The RE/MAX Brand Identity: Trademark and Graphic Standards manual is periodically updated. RE/MAX Affiliates and RE/MAX Approved Suppliers can access the most up-to-date version of this manual online on RE/MAX Mainstreet (remax.net). Click the “Marketing” tab on the home page or search the downloads using the keywords “trademark manual.”

If you have any questions regarding this manual, contact the RE/MAX Standards and Quality Control Team.

Any requests for exceptions to these rules and standards must be submitted to the Standards and Quality Control Team, RE/MAX, LLC.

RE/MAX, LLC
Standards and Quality Control Team
P.O. Box 3907
Englewood, CO 80155-3907
standards@remax.com

RE/MAX, LLC is an Equal Opportunity Employer and supports the Fair Housing Act. References to “RE/MAX World Headquarters” refer to RE/MAX, LLC, the owner of the RE/MAX trademarks worldwide. Each RE/MAX office is independently owned and operated.

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Version 17.0
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Part 1

THE RE/MAX BRAND

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WHY IS A BRAND IMPORTANT?

A brand is more than a name, a logo or a collection of products and services. It’s how people think and feel about an organization as a whole, and it’s the essence of what makes a business unique.

A strong brand tells an organization’s story in a unified voice through advertising, on the web, in collateral, on signage, in offices, in presentations and at events. Toward this end, RE/MAX Affiliates’ messaging must resonate as one.

RE/MAX relies on the power of simple, clear and consistent visual and verbal communications that distinguish the network in the marketplace, connect with consumers, and further build the strength and value of the brand.

FIVE PERSONALITY TRAITS THAT GUIDE OUR BRAND

Professional – We’re a network of high producers, going beyond what is expected. We understand that meeting customers’ needs is the cornerstone of a successful business.

Bold – Our identity is strong and confident. It helps RE/MAX stand out above the competition.

Entrepreneurial – RE/MAX was founded upon the entrepreneurial spirit of agents and owners. This spirit embodies many other qualities that define us, including: courageous, enterprising, self-reliant, decisive and optimistic.

Engaged – We care about the communities in which we live and work. We are dedicated to helping people.

Knowledgeable – We are the real estate experts in our communities. We know our markets and care enough to get to know our clients as well.
HOW TO USE THESE STANDARDS

The information in this manual will help you present every aspect of the RE/MAX brand in a manner that ultimately benefits every RE/MAX Affiliate. Communicating the brand in a consistent, dynamic and engaging way helps attract consumers and helps the brand stand out in the marketplace. Except where indicated otherwise, the standards in this manual are mandatory and require strict compliance. Failure to comply with the mandatory standards included in this manual violates the franchise agreement.

Please note: Although this manual contains extensive guidance, it is not intended to address every conceivable use of the brand. If you have any questions about compliance with RE/MAX brand standards, please contact the RE/MAX Standards and Quality Control Team at standards@remax.com

Treat these standards with care, attention to detail, and in the spirit of building the best brand experience possible.

REPORTING TRADEMARK MISUSE AND VIOLATIONS

The misuse of the RE/MAX brand negatively impacts everyone in the RE/MAX network. As a RE/MAX Associate, you stand on the front line of its protection.

A major part of protecting the RE/MAX marks is stopping others who, without authorization, try to use or imitate the brand to help sell their services or products. When another company uses our marks without authorization, this deceives consumers, unjustly enriches the other company (at our expense) and dilutes the RE/MAX brand.

RE/MAX World Headquarters relies on the help of all RE/MAX Affiliates in defending the marks against infringement and dilution. If you see outside organizations or individuals using RE/MAX trademarks – or marks similar to them – immediately report their actions to RE/MAX World Headquarters.

Our centralized infringement-reporting address is trademark@remax.com
TOP 5 TRADEMARK TIPS

Are you new to RE/MAX, or do you have a few questions about trademarks? Here are the top trademark tips to point you in the right direction.

1. Familiarize yourself. This manual was designed as a resource to consult, not necessarily a document to read cover-to-cover. As a start, check out Part 2 for the information you must include in all RE/MAX marketing, and Part 3 for the basics on using RE/MAX logos. Before registering a domain name containing “remax,” review the standards beginning on page 41.

2. Details count. At RE/MAX, creativity in personal marketing is valued and appreciated. But when that creativity is taken too far – such as through use of unusual colors and fonts – it weakens the brand for everyone. There is some flexibility for certain standards set forth in this manual; for others there’s “zero tolerance” for deviation. Stay on the safe side by consulting this manual when producing your materials.

3. Mind your signs. Collectively, RE/MAX property signs are the most visible display of the brand. They are also the area where the most compliance issues and trademark violations arise. See Part 4 to make sure your signs protect the integrity of the brand and your business.

4. Use a RE/MAX Approved Supplier. Whether they’re offering a coffee mug, business card or bus wrap, RE/MAX Approved Suppliers have gone through the work of ensuring their product offerings are compliant with these standards. Using RE/MAX Approved Suppliers saves you time, money and effort. Visit RE/MAX Mainstreet and click the “Shop” tab for all your marketing needs.

5. Unsure? Just ask. The first step in protecting the strength of the RE/MAX marks is to ensure we use them correctly ourselves. After all, if we don’t treat them with respect, why should anyone else be required to do so? If you are unsure whether something is compliant or have a question that falls outside the scope of this manual, send us an email at RE/MAX World Headquarters (standards@remax.com). We’re happy to help.
HISTORY

Embodied in every RE/MAX logo and mark is more than 40 years of brand equity and billions of collective dollars spent on advertising and marketing. The value of the RE/MAX brand cannot be overstated, and as we all reap the benefits it offers, it’s important that we do our utmost in protecting its integrity.

In 1973, founders Dave and Gail Liniger invented the name RE/MAX from the concept “Real Estate Maximums,” and adopted the distinctive red-over-white-over-blue property sign design now seen in front of hundreds of thousands of properties worldwide.

In 1978, the RE/MAX Hot Air Balloon made its maiden flight at the Albuquerque International Balloon Fiesta. The flight was a resounding success, and the following year, the balloon became the network’s official logo. A global brand was born.

The word spread. RE/MAX offered the maximum compensation concept designed to help top-producing agents keep more of what they earned, along with advanced support and education.

