

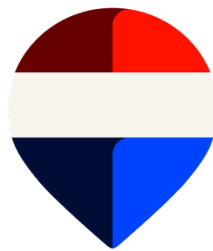


REMAX[®]

**Choose wisely.
Choose RE/MAX.[®]**

WHY CHOOSE REMAX?

Buying or selling a home is likely the largest and most important transaction you will ever make. That's why so many trust RE/MAX: **the most widely recognized real estate brand in the world.** For more than 20 years, RE/MAX has been the leading real estate organization in Canada. By providing the best training, administrative and marketing support, brokers and agents are free to focus on what they do best: sell real estate.



Nobody in Canada sells more real estate than RE/MAX.

RE/MAX has proudly held the #1 market share in Canada year after year¹. Every 30 seconds, a RE/MAX agent helps someone find their perfect place, demonstrating the strength and reach of the brand's global network. Each year, RE/MAX agents assist hundreds of thousands of families in buying or selling a home, delivering trusted expertise and results in communities across the country and around the world.

1. RE/MAX, third-party data.



UNRIVALLED EXPERTISE

Our experienced and knowledgeable agents are the reason RE/MAX is consistently ranked number one in several markets across Canada. We provide our agents with exclusive tools and training to ensure they have the skills they need to effectively guide you through the real estate process.

In fact, **Canadian RE/MAX agents averaged TWICE as many transactions as its competitors**² and have more specialized designations than any others, making them Canada's most productive agents.

RE/MAX agents average more sales than other real estate agents, a reflection of their experience, dedication, and strong performance in the marketplace. Known for being among the most productive professionals in the industry, RE/MAX attracts full-time, career-focused agents who are committed to ongoing education and delivering results-driven service.

This commitment to expertise and productivity ensures clients receive knowledgeable guidance and proven strategies throughout every step of the buying or selling process.

2. Based on 2015 closed transactions source: CREA, RE/MAX

2025 REMAX[®] vs. THE INDUSTRY



Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.



NATIONAL, FULL-SERVICE BROKERAGE BRANDS								
	CANADIAN TOTAL TRANSACTION SIDES ¹	SIDES PER AGENT ²	TOTAL BRAND AWARENESS ³	COUNTRIES & TERRITORIES ⁴	OFFICES IN CANADA ⁴	OFFICES WORLDWIDE ⁴	AGENTS IN CANADA ⁴	AGENTS WORLDWIDE ⁴
	316,377	14.1	95.3%	110+	938	8,735	25,171	146,627
	169,247	10.9	85.3%	1	650+	600	20,000+	20,000+
	68,918	9.3	86.3%	79	400+	11,000	10,500+	130,200
	54,935	9.9	9.1%	27	N/A	N/A	6,800+	85,000+
	34,701	8.1	58.6%	1	200 +/-	200 +/-	6,000 +/-	6,000 +/-
	29,119	9.5	21.3%	60	125 +/-	1,000+	4,600+	165,000
	23,193	10.3	50.6%	45	177	2,900	2,900 +/-	96,300
	17,385	3.4	26.0%	9	143 +/-	160+	12,350 +/-	N/A ⁵
	16,054	10.1	12.7%	2	N/A	N/A	2,400 +/-	26,000+
	10,618	11.2	16.7%	2	45 +/-	550+	1,000 +/-	24,000 +/-
	9,918	11.9	16.0%	35	55 +/-	1,000+	930 +/-	16,700+

N/A = Data not publicly available.



