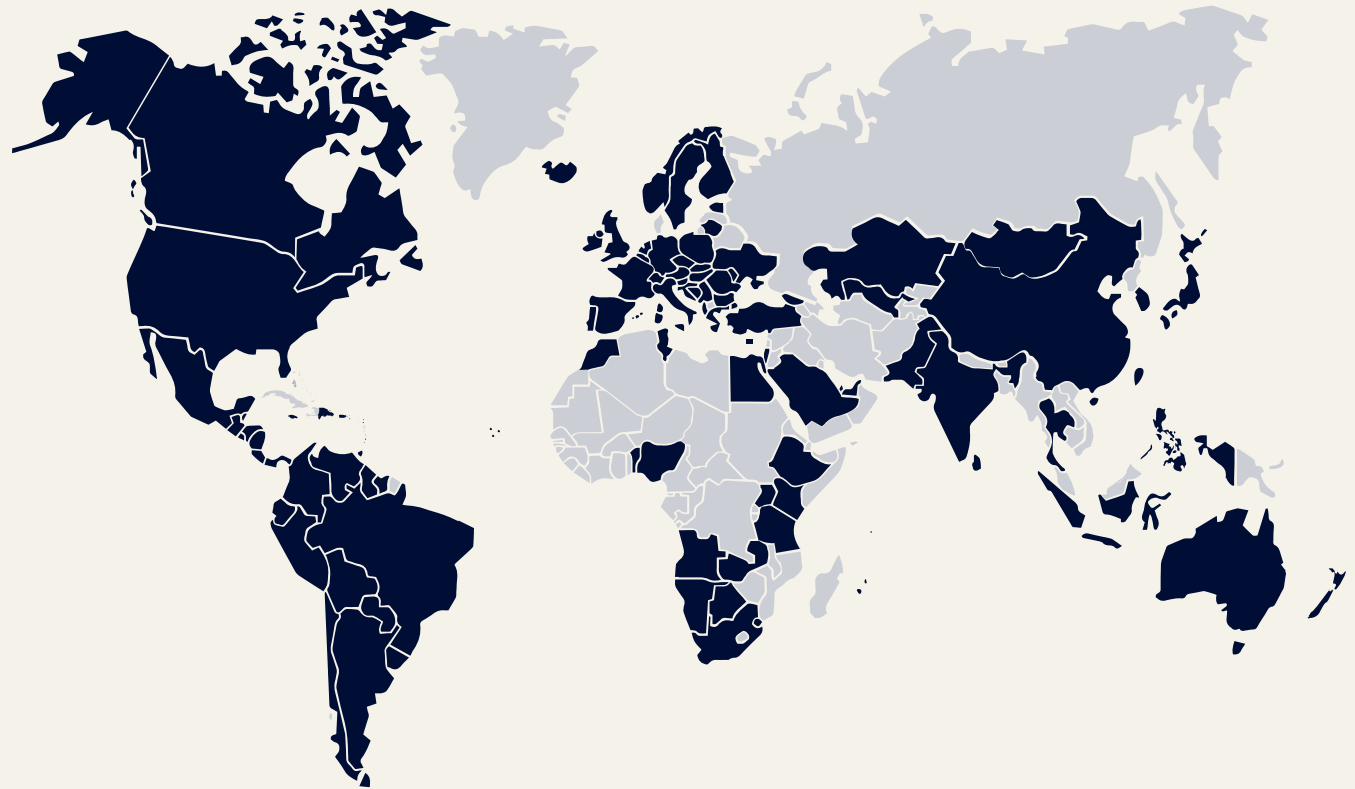
**73%** Say Barron's Plays a Role in Their Decision-Making

**9.88** Million Monthly Digital Users

**Barron's** is published by Dow Jones & Company, a division of News Corp. Founded in 1921 by Clarence W. Barron as a sister publication to The Wall Street Journal, Barron's provides comprehensive coverage of U.S. financial news, market developments and key statistics.



50 Languages  
70+ Currencies



global.remax.com

### Expand Your Reach, Maximize Opportunities

The REMAX Collection luxury listings are syndicated to global.remax.com, reaching interested buyers in 50 languages and 70+ currencies. With an average of over 660,000 listing views per month,<sup>1</sup> this global platform provides optimal international exposure and helps generate leads from luxury buyers and investors worldwide.

A strong global presence enhances visibility, connecting your property with high-net-worth individuals and positioning it as a premier opportunity in the global luxury market.

<sup>1</sup>Q1 2024 Data obtained from Gryphtech LLC and Google Analytics between 7.1.24-9.30.24. Language, Currency and Country Count as of 9.30.24.