Today, the RE/MAX network includes more than 100,000 agents in nearly 100 countries. And Dave and Gail Liniger still lead the organization from RE/MAX World Headquarters in Denver, Colorado.

As RE/MAX has expanded around the globe, so has recognition of the brand and the balloon logo. All RE/MAX Affiliates contribute to the power of the RE/MAX brand and its connection with the most productive real estate network in the world.
BASIC RULES OF RE/MAX MARKETING

12 Information Required in RE/MAX Affiliate Marketing

13 Using the RE/MAX Trademarks in Writing

14 Limits on Use of the RE/MAX Marks
INFORMATION REQUIRED IN RE/MAX AFFILIATE MARKETING

Unless media-specific rules apply (as with property signs, mobile apps, or phone book listings), the following information must appear prominently on each piece of promotional material and all Internet content, according to these rules:

A. The full name of the RE/MAX office
   Every RE/MAX franchise operates under a trade name that contains the word “RE/MAX,” such as RE/MAX Premier, etc. While “RE/MAX” is part of a franchise’s trade name, it cannot be used as part of a legal corporate name.

   The full RE/MAX office name must appear prominently on all forms of communication and advertising materials (e.g., property signs, business cards, newspaper ads, etc.). Also, office personnel and Sales Associates must not answer the phone with simply “RE/MAX,” but with the office’s full trade name, such as “RE/MAX Premier.”

   **NOTE:** Do not use a ® symbol after “RE/MAX” in the context of an office name.

B. “Each Office Independently Owned and Operated.”
   Every marketing piece that includes Affiliate information must include the statement “Each Office Independently Owned and Operated.” The only exception is that on extremely small items (a customized pen or keychain, for example) where there is space for no other text, contact information may accompany the office name, or the office and Associate name, without displaying “Each Office Independently Owned and Operated.”

   **NOTE:** Associates and offices should check with their state’s Real Estate Commission to see if it has specific guidelines or additional requirements related to advertising. For example, some require that the office address or license number appear on materials, or that “off-site” telephone numbers always be answered with the full RE/MAX office name.

C. Contact information
   **Office address:** Ordinarily, the postal address of the RE/MAX office should be included on all RE/MAX marketing.

   The office address may be omitted, for example, from billboards, bus benches and other items where the practical ability to include more information may be limited, although the item may be large in size. It must be included, however, on all long-form marketing such as brochures, listing presentations, websites, social media, etc. and on all marketing outside the brokerage’s local market area.

   **Associate or team contact information:** Associate or team contact information can be included only if contact information for the brokerage office is also included.

   This includes phone number, website address or social media page, or email or social media identifier. Because it may not be clear that direct-line or “off-site” telephone numbers reach the Associate rather than the office, such numbers must be clearly identified as a direct line, residence or mobile phone, as the case may be. Only the office address, not a home or any other address, is permitted to appear in Affiliate marketing materials.
Implications of brand-only advertising vs. Affiliate marketing

Advertising that references only the overall RE/MAX organization – and not your office, team or personal business – falls into the category of brand-only advertising. Marketing that promotes your office, team or personal business is Affiliate marketing. While Affiliate marketing must comply with the rules on page 12, brand-only advertising is not subject to those rules. However, RE/MAX World Headquarters reserves the right to disallow any brand-only advertising that does not serve the best interests of the RE/MAX organization. Affiliates are encouraged to seek prior approval before pursuing any nonconventional brand-only advertising. Sponsorships or endorsements must use the full office name and may not be brand-only advertising – see Part 7.

USING THE RE/MAX TRADEMARKS IN WRITING

There are a few general rules that apply to all uses of the RE/MAX trademarks in written materials.

1. Do not alter the RE/MAX marks

   RE/MAX trademarks should be used in their exact form. They should not be abbreviated or used with any prefix or suffix. In particular, even when using the RE/MAX mark in text:
   • Always capitalize every letter in “RE/MAX.”
   • Never delete the slash.
   • Avoid breaking up the RE/MAX mark (for example, at the end of a line break, i.e. RE/ MAX).

2. Use a trademark notice symbol

   • In most countries, it is proper to use the ® symbol with the RE/MAX mark. Check with your region if you are unsure which symbol should be used with a RE/MAX trademark.
   • The symbols should appear after the mark and, at a minimum, should appear once in each marketing piece, preferably the first or most prominent time the trademark appears.
   • When the RE/MAX mark is used as part of the company’s trade name (such as an office name), do not use any trademark notice. See page 17 for details.
3. Use proper grammar when using trademarks

- Trademarks should be used as adjectives, rather than nouns or verbs.

In many areas, RE/MAX is so widely known that it may not be essential to state that it is a real estate brokerage. However, it is still preferable to use “RE/MAX” as an adjective.

- Do not use the RE/MAX name in a plural or possessive form.
- Do not abbreviate trademarks, or add prefixes or suffixes.

Examples: Proper Grammar

<table>
<thead>
<tr>
<th>Acceptable</th>
<th>Preferred</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>When you need to sell your home, contact RE/MAX.</td>
<td>When you need to sell your home, contact your nearest RE/MAX® real estate office.</td>
<td>Use of RE/MAX as an adjective is preferred.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Incorrect</th>
<th>Correct</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>REMAX’s new commercials look great.</td>
<td>The new RE/MAX® commercials look great.</td>
<td>No use of RE/MAX in possessive form.</td>
</tr>
<tr>
<td>How many RE/MAX® offices are there in the Chicago area?</td>
<td>How many RE/MAX® offices are there in the Chicago area?</td>
<td>No use of RE/MAX in plural form.</td>
</tr>
<tr>
<td>That broker said he intends to convert his office to a RE/MAX® office.</td>
<td>That broker said he intends to convert his office to a RE/MAX® office.</td>
<td>No use of RE/MAX as a verb.</td>
</tr>
<tr>
<td>RE/MAXers are top producers.</td>
<td>RE/MAX® Sales Associates are top producers.</td>
<td>No use of suffix with RE/MAX mark.</td>
</tr>
</tbody>
</table>

Examples

<table>
<thead>
<tr>
<th>Incorrect</th>
<th>Correct</th>
</tr>
</thead>
<tbody>
<tr>
<td>RE/MAX Premier Relocation Services</td>
<td>RE/MAX Premier - Relocation Department</td>
</tr>
<tr>
<td>RE/MAX Premier Commercial</td>
<td>RE/MAX Premier - Commercial Division</td>
</tr>
</tbody>
</table>

NOTE: If you remove the trademark from the sentence, and the sentence becomes meaningless, you are probably not using the mark correctly.

