



THE  
**RE/MAX**  
COLLECTION

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## WELCOME TO THE RE/MAX COLLECTION

The RE/MAX Collection presents a new face to the RE/MAX network's luxury home division.

With an elegant look and a name that commands attention, The RE/MAX Collection creates a strong impression among buyers and sellers in the luxury market.

The program offers specialized tools and resources for RE/MAX Affiliates dealing with high-end properties. The materials reflect the exceptional service and treatment that luxury homebuyers and sellers expect from their real estate professional.

Your eligibility for the program is based on an individual listing, which must be three times the average listing price in your local market or approval from your Broker/Owner.

There are no fees or course requirements to participate in the program. The only costs you incur are associated with the marketing and advertising tools you elect to use.

The program includes:

- Business cards, listing presentations and various marketing materials with The RE/MAX Collection logo and script
- A featured area for The RE/MAX Collection listings on the RE/MAX consumer Web site – [remax.com](http://remax.com)
- The RE/MAX Collection distinctive signage
- Advertising programs in the *Wall Street Journal*, *duPont Registry* and *UNIQUE HOMES*

- Partnership with the Institute for Luxury Home Marketing, which offers the Certified Luxury Home Marketing Specialist (CLHMS) designation

Coming soon:

- The RE/MAX Collection magazine
- The RE/MAX Collection membership

For more information on The RE/MAX Collection, call 303.770.5531 or e-mail [TheRemaxCollection@remax.net](mailto:TheRemaxCollection@remax.net).

## RESOURCES FOR THE LUXURY MARKET

### Earn the CLHMS through the RE/MAX Satellite Network

Through a partnership with the Institute for Luxury Home Marketing, the RE/MAX Satellite Network (RSN) offers programming for RE/MAX Associates to earn their Certified Luxury Home Marketing Specialist (CLHMS) designation. The CLHMS course provides Associates instruction on serving buyers and sellers of luxury homes, and tips for maximizing their own success in the high-end residential market.

For more information about the program, visit CLHMS instructor Laurie Moore-Moore's Web site at: [www.luxuryhomemarketing.com](http://www.luxuryhomemarketing.com), or call 214.485.3000.

### Market Yourself with The RE/MAX Collection Merchandise

Merrill Corporation is the exclusive provider of The RE/MAX Collection materials, listing presentation pieces and marketing merchandise. Merrill provides envelopes, business cards and other materials to showcase your affiliation with The RE/MAX Collection.

View the products online at [www.deskshop.com/remax](http://www.deskshop.com/remax), or call 800.344.2902 for more information.

### Display The RE/MAX Collection Distinctive Signage

Showcase your luxury properties with The RE/MAX Collection's distinctive signage. Featured vendors can be found in the Approved Supplier Catalog, distributed each August to every Affiliate. For available products – and in most cases, online ordering – use the Google-based search tool on the eMarketplace section of RE/MAX Mainstreet.

For more information on Approved Suppliers, call 303.770.5531 or e-mail [approvedsupplier@remax.net](mailto:approvedsupplier@remax.net).



## ADVERTISING OPPORTUNITIES



### ☞ The RE/MAX Collection in *UNIQUE HOMES*

*UNIQUE HOMES* features distinctive listings from mansions to mountain homes and ranches. It has the largest paid circulation of any luxury real estate magazine, with readers throughout the U.S. and Canada and in more than 80 countries worldwide.

Participants receive:

- Copies of magazine
- Placement on Uniquehomes.com and Yahoo real estate

Contact Bruce Griset at 888.928.9020 for more details.

### ☞ The RE/MAX Collection in *duPont Registry*

This luxury real estate magazine, with subscribers in every state and more than 54 countries, offers a unique marketing program to RE/MAX Affiliates wishing to showcase their high-end listings.

Participants receive:

- Copies of magazine
- Placement on duPontRegistry.com

Contact Scott Harkness at 800.233.1731 ext. 3218 for more information.

### ☞ The RE/MAX Collection in the *Wall Street Journal*

Do you have a property that you would like to advertise to 1.9 million subscribers? The *Wall Street Journal* is among the world's most respected publications, reaching an affluent, global audience.

Participants receive:

- Full-size glossy reprints for presentations and marketing materials, along with extra copies of the *Wall Street Journal*.

For more information on The RE/MAX Collection, call 303.770.5531, or e-mail [TheRemaxCollection@remax.net](mailto:TheRemaxCollection@remax.net).

## OTHER RESOURCES



### The RE/MAX Collection on RE/MAX Mainstreet

RE/MAX Mainstreet features an area exclusive for The RE/MAX Collection. The RE/MAX Collection home page features an abundance of resources, including advertising and marketing information and materials, message boards for networking and listings, and program information and updates, to name a few.

### The RE/MAX Design Center

It's like having your own advertising agency. The RE/MAX Design Center gives The RE/MAX Collection specialists access to more than 1,300 professionally produced materials at the click of a computer mouse.

Available through RE/MAX Mainstreet, the center's extensive library features award-winning designs and The RE/MAX Collection branded materials. And everything can be customized with information you provide.

### remax.com and LeadStreet

Millions of luxury homebuyers start their home search online, and RE/MAX taps that lucrative potential with remax.com and LeadStreet.

Here's how it works:

Consumers visiting remax.com can access virtually every residential listing in the United States.

When a customer requests information on a remax.com listing, they are automatically entered into the LeadStreet system, which routes them to RE/MAX agents.

LeadStreet is the most powerful lead-generation system in the industry, driving millions of leads to RE/MAX agents with no third-party referral fees.

Taking advantage of the service is as simple as signing up. Simply log on to RE/MAX Mainstreet to access the LeadStreet area and get started.



DISCOVER A NEW LEVEL OF LUXURY IN REAL ESTATE

DISCOVER THE RE/MAX COLLECTION