# Listing Promotion Tools

MAXTECH<sup>®</sup>  
powered by **BoldTrail**

REMAX  
HUSTLE

trulia

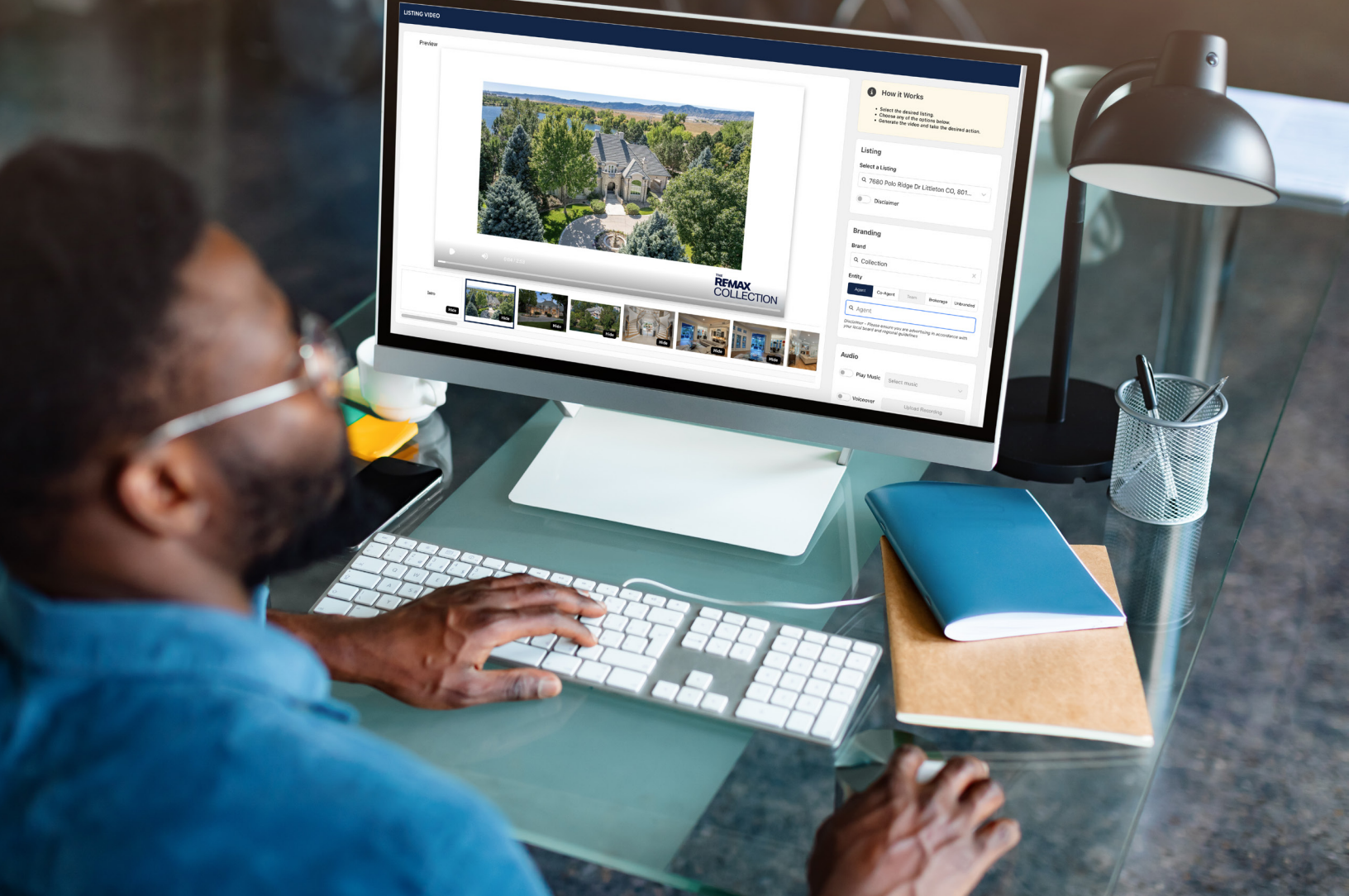
Homes.com

realtor.com

Zillow

- **MAXTech<sup>®</sup> powered by BoldTrail** — Integrated tech ecosystem enables The REMAX Collection luxury agents to customize their marketing from websites and print products to much more, increasing efficiency in and out of the office.
- **DesignCenter** — Captivating designs and layouts for The REMAX Collection luxury agents to create custom-branded print and digital materials to promote your listing. Available materials include brochures, single-property websites, property tours, flyers, postcards and social media posts.
- **ListingMachine** — Directly connects to the MLS to automatically import property details, creating robust marketing campaigns for each listing. This includes generating social media content for various platforms.
- **Adwerx** — Advertise a listing across the web, geographically target or find those interested in real estate-related sites. Ads go where people spend their time online, including Facebook and hundreds of top websites. Includes email insights into the ad's results.
- **Xpressdocs** — A REMAX-approved supplier with proprietary software that houses all the necessary tools to produce REMAX-approved marketing materials from a single, robust platform.
- **Deluxe** — REMAX-approved supplier allows agents to create impactful marketing brochures, flyers and postcards.