LIMITS ON USE OF THE RE/MAX MARKS

Use RE/MAX marks only with permitted services

RE/MAX Affiliates are permitted to use the various RE/MAX marks only in connection with promoting RE/MAX real estate services authorized under the franchise agreement. Any other business or activity must be operated as a separate company or concern at a different address, website, telephone number, etc., and under a name that contains no reference or similarity to the RE/MAX marks. That entity cannot use the term “RE/MAX” or any RE/MAX mark to promote its products or services.

Do not sublicense RE/MAX marks or names

RE/MAX offices are not allowed to sublicense the RE/MAX marks. It is not permissible to establish a separate RE/MAX company to handle portions of the franchise’s business, such as property management, relocation, or other real estate services.

The correct use in the example below would ensure that the public understands that the relocation or commercial services are being provided by the independently owned RE/MAX office as one of the many real estate services it offers, not as a separate company.

In addition, when engaging in joint marketing with other companies, such as lenders, title insurance companies and others, it is important to avoid any perception that the other company is part of or affiliated with the RE/MAX organization when no national affiliation exists.

Do not combine the marks, names, designs or logos of other companies with the RE/MAX marks. RE/MAX prohibits such combinations of marks unless such use has prior written approval from the appropriate regional office for strictly local uses, or from RE/MAX World Headquarters (if the use will extend outside the market area served by the office or Affiliate). Using the RE/MAX marks to promote competitors is prohibited, so joint marketing with other real estate brokerages is also prohibited.
VISUAL LANGUAGE

16 | RE/MAX Logos
22 | Typography
23 | 2016 Advertising Campaign - That’s the sign of a RE/MAX agent™
24 | Color Palette
26 | Photography
The RE/MAX logo is the face of the brand. It provides a common link across all communications, and establishes instant recognition among consumers, clients and customers. It is one of our most valuable assets, and therefore cannot be altered under any circumstances.

The RE/MAX logo can be used in two different forms. The first and the preferred form is the RE/MAX Hot Air Balloon; the second form is the RE/MAX logotype.

Both forms express our name and brand image.

The RE/MAX logotype preferably runs in RE/MAX Red letters with the slash in RE/MAX Blue (see RE/MAX Color Palette, pages 24-25). When it would be beneficial to increase legibility at extreme distance – such as on the RE/MAX Hot Air Balloon or billboards – the colors may be switched to blue letters with a red slash. All balloon logos and illustrations must always be RE/MAX Blue letters with the red slash.

Like all RE/MAX logos and logotypes, the RE/MAX logotype can also be used as a one-color logo (such as all-white or all-black). In such applications, all the letters and the slash must be the same color.

For information on using the RE/MAX logotype in the context of an office name, see page 17.

Smallest Scalable Size
The smallest allowable size in width for the RE/MAX logotype is 3/4". For situations when “RE/MAX” must be rendered smaller than minimum size, either use plain text or contact the RE/MAX Standards and Quality Control Team at standards@remax.com for further assistance.

Clear Space
The RE/MAX logotype always appears with space around it, except in the context of an office name. When the RE/MAX logotype is accompanied by any graphic element or type, the bordering space on all four sides must be at least half the height of the letter “X” in RE/MAX.

The illustration below explains the measurements of the elements that make up the RE/MAX logotype.
OFFICE SIGNAGE STANDARDS

When displaying RE/MAX office signage, it must include the full office name – not just “RE/MAX” – and must follow the rules for displaying the RE/MAX logotype in the context of an office name, as outlined below.

It is recommended to use the RE/MAX logotype when displaying an office name. When using the RE/MAX logotype in this context, any font or color may be used for the rest of the office name (for example, “Premier” in “RE/MAX Premier”), except on items such as property signs that have uniform design rules. The rest of the office name should be between 50 percent and 100 percent of the height of the RE/MAX logotype, as measured in the height of the capital letters, and may not overlap the RE/MAX logotype.

An office name must always appear with space around it. Additionally:

• There must be a clear space between the RE/MAX logotype and the office name of at least the width of the vertical stroke in the letter “A” in RE/MAX (see below illustrations).

• The ® symbol must be removed from the logotype.

NOTE: There are no specific standards regarding the types of material or display used – wooden, backlit, metallic, etc. – for RE/MAX office signage. The Broker/Owner must ensure office signage adheres to local regulations. For questions, contact your RE/MAX region.
RE/MAX BALLOON LOGOS

The logos shown here are the ones you’ll use most often.

The RE/MAX Balloon logo appears in either a graphic-image or photo-image form. RE/MAX Balloon logos must not be altered. Do not alter the proportions or substitute the photo balloon for the logo balloon, or vice versa. The logos should run against a neutral background. There can be no overlapping text or graphics on the balloon logos and no cluttered design elements behind or around them.

Use of other balloon photos and images: The RE/MAX Balloon logo cannot be altered or customized. However, photos or other artwork that depict a RE/MAX Balloon, but are distinct from the RE/MAX Balloon logos, may be produced for advertising purposes, provided that a sample of the proposed representation is sent to and approved by the RE/MAX Standards and Quality Control Team (standards@remax.com).

INCORRECT LOGO USE

Don’t tilt
Don’t add or remove text
Don’t skew or distort
Don’t invert
Don’t substitute the balloon for RE/MAX in an office name

NOTE: The tilted RE/MAX Balloon logo may no longer be used by Affiliates for materials created after Jan. 1, 2005. Older tilted-balloon items may continue to be used for the life of the items so long as all applicable RE/MAX trademark standards were met, including correct depiction of the balloon. RE/MAX World Headquarters may continue to use the tilted balloon logo in some settings.
Clear Space
The RE/MAX Balloon logo always appears with space around it. The RE/MAX logo forms must always be surrounded on all four sides by a clear space of at least the height of the letter “X” in RE/MAX. This is the minimum space needed between the logo and any other graphic element or type.

