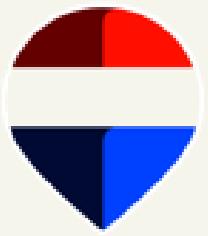


# MARKETING MEETING

JULY 15TH

---

# REMAX'S MARKETING AS A SERVICE BETA PROGRAM



# MaaS

Marketing as a Service

The image illustrates the RE/MAX MaaS platform. On the left, a smartphone screen shows a 'Just Listed' property listing for 'Fuller Island Road 6B' with '4 Beds | 2 Baths'. On the right, a laptop screen displays the 'RE/MAX Canada' software interface, specifically the 'Social Graphic - Feed (11)' section. The interface shows various marketing upgrade options: 'For Sale Assets (Included in Most)' (selected), 'Base Social' (reaching 2400 buyers over 7 days), 'Digital Plus' (reaching 2400 buyers over 7 days), and 'Digital Premium' (reaching 1000 buyers over 7 days). Each option includes a description and a 'Review and order' button at the bottom. A red diagonal line graphic is visible in the top right corner.



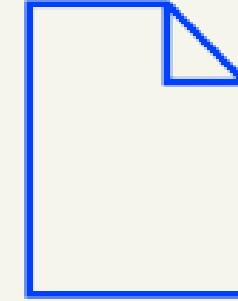
©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25\_250

The greatness in you.™

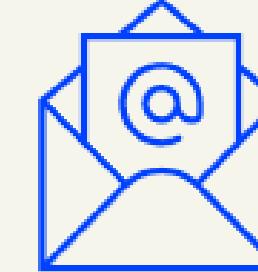
1

# Maximum Impact. Minimum Effort.

**Automated marketing packages** for new and active listings



**No-cost materials** as well as advanced **paid campaign options**.



**Give sellers insight** with real-time marketing results and performance data.



# Maximum Impact. Minimum Effort.



**Smarter marketing powered by AI and REMAX data** — MaaS automatically targets the most likely buyers to maximize campaign performance.



MaaS lets you **tailor REMAX-branded templates to match your style or team** or automate everything with set it and forget it ease.



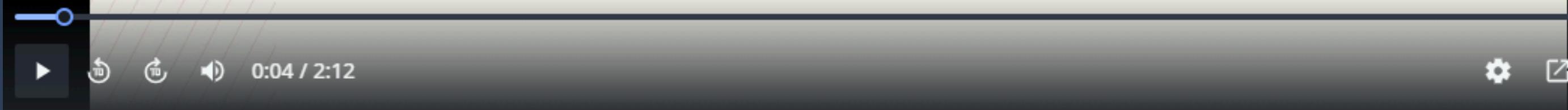
©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25,250

**The greatness in you.™**

Introduction to MaaS (Marketing as a Service) (2:12)



LINK TO  
VIDEO



# FAQS



## **What is Marketing as a Service (MaaS)?**

Marketing as a Service (MaaS) is a new REMAX platform launching that features the premier listing material on the market. Powered by AI, MaaS generates professionally designed marketing materials for REMAX affiliates in the U.S. and Canada. The platform's initial offerings, which will expand over time, include automated marketing packages for new and active property listings. A base, no-cost package includes printable flyers, digital and social materials, as well as real-time, shareable performance tracking. Users can also access a menu of advanced ad campaign options – such as targeted social ads and/or Google placements – available for purchase.

## **When does it launch?**

MaaS will begin as a beta program to select brokerages across the U.S. and Canada in early July. Official launch to all affiliates is still being finalized.

## **Who will have access to MaaS once it launches?**

All affiliates in the U.S. and Canada, including affiliates in Independent Regions, will have access to MaaS.

## **How do you access MaaS?**

Affiliates with a MAXCenter account are automatically enrolled in MaaS and will receive emails when they get a listing. MaaS can also be accessed through a tile in MAXCenter.

## **What can affiliates do to make sure they receive their listing materials?**

Affiliates should make sure they have the MLS ID(s) entered into their MAXProfile on MAXCenter so they are correctly associated with their listings.

## **What is initially included in MaaS?**

The first phase of MaaS will include automated listing solutions for properties that are Just Listed, Active, Under Contract, Pending and/or Coming Soon. At launch, free listing assets include materials for digital and social.

Digital options available for purchase for increased exposure include:

- Targeted Facebook, YouTube and/or Instagram ads
- Google display ads
- Google search ads

**LINK TO  
FAQS**

# 14 GLADDING EXAMPLE

# REMAX GIVING WEEK

## OCTOBER 5TH-11TH

We'd love to do one or two events office wide where we can give back to our communities and are looking for ideas or charities we can support.



# RUN CLUB PLAYLIST

What are your favorite songs to workout or run to?



# MARKETING MEETING

JULY 15TH

---