# Capture Attention With Visual Impact



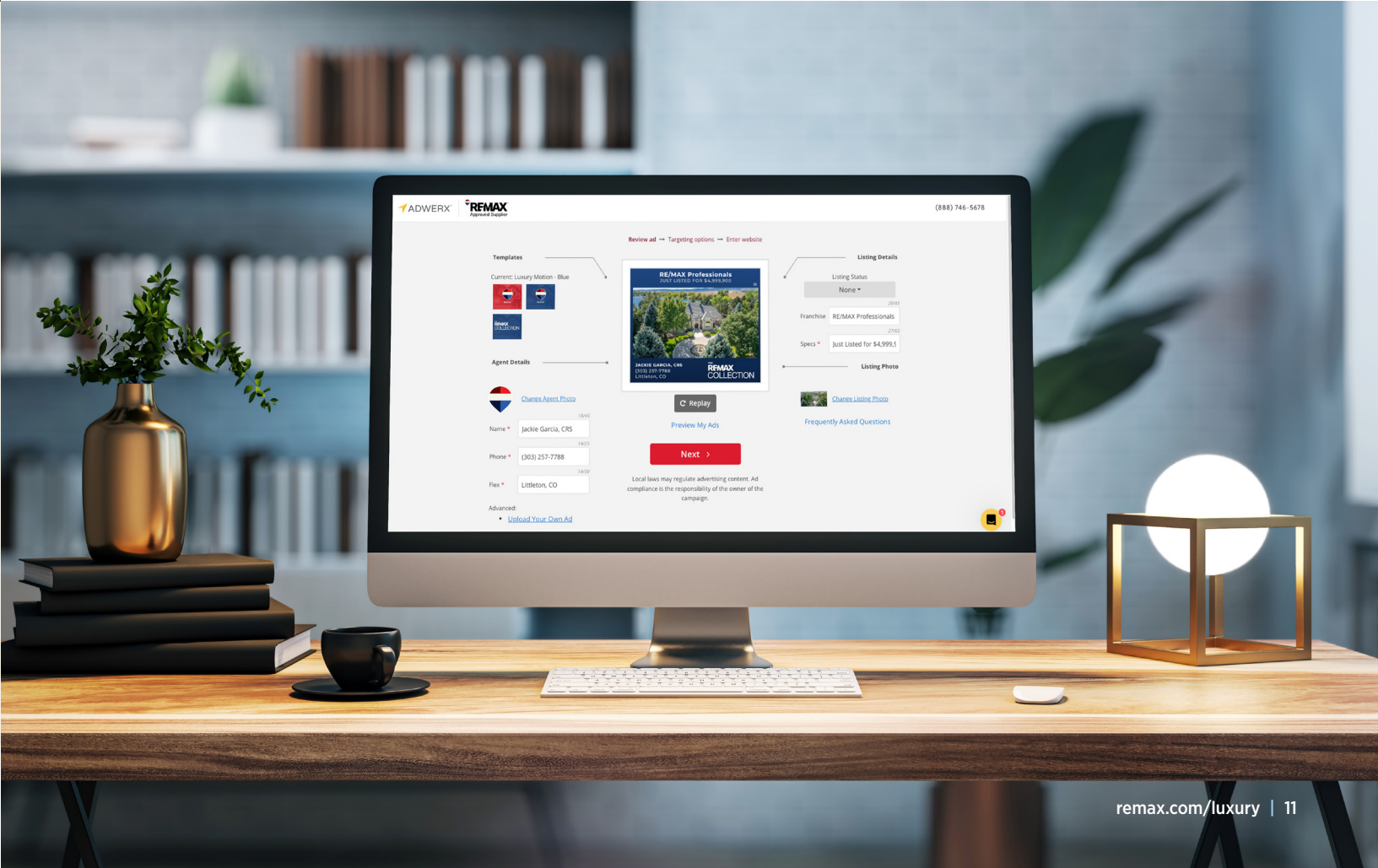
Instagram and Facebook ads bring luxury listings to life with impactful imagery, showcasing elegant details and exclusive features. They target distinguished buyers with visually stunning content that resonates. Reach a visually discerning audience and turn views into serious inquiries.



Both MAXTech PropertyBoost and Adwerx are tools available to The REMAX Collection luxury agents to enhance video ads by streamlining their creation, targeting and distribution. These tools amplify the ads' effectiveness in reaching the right luxury buyer for your property.

# Engage Buyers With Video Excellence

The REMAX Collection luxury agents create compelling videos to showcase your property to the right audience. With access to the REMAX Hustle Video Creator and MAXTech listing video editor, your luxury agent can create, personalize and customize videos in various formats for maximum engagement. By reaching buyers where they spend time online, these videos effectively create emotional connections that drive interest and turn views into high-quality inquiries.





Trust Your Home  
To the Most Trusted<sup>1</sup>

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

THE  
**REMAX**  
COLLECTION<sup>®</sup>

<sup>1</sup>Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark<sup>®</sup> American Trust Study, years 2022-2025 and 2019.

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