The illustrations below explain the key measurements of the elements that make up the RE/MAX Balloon logo form.

Smallest Scalable Size
The smallest allowable size for the RE/MAX Balloon logo is 3/4” high. For situations when the RE/MAX Balloon logo must be rendered smaller than minimum size, please contact the RE/MAX Standards and Quality Control Team at standards@remax.com.

NOTE: The registration mark will need to be sized separately so it is legible at a reduced size, but not so big that it is distracting when enlarged.
THE #1 BALLOON LOGO

The #1 Balloon logos shown here are the only approved versions.

![#1 Balloon logos]

**NOTE:** The “Nobody in the world sells more real estate than RE/MAX” text is optional when using the #1 Balloon logo.

The RE/MAX #1 Balloon logo appears in either a photo-image (preferred) or graphic form. RE/MAX #1 Balloon logos must not be altered. The logos should run against a neutral background. There can be no overlapping text or graphics on the RE/MAX #1 Balloon logos and no cluttered design elements behind or around them.

**INCORRECT LOGO USE**

- Don’t tilt
- Don’t change colors
- Don’t create a unique version or resize elements
- Don’t combine with an office name

**NOTE:** The #1 Balloon logo cannot replace the standard RE/MAX Balloon on any property sign. Depending on local laws and real estate advertising regulations, this logo may not be available for use in all locales. Please contact Global Development at RE/MAX World Headquarters if you have any questions about use outside of the U.S. or Canada.

In Canada, the #1 Balloon requires a disclaimer substantiating #1 status. Use the U.S. logo graphic, but add a legible footnote with the text shown above. Affiliates may substitute substantiation of local market leadership, but will be responsible for substantiating such claims.

Based on closed transactions. Source: CREA, RE/MAX
Clear Space
The RE/MAX #1 Balloon logo always appears with space around it. The RE/MAX logo forms must always be surrounded on all four sides by a clear space of at least the height of the ‘#’ symbol. This is the minimum space needed between the logo and any other graphic element or type.

The illustrations below explain the key measurements of the elements that make up the RE/MAX logo form.

NOTE: The “Nobody in the world sells more real estate than RE/MAX®” text is optional when using the #1 Balloon logo.

Smallest Scalable Size
The smallest allowable size for the RE/MAX #1 Balloon logo is 1” high. This maintains the standard minimum 3/4” balloon height. For situations when the RE/MAX logo must be rendered smaller than minimum size, please contact the RE/MAX Standards and Quality Control Team at standards@remax.com.

NOTE: The registration mark will need to be sized separately so it is legible at a reduced size, but not so big that it is distracting when enlarged.
A powerful brand tool, the right typeface reflects – and protects – the integrity of the brand, while remaining flexible across different communication channels.

This suggested RE/MAX typography for advertisements and communications is modern and confident, reflecting the core values of the brand.

### Main Typeface

**Gotham**

Gotham is recommended as the primary typeface. Use it for headlines, subheads and body copy.

- Gotham BOOK
- Gotham MEDIUM
- *Gotham MEDIUM ITALIC*
- Gotham LIGHT
- Gotham BOLD

### Secondary Typeface

**Arial**

Arial is recommended as a secondary typeface.

**NOTE:** Helvetica Bold is used on RE/MAX property signs and sign riders. See Part 4.
For RE/MAX Affiliates interested in using the logos from the RE/MAX 2016 advertising campaign, the approved versions are shown here.

**Primary Logo**
This logo has a transparent background.
In cases of a white background, use this logo option.

**Secondary Logo**
This logo has a transparent background; the blue background as displayed is not part of the logo.
This logo should not appear against a white or lighter background.

**INCORRECT LOGO USE**

Don’t place a border of any kind around the logos.

**NOTE:** The RE/MAX logos must always be surrounded on all four sides by a clear space of at least the height of the letter “X” in RE/MAX.
The timeless red, white and blue color palette of RE/MAX helps consumers identify RE/MAX at a glance.

This section also provides secondary colors that may be used to complement the main colors, with lighter variations (to add liveliness) or darker hues (to connote a more serious tone) available to accentuate the message of any particular communication.

**RE/MAX Primary Colors**

- **PANTONE 186**
  - CMYK – 0/100/100/5
  - RGB – 225/27/34
  - WEB – e11b22

- **REFLEX BLUE**
  - CMYK – 100/73/0/2
  - RGB – 0/84/164
  - WEB – 0054a4
**RE/MAX Secondary Colors**

Secondary RE/MAX colors are used in headlines, support graphics and background colors. They must never replace the main colors in the RE/MAX logotype, Balloon logo or property signs.

- **PANTONE 201**
  - CMYK: 0/100/73/29
  - RGB: 179/11/48
  - WEB: b30b30

- **PANTONE 289**
  - CMYK: 100/64/0/60
  - RGB: 0/43/92
  - WEB: 002b5c

- **PANTONE 285**
  - CMYK: 89/43/0/0
  - RGB: 0/125/195
  - WEB: 007dc3

- **PANTONE 291**
  - CMYK: 33/3/0/0
  - RGB: 164/215/244
  - WEB: a4d7f4

- **PANTONE 425**
  - CMYK: 0/0/0/77
  - RGB: 95/96/98
  - WEB: 5f6062

- **PANTONE 424**
  - CMYK: 0/0/0/61
  - RGB: 126/128/131
  - WEB: 7e8083

- **PANTONE 430**
  - CMYK: 5/0/0/45
  - RGB: 148/156/161
  - WEB: 949ca1

- **PANTONE 421**
  - CMYK: 0/0/0/26
  - RGB: 196/198/200
  - WEB: c4c6c8
The RE/MAX brand’s visual language is often captured through photography. The RE/MAX use of photography is flexible and enables the network to craft stories that engage consumers. Photographs depicting RE/MAX agents, brokers or the brand itself should be used thoughtfully, as they are a powerful means to connect with broad audiences in a wide array of market segments. Using great photographs in your marketing engages viewers and communicates volumes about your business.

Here are some best practices to help ensure your photography properly reflects your professionalism while protecting the integrity of the RE/MAX brand.