The **greatness** in you.SM

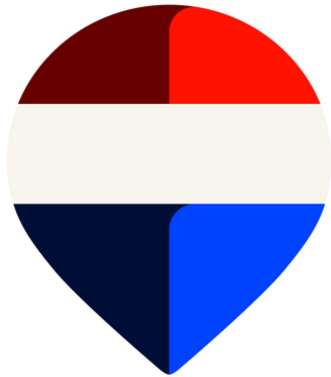


This advertisement is not an offering. The information in this advertisement is not an offer to sell, or a solicitation of an offer to buy, a franchise; it is for informational purposes only. A franchise is offered in many jurisdictions only by delivery of a franchise disclosure document to you in compliance with applicable franchise sales laws. Further, if you are currently affiliated with another franchisor, this material is not intended to offer a REMAX franchise or to solicit a change in affiliation. RE/MAX of Western Canada (1998), LLC and RE/MAX Ontario-Atlantic Canada, Inc., 639 Queen St West, 6th Floor, Toronto, Ontario, M5V 2B7. ¹Canadian Total Transaction Sides for 2024 obtained from third party data and is +/- 2% in major markets. Includes residential transactions only, and does not include commercial, new homes, private, exclusive, pocket, rentals, farms, vacant land, and co-listings. Does not include Yukon and Nunavut due to low reported transactions. Data from Sault Ste Marie, ON is from January to August 2024 only. ²Sides per Agent data calculated by dividing Canadian Total Transaction Sides by number of agents who closed at least one transaction in 2024, not including co-listing or co-buying agents, as obtained from third-party data. ³MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. ⁴Office, agent, and countries and territories data collected March 2025, based on latest available statistics from various sources. Coldwell Banker and Century 21 data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2024 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources; data for all other competitors is from company websites, CREA and other industry sources. Actual transaction sides, office count, and agent count may differ. REMAX office, agent, and countries and territories is internal data as of 12/31/2024. ⁵Data not publicly available. ©2025 RE/MAX, LLC. Each office independently owned and operated. 25_311_CAN

POWERFUL MARKETING REACH

REMAX AGENTS LEVERAGE:

- Professional photography and high-quality marketing materials
- Maximum exposure on MLS® and major real estate platforms
- Strong social media and digital marketing strategies
- Global referral networks
- REMAX.ca as an MLS search engine



The Brand's iconic red, white, and blue balloon is widely recognized, which helps listings stand out.

RE/MAX has always been a leader in the real estate industry, adopting the latest technology and creating innovative marketing programs. RE/MAX was the first brand to expand its reach to the global market through a revolutionary global listing site. With presence in over **110 countries and territories, and listings displayed in over 40 languages**, RE/MAX agents have the opportunity to search and post listings **internationally**, making international transactions easier than ever.



GLOBAL BRAND RECOGNITION

RE/MAX is one of the most recognized real estate brands in the world. With a presence in over 100 countries and territories, the brand carries instant **credibility**. For sellers, that recognition builds buyer confidence and increases exposure beyond just the local market.

Brand Awareness and Recognition

- RE/MAX has the highest search interest on Google.com for over 7 years ³ among real estate brokerage brands in Canada
- **RE/MAX: The #1 name in real estate.**⁴
- RE/MAX leads the industry in brand awareness.⁴
- More buyers and sellers think of RE/MAX than any other real estate brand.⁵
- **RE/MAX Agents are Voted the #1 Most Trusted Real Estate Agents in Canada, year after year.**⁶
- RE/MAX is the most recognized name in real estate.⁴
- RE/MAX: First on the minds of buyers and sellers.⁴
- **RE/MAX is voted most reputable real estate company in Canada.**⁷
- More buyers and sellers would recommend RE/MAX than any other real estate brand.⁸
- REMAX® named to 2025 Entrepreneur® Franchise 500® Hall of Fame.⁹

3. Google Trends, 2018-2025. Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.)

4. Source: MMR Strategy Group study of unaided awareness.

5. Source: MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?"

6. Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2021-2025, 2019 and 2017.

7. Based on Leger's 2025 Reputation Study that provides a complete sector analysis of reputation for 326 companies in Canada. Data was collected from Nov 14, 2024 to Jan 20, 2025

8. Source: MMR Strategy Group study of buyers and sellers, asked if there is one real estate brand they would be most likely to recommend to a friend or relative, and if so which one.

9. Hall of Fame recipients are those that have ranked in every Franchise 500 for at least the last 25 years.

COMMUNITY CONNECTION

At the heart of the RE/MAX brand is a deep commitment to the communities we operate in. That's why we developed our exclusive Miracle Home Program, which allows **RE/MAX agents to directly donate a portion of their home sales** toward quality healthcare for children. RE/MAX agents also contribute millions of dollars to the Children's Miracle Network through various cause-marketing programs each year.

Since 1992, RE/MAX Associates have donated over **\$200 million to Children's Miracle Network Hospitals.**¹⁰



At **RE/MAX Reliable Realty Inc.**, our agents are very involved in our communities. Many of our agents make monetary donations to local charities or organizations, serve as board members for local organizations, or volunteer their time through the year to community events or local organizations.

REMAX.CA

The REMAX.ca search platform is a powerful, user-friendly real estate search tool that makes it easy for both buyers and sellers to navigate the Canadian housing market. **For sellers, the platform provides broad exposure to a nationwide audience of active buyers and integrates seamlessly with local REMAX agent expertise**, ensuring listings reach the right people. Its robust search tools, paired with professional support, make REMAX.ca an effective resource for anyone looking to confidently buy or sell a property in Canada.

