



RE CHARGE

YOUR RE/MAX TECHNOLOGY UPDATE



The RE/MAX Collection website has undergone a significant redesign, with enhanced functionality, an improved experience and more lead opportunities.

The site also has a new address, remax.com/luxury. This address leverages the power of remax.com to increase placement search engine results – meaning more engagement from luxury home buyers and sellers. Be sure to bookmark it!

Other key features include:

Expanded listing data – compiled from hundreds of MLS feeds. This means more listings, more data and more lead potential.

Mobile responsiveness – to better serve agents and their clients and provide a best-in-class experience no matter the device.

Enhanced search filters – enable users to search by property size, beds/baths and listing characteristics and more.

Consolidated pages – allow RE/MAX listings to be referenced on the same page, eliminating competition for traffic and leads.



New Luxury Email Drip Campaign Now Available!

Promoting your luxury business and connecting with affluent clients is now easier than ever. A series of customizable emails, branded specifically with The RE/MAX Collection, give your email drip campaigns a highly stylized look and feel with minimal effort and time required.

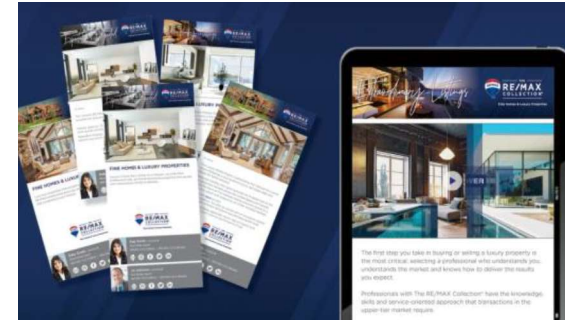
Accessible through the RE/MAX Design center, the drip campaign features six email templates. Three of the templates offer fully customizable messaging, and the others come with pre-loaded text that you can adjust according to your wants and needs.

Create a campaign in simple steps:

- Choose a professional, branded template. Options are available for both pre-crafted, and fully customizable messaging.
- Upload your photos, fill-in your text, designate your contact list
- Set a timeframe for delivery
- Sit back as automation takes over and carries out your email campaign
- Find the new tool in Design Center via MAX/Center.

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RE/MAX
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