**Lighting** – Be wary of shadows and harsh lighting/glare, on the subject or in the background.

**Composition** – Keep your photos in balance and crop out extra or distracting elements.

**Perspective** – Don’t be afraid to move in close. Zooming in on the subject helps viewers engage with the photo.

**Keep it Simple** – Don’t try to squeeze too much into the frame. Simple, clean photos communicate most effectively.

**Note:** It’s your responsibility to ensure you have the proper permission and licensing when using photographs.
Part 4

RE/MAX RED-WHITE-BLUE SIGNAGE

28  General Design
30  Sign Riders
31  Additional Sign Examples
32  Sign with Agent Photo
33  Sign with QR Code
34  Directional and Open House Signs
35  Property Signs in Other Alphabets
Note: Outside the United States, if your country’s common standards for signage do not precisely convert from the dimensions shown, use the closest commonly used size available and maintain all proportions.
INTRODUCTION

Placed in front of properties around the globe, the iconic RE/MAX red-white-blue signage is perhaps the most visible display of the RE/MAX brand. In fact, the red-white-blue horizontal-bar design is its own trademark. It may not be used for any signage that is used like a property sign other than “For Sale,” open-house or directional signs.

Standards are strict for the RE/MAX property sign, and deviation is permitted only in specific, limited situations. Associates may not use real estate “For Sale” signs other than the RE/MAX Red-White-Blue Property Sign or the RE/MAX Commercial or The RE/MAX Collection signs, where appropriate (see Part 6). Associates may not use the red-white-blue horizontal-bar design on a flag pole as a flag. The standards cannot be modified except as outlined in this manual.

GENERAL STANDARDS

If a local law, rule, regulation, ordinance, code or covenant differs from these standards, the local requirements take precedence. In such cases, the Affiliate should send the sign maker’s proof (mock-up) to the Standards and Quality Control Team (at standards@remax.com) for approval and help in preserving the RE/MAX standards as much as possible, within those requirements.

NOTE: Affiliates may use a compliant red-white-blue sign for commercial listings (including “For Lease” or another commercial term in the red bar).

Material: Any appropriate material can be used, but Affiliates should select material for durability, appearance, ease of handling and storage, flexibility of general use and local climate.

Frame: A full black angle-iron frame or a white-post frame is preferred.

Dimensions: RE/MAX property signs should always be rectangular, horizontal signs with a proportion of three vertical parts to five horizontal parts.

NOTE: No other logos, except as specified in this manual, may be used on any RE/MAX property sign, including riders and directional signs.

The standard RE/MAX property sign is 18" tall by 30" wide (45cm by 75 cm). Use this size unless local regulation or practice is to use a different size, but maintain the three-part-to-five-part proportion no matter what the size. An 18" x 24" sign is an approved variation, but is discouraged.

Colors: RE/MAX Red (PMS 186) and Reflex Blue. Reflective materials may be used as long as the colors approximate PMS 186 and Reflex Blue.

Type: Lettering is Helvetica Bold, except where the RE/MAX logotype appears. Lettering in all three bars may use either initial capitalization (John Doe) or all lowercase (john doe), but not all capitals. Initial capitalization is preferred.

THE RED BAR – LISTING INFORMATION:

The center section of the red bar announces the real estate offering. It may include such terms as “For Sale,” “For Rent,” “For Lease,” “Available” or “Managed By.”

The right side of the red bar may contain:

• The Equal Housing Opportunity logo
• The appropriate, compliant symbol of the National Association of Realtors®, such as the Realtor R logo or the combined REALTOR/MLS® logo
• Outside the U.S., another compliant logo of an appropriate national association or multiple listing service.
THE WHITE BAR – ASSOCIATE/TEAM INFORMATION:
This bar identifies the name of the RE/MAX Sales Associate most knowledgeable about the listing. A compliant team name (see page 38) may be used instead, or added above or below the Associate name. To further the RE/MAX agent-centric focus, the Associate or team name may not be excluded from this bar or replaced with contact information for the RE/MAX office.
If two lines of text are used, the top line must be at least as tall as the bottom line. In some states and provinces, the Associate or team name may not be taller than the office name. Two or more Associate names may be used if they are affiliated with the same RE/MAX office. A professional designation may be included after an Associate’s name (preferably separated from the name by a comma), as long as the designation pertains to real estate.
Associates have numerous options for placing the team name:
• Alone in the white bar
• With an Associate name in the white bar
• With compliant contact information in the white bar
• On a rider above or below the sign
If not prohibited by law, a single line of compliant “off-site contact” information, such as a cell phone number, email address or website address, may accompany (but not replace) the Associate or team name in the white bar, with Broker/Owner approval. Phone numbers must be labeled, such as: “Cell,” “Mobile” or “Text/Cell.”

THE BLUE BAR – BROKERAGE AND CONTACT INFORMATION:
This bar identifies the RE/MAX office and must include a compliant phone number. The entire local RE/MAX trade name must appear in two lines, with “RE/MAX” in logotype.

This bar must include the office phone number, unless the Broker/Owner requires or approves one of the following options instead and the selected option is allowed by law:
• The Associate’s cell phone number.
• The Associate’s direct-dial telephone number that is owned and controlled by the brokerage. Local laws may require this system to allow for easy access to a Broker of Record, such as by pressing “0” in an office-wide, multi-line system and/or prohibit the direct-dial number from being forwarded to an external number.
The blue bar is the only place the office phone may appear on a sign. It may not be placed in a different area of the sign or on a rider.

Sign Riders

All riders for red-white-blue property signage should be printed in Helvetica Bold. A team name or Associate name may be used on either a top or bottom rider. All riders must be rectangular.

Top rider
• **Color:** RE/MAX Red letters on a white background, consistent with the red color of the sign’s top bar.
• **Content:** An Associate name or team name, or descriptive property information, such as “Sold,” “Just Listed,” “Will Build to Suit,” “Horse Property,” “Impeccable” or “Price Reduced.”

Bottom rider
• **Color:** RE/MAX Blue letters on a white background, consistent with the blue color of the sign’s bottom bar.
• **Content:** An Associate name or team name, or Associate contact information, such as additional phone numbers or a compliant website or email address. The office phone number may not be used on a rider.