For our local listings in Huron County, REMAX.ca consistently ranks as the second-highest source of online property views after REALTOR.ca, outperforming other real estate websites and brokerage brands. This strong online presence ensures our listings receive exceptional exposure, connecting sellers with more potential buyers and maximizing visibility in today's digital market.

The screenshot displays the REMAX.ca website interface. At the top, there is a navigation bar with the REMAX logo, a search bar, and links for 'Buy', 'Sell', 'Find an Agent', and 'Advice'. A 'Showing Your Home?' banner is visible, along with a 'COMMON SELLER MISTAKES' link. Below the navigation, there is a large image of a residential neighborhood with a 'First Time Buyer' overlay. The main content area is titled 'Trending Listings in Ontario' and features six property listings, each with a thumbnail image, price, address, and listing agent information.

Price	Address	Listing Agent
\$2,849,000	976 CRESTHAMPTON LANE, MISSISSAUGA (LORNE PARK), ON L5H 2X1	Listing by RE/MAX Escapement Realty Inc.
\$899,900	74 ELANA DRIVE, TORONTO (GLENFIELD-JANE HEIGHTS), ON M3N 2C2	Listing by RE/MAX West Realty Inc.
\$489,900	413 - 112 SIMCOE ROAD, BRADFORD WEST GWILLIMBURY (BRADFORD), ON L3Z 1Y2	Listing by RE/MAX Your Community Realty
\$979,900	19 SHOREVIEW DRIVE, TORONTO (WEST HILL), ON M1E 3R1	Listing by RE/MAX Realtron Realty Inc.
\$1,130,888	1 MILLIGAN STREET, CLARINGTON (NEWCASTLE), ON L1B 1R2	Listing by RE/MAX Realty Services Inc.



- **Remax.ca – the most visited real estate franchisor website.**¹¹
- Remax.ca is #1 in total website visits, #1 in average monthly reach, and 180,000+ leads generated online for RE/MAX agents¹²
- RE/MAX® websites reach the most Canadians of any real estate franchise brand.¹³
- **RE/MAX® websites reach the most Canadians likely to buy a luxury property of any real estate franchise brand.**¹⁴

#1 **NOBODY IN CANADA SELLS MORE REAL ESTATE THAN REMAX®**

Source: CREA, RE/MAX

11. Comscore Media Metrix®. All data is representative of January 1, 2024 – December 31, 2024, unless otherwise specified. Total visits, based on real estate franchise brands in Canada

12. ComScore Media Metrix®. **Google Analytics and internal data. Productivity as measured by residential transaction sides. All data is representative of January 1, 2024 – December 31, 2024, unless otherwise specified. All data is based on real estate franchise brands in Canada. #1 in average monthly reach does not include Quebec data

13. Comscore Media Metrix® Multi-Platform, Total Audience (desktop 2+, mobile 18+), Real Estate Category minus realtor.ca, based on [P] RE/MAX and its Licensees' Sites monthly average January 2024-December 2024.

14. Comscore Media Metrix® Multi-Platform, Total Audience (desktop 2+, mobile 18+), Real Estate Category minus realtor.ca, based on [P] RE/MAX and its Licensees' Sites monthly average September 2024, and Canadians with a high household income of \$200,000+ annually and intends to purchase in the next 12 months

REMAX ADVERTISING

Billions of dollars have been spent promoting the RE/MAX brand around the world. **When you list with RE/MAX you're receiving the benefit of billions of dollars of advertising that have made RE/MAX the real estate leader it is today.**



- REMAX is proud to be sponsoring the Vancouver Canucks, Edmonton Oilers, Calgary Flames.
- The Official Real Estate Agents of the NBA
- REMAX Canada is proud to be the Official Real Estate Agents of the Toronto Blue Jays
- Official Real Estate Agency of Whitecaps FC
- REMAX is proud to be sponsoring all 17 Western Canadian WHL teams



EXTENSIVE REFERRAL NETWORK

With thousands of agents worldwide, sellers benefit from a powerful referral system. If your buyer is relocating from another city or country, chances are a RE/MAX agent is already connected to them.

PROFESSIONAL STANDARDS AND ACCOUNTABILITY

RE/MAX has built its reputation on professionalism, ethical standards, and client-first service. Sellers gain peace of mind knowing their property is represented by a trusted global brand.



Your home is one of the biggest investments of your life. When you're ready to buy or sell, choose wisely—choose RE/MAX.



REMAX[®]

HOME OF THE BEST AGENTS.