RE/MAX World Headquarters has approved Children’s Miracle Network Hospitals® “Miracle Home®” and “Miracle Property” riders, and a Susan G. Komen® “Home for the Cure®” rider, which participating Associates can obtain through RE/MAX Approved Suppliers (see page 45).
### Additional Sign Examples

<table>
<thead>
<tr>
<th>Associate Name on Rider(s)</th>
<th>Associate/Team Names in White Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Team Name</strong>&lt;br&gt;&lt;small&gt;Mobile: 303-555-1211&lt;/small&gt;</td>
<td><strong>Property Information</strong>&lt;br&gt;&lt;small&gt;For Sale&lt;/small&gt;&lt;br&gt;&lt;small&gt;(Associate or) Team Name&lt;/small&gt;</td>
</tr>
<tr>
<td><strong>Office Name</strong>&lt;br&gt;&lt;small&gt;555-1212&lt;/small&gt;</td>
<td><strong>For Sale</strong>&lt;br&gt;&lt;small&gt;Associate (or Team Name)&lt;/small&gt;&lt;br&gt;&lt;small&gt;Office Name&lt;/small&gt;&lt;br&gt;&lt;small&gt;303-555-1212&lt;/small&gt;</td>
</tr>
<tr>
<td><strong>Associate Name</strong>&lt;br&gt;&lt;small&gt;(optional)&lt;/small&gt;</td>
<td><strong>Property Information</strong>&lt;br&gt;&lt;small&gt;Contact Information&lt;/small&gt;</td>
</tr>
<tr>
<td><strong>With Longer Office Name</strong>&lt;br&gt;&lt;small&gt;303-555-1212&lt;/small&gt;</td>
<td><strong>Team Name on Rider(s)</strong>&lt;br&gt;&lt;small&gt;Team Name (optional) or Property Information**</td>
</tr>
<tr>
<td><strong>Property Information</strong>&lt;br&gt;&lt;small&gt;For Sale&lt;/small&gt;&lt;br&gt;&lt;small&gt;Associate Name&lt;/small&gt;&lt;br&gt;&lt;small&gt;AssociateWebsite.com&lt;/small&gt;</td>
<td><strong>For Sale</strong>&lt;br&gt;&lt;small&gt;Associate Name&lt;/small&gt;&lt;br&gt;&lt;small&gt;AssociateWebsite.com&lt;/small&gt;</td>
</tr>
<tr>
<td><strong>Contact Information</strong></td>
<td><strong>Team Name (optional)</strong></td>
</tr>
</tbody>
</table>

**1.875" tall Helvetica Bold**

**.25" white border**

**8"x10" of official trademark**

**upright balloon with**
The specifications for the red-white-blue photo sign are identical to the specifications for the RE/MAX Red-White-Blue Property Sign, except as noted. Due to size constraints, 18” x 24” signs may not be used for photo signs.

**Photo:** The background color in the photo cannot be white. Professional attire is strongly recommended.

**NOTE:** Caricatures, personal logos and other similar designs cannot be used in place of an Associate or team photo.

**Layout:** Center the words of the offering (“For Sale,” “For Rent,” etc.) in the red bar between the balloon logo and the photograph. Likewise, center the team name or first and last names of the Associate in the white bar, “stacked” in two lines. Only if the Associate’s name is short enough to fit on a single line may the Associate include a line of off-site contact information under the name.

The REALTOR® symbol or the Equal Housing Opportunity logo may be displayed to the left of the bottom-left corner of the photo. Or it may be reversed out in the blue bar so long as it is clearly separated from the RE/MAX logotype. A photograph of the Associate or team is the only content that may be placed in the photo area of the property sign.
RE/MAX Associates may display a square two-dimensional barcode such as a Quick Response (QR) code either on a rider, or on the RE/MAX Red-White-Blue Property Sign. All QR codes on RE/MAX property signs must lead to information that is optimized for mobile devices. Due to size constraints, 18” x 24” signs may not include a QR code.

**Best practices for QR codes on signs and riders:**

1. Consider whether using a QR code or a web address is the best way to get consumers to visit your site. Placing your web address under your name in the white bar or on a rider – rather than using a QR code – is often more effective if you just want to lead them to your home page. If you own a short domain for the property listing (1234AnywhereSt.com), place the web address on the rider.

2. If you do use a QR code, it should lead to property-specific information. A buyer standing in front of your listing scanning the code wants to access information about that property, not your website home page.

3. Preferably, place the QR code on a rider – not the yard sign – so that you will not have to discard the sign when the listing sells.

**Design and layout of QR code signs:**

The specifications for the red-white-blue sign with a two-dimensional barcode such as a Quick Response (QR) code are identical to the specifications for the RE/MAX Red-White-Blue Property sign.

**Color:** Reflex Blue

**Artwork format:** Associates providing their own QR codes to sign printers should provide a vector art (EPS or PDF) graphic of the code so the printer can change it to Reflex Blue and size it appropriately. JPG graphics are not recommended.

**Using other elements with a QR code:** To accommodate the QR code, center the team name or first and last names of the Associate, “stacked” in two lines, between the balloon logo and the code. Only if the Associate’s name is short enough to fit on a single line may the Associate include a line of off-site contact information under the name. Preserve a 1” margin between the name and the QR code, or some devices may have trouble recognizing the code. Associates must choose between a QR code and a photograph; a QR code cannot be placed on a photo sign.

**Tips:** Customers using a QR code will know what to do with it, so text like “Scan with your smartphone for more info” is probably not necessary. Instead, consider providing other property information or a property-specific website for those who cannot scan the code.
Directional and Open House Signs

Signs used to direct consumers to a RE/MAX listing (other than RE/MAX Commercial or The RE/MAX Collection listings) must use the trademarked red-white-blue horizontal bars. Several special-shape directional signs, in which the horizontal bars are elongated or formed into the outline of an arrow or house, have been approved and are available through RE/MAX Approved Suppliers. Approval must be obtained for any other variation.

The general integrity of the horizontal bars must be maintained in such special-shape signs to protect the bars’ distinctive, recognizable identity. Specifically:

- The bars must extend the full length of the sign.
- The average height of each of the three horizontal bars (red, white, and blue) must be approximately equal. If portions of a bar are narrow, such as where the red bar is shaped like a roof, this means that the thickest portion of the bar might be a lot thicker than the other bars.
- The borders between the red and white portions and between the white and blue portions must be parallel, horizontal lines. For example, the lines cannot be angled to mimic the exterior shape of the sign.
- The sign must also include the RE/MAX graphic-image balloon logo, and preferably the RE/MAX logotype or the local RE/MAX trade name with “RE/MAX” in logotype.

All other design and font standards, including the standards for using the horizontal bars or any other RE/MAX mark, must be maintained. Content may relate only to a listing’s sale or lease status, or agent contact information.

Approved Examples:
This section provides basic parameters for adapting RE/MAX property signs into other alphabets in order to better promote recognition of the RE/MAX brand. Precise specifications for every country are beyond the scope of this manual, but these general principles should apply in the vast majority of areas.

1. Except as noted, the specifications for the RE/MAX Red-White-Blue Property sign should still apply, even when used with non-Latin alphabets. In particular, a) the overall 3x5 proportion of the sign, b) the equal proportions of the red, white and blue bars, c) the colors used, and d) the placement of the RE/MAX Balloon on the sign should be maintained precisely.

2. The RE/MAX Balloon cannot be modified – “RE/MAX” on the balloon will always be in English only. (Do not add a local transliteration or office name to the balloon.)

3. The property offering text in the red bar – most commonly “For Sale” or “For Rent” – is translated.

4. Omit the Realtor® or MLS logos unless authorized.

5. The Associate or team name may appear in the local language.

6. For the RE/MAX office name in the blue bar, each region will decide whether to display “RE/MAX” in the traditional RE/MAX logotype, or in the local language. The remainder of the RE/MAX office name may appear in the local language, even if “RE/MAX” is not.

7. In languages that read from right to left, the RE/MAX region will determine whether to swap the placement of the RE/MAX office name and the office phone number.

8. Substitute Arial Unicode MS Bold for Helvetica Bold, if necessary.

Here are RE/MAX regions’ rules for a few non-Latin languages:

<table>
<thead>
<tr>
<th>Language</th>
<th>“RE/MAX” in Office Name</th>
<th>RE/MAX Office Name Position in Blue Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thai</td>
<td>Latin</td>
<td>Left</td>
</tr>
<tr>
<td>Hebrew</td>
<td>Latin</td>
<td>Left</td>
</tr>
<tr>
<td>Arabic</td>
<td>Arabic logo</td>
<td>Right</td>
</tr>
</tbody>
</table>

Other Latin Alphabets

- Se Vende
- Nombre de la Oficina
  506-234-5678
- Nombre del Asociado
  506-234-5678

Other languages:

- Arabic
- Hebrew
- Thai
Part 5

SPECIFIC APPLICATIONS

37 | Offices and Teams
40 | Digital Marketing
44 | Business Cards and Phone Listings
45 | Give Back: Children’s Miracle Network Hospitals® and Susan G. Komen® Programs
OFFICE NAMES

Office name must accompany all uses of RE/MAX marks

Each individual RE/MAX franchise office does business under a trade name (also called a dba for “doing business as”) that contains “RE/MAX.” While “RE/MAX” is part of a franchise’s trade name, it cannot be part of the franchise’s legal corporate name. “RE/MAX Premier,” used in examples throughout this manual, would be a dba or trade name for the brokerage’s registered corporate name, which might be “Premier, Inc.”

Using a local office trade name like “RE/MAX Premier” helps the public know that the office is separate from RE/MAX World Headquarters and from every other independently owned RE/MAX office. Regulatory agencies generally require the office to use its full local trade name – not just “RE/MAX” – in all dealings with the public. Accordingly, the full trade name must appear prominently on all forms of communication and advertising materials (property signs, websites, business cards, newspaper ads, online directories, social media pages, etc.). Also, office personnel and Sales Associates should answer the phone with the local trade name – or an appropriate shortened version of that name – not simply “RE/MAX.”

Requirements for RE/MAX office names

New RE/MAX office names cannot include names of cities, geographic areas, personal names, or terms from RE/MAX trademarks. Office names must be approved by your region to ensure that no office names are the same within a geographic or market area, or region. Consult your region for more information. (Search RE/MAX Mainstreet using “approved names” for the full office name rules and guidelines, and a list of previously approved office names.)

In choosing a RE/MAX office name, keep in mind that a company’s (trade) name can simultaneously function as a trademark or a brand, even if not registered as a trademark.

Unlike a trademark registration, registering a trade name does not entitle a company to prevent others from using a similar name. Registering a trade name or company name also provides no guarantee that, if used as a brand or mark, it would not infringe another’s trademark rights. So it is the broker’s responsibility to ensure that the portion of the office name after “RE/MAX” does not infringe on a third party’s rights. This may include consulting with qualified legal counsel and/or conducting a name search with state and federal agencies.

<table>
<thead>
<tr>
<th>Incorrect</th>
<th>Correct</th>
</tr>
</thead>
<tbody>
<tr>
<td>RE/MAX</td>
<td>RE/MAX Premier</td>
</tr>
<tr>
<td>RE/MAX Realty</td>
<td>RE/MAX Premier Realty</td>
</tr>
<tr>
<td>RE/MAX Real Estate</td>
<td>RE/MAX Premier Real Estate</td>
</tr>
<tr>
<td>RE/MAX Las Vegas</td>
<td>RE/MAX Premier, located in Las Vegas</td>
</tr>
<tr>
<td>RE/MAX of Aspen</td>
<td>RE/MAX Mountain Executives</td>
</tr>
<tr>
<td>RE/MAX Outstanding Agents</td>
<td>RE/MAX Excellence</td>
</tr>
<tr>
<td>RE/MAX Smith, Inc.</td>
<td>RE/MAX Real Estate Pros</td>
</tr>
</tbody>
</table>

NOTE: For requirements concerning the display of RE/MAX office names, see “Office Signage Standards,” on page 17.
TEAMS AND TEAM NAMES

Team* names may be used on the Red-White-Blue property signs, RE/MAX Commercial signs and The RE/MAX Collection signs. They may also be used on sign riders (see sample signs in Part 4) and on other marketing materials – as long as the team’s name and makeup comply with all applicable laws and regulations and the following standards.

Selecting a team name

1. Associates may not select team names that suggest the team is a brokerage entity or other business entity separate from the RE/MAX office. If an Associate nevertheless structures a team as a legal business entity, and all applicable legal and licensing requirements can be met (see “Business practices associated with the team structure,” on page 39), Associates are encouraged to register the team name as a “dba” to avoid having to use endings such as Inc., Corp. or LLC.

2. The team name cannot contain the term “RE/MAX,” any RE/MAX trademark or any variation thereof. For example, no team name may use the prefix “RE” or the suffix “MAX,” as in “Team Max.”

3. Real estate terms typically used in the names of real estate brokerages, such as “realty,” “real estate,” “properties,” etc., must not be used in a team name.

4. Team names must be approved by the Broker/Owner.

5. A team name must not mislead or confuse consumers. This includes exaggerating the size of the team or the geographic area in which the team’s full services are available.

6. A team name cannot be confusingly similar to the name of a RE/MAX office operating in the team’s market (except that “team” may be used even if a local office name includes the word). Associates should check with their RE/MAX region and neighboring regions to avoid conflict. Also, a team cannot use its name to stop other Affiliates from using the name of a local town, city, neighborhood or geographic feature (mountain range, body of water, etc.) as a team name.

7. These team-name guidelines do not permit an Affiliate to use a nickname, marketing moniker or other such promotional tagline or descriptive phrase on a RE/MAX property sign.

Rules for marketing team names

Upon selecting a team name, the following additional rules and guidelines apply to displaying it in marketing materials:

1. All marketing materials that list a team name must also include the name of the brokerage and other required identifying information.

2. The name of the team leader or another Associate team member should be included on all marketing materials. Individual brokerages are allowed to require that either the team name or Associate name be the more prominent of the two.

3. All RE/MAX trademark and graphic standards applicable to the use of individual Affiliate names apply to the use of team names as well.

* A “team,” for marketing purposes, is different from the definition of a team used for RE/MAX awards, which is based solely on how commission earnings are recorded. For marketing purposes, teams include Associates working for the same RE/MAX office who hold themselves out as a team, even if neither is an employee of the other and no bonus or commission income is shared with other team members.
4. As outlined in Part 4, no symbols or other graphic images can be part of a team name used on a property sign, property sign rider or directional sign.

5. In all marketing or promotional material, a team name must be clearly distinguished from the RE/MAX office’s name, and the two must be positioned to communicate clearly to consumers that the business entity holding the listing is the brokerage, not the team.

Business practices associated with the team structure

Every team member must meet the same standards of quality service required of all RE/MAX Affiliates. In order for Broker/Owners to adequately supervise team members and their uses of the RE/MAX trademarks:

1. An office must be able to identify all its teams by the names under which the teams operate.

2. A team must meet all applicable real estate and business licensing regulations and all other applicable local, state or provincial laws and regulations.

3. All licensed team members must be affiliated with the same RE/MAX office.

4. If a team is independently licensed to engage in the real estate business (where allowed by law), that license must be subordinate to the RE/MAX office, so that the team remains under the direction and control of the RE/MAX office.

RE/MAX, LLC reserves the right to prohibit the use of and require removal of any team name on a RE/MAX property sign or other marketing or promotional material.
Digital Marketing

The rules for Internet marketing reflect the same basic rules that apply with all RE/MAX advertising. This section covers rules for Internet and website content, provides helpful advice for developing your Internet marketing efforts, and covers the special considerations and rules that apply to email addresses and social media identifiers, mobile applications and domain names.

INTERNET CONTENT RULES

The rules for traditional advertising (see Part 2) also apply to Internet advertising, including Affiliates’ social media webpages. A RE/MAX branded website or webpage may not be used to promote a competitor, to advertise agent locator services, to sell non-real-estate-related advertising on the site, or to offer services or products of an Affiliate’s other businesses, such as mortgage, software or agent locator ventures. In addition, a couple of special considerations exist when Affiliates advertise on the Internet. Affiliates must ensure that they and any web service providers they use comply with these guidelines:

The first page (home page) of any RE/MAX branded website and RE/MAX branded webpages on third-party websites must display (and it’s recommended that sub-pages also display):

- The authorized RE/MAX franchise name, positioned prominently so that customers will know that it (and not the team name or site name) is the name of the brokerage with which they are dealing.
- Contact information for the franchise, such as the franchise’s address, telephone number and email address.
- The notice “Each Office Independently Owned and Operated.”

Domain names that include the RE/MAX mark and are associated with a website that is under construction or inactive, should bring up www.remax.com (or bring up no content at all). Parked pages, like a registrar’s “Coming Soon” or “Under Construction” pages, are discouraged because they often feature paid advertising for competitors.

Create and maintain updated, professional Internet marketing

Presenting yourself and your office in a professional manner is as important online as it is in the real world.

- Establish a strong visual image that customers will recognize and identify with by using RE/MAX branding on your site, including official RE/MAX colors and graphics.
- Make your home page simple, neat and easily navigable.
- Consider using a responsive website design, which adjusts the layout for use on mobile devices.
- Use discretion when considering flashy introductory pages or graphics, or the use of sound.
- Provide helpful tools like property searches or mortgage calculators, or information to help clarify the home-buying or home-selling process.
- Keep your online content updated and make sure it adds to customers’ impression of you.
- For further guidance on marketing using social media platforms, search RE/MAX Mainstreet for “social media best practices.”

SOCIAL MEDIA, EMAIL ADDRESSES AND OTHER INTERNET IDENTIFIERS

There is no particular required format for email addresses or other Internet pseudonyms or identifiers (such as social networking screen names or messaging user names). But keep the general rules in mind. For instance, an email address or other identifier must not mislead by suggesting that the Affiliate represents more of the RE/MAX organization than the specific office (such as by using merely “remax”), or conceal the identity of the office with which the Affiliate is associated.

Avoid the following:

- unsubstantiated or vague claims (such as “remax_toprealtor@yahoo.com”)
- broad, geographic terms (such as a Facebook page named “RE/MAX Ohio” or a Twitter handle “@remaxcostarica”) that inaccurately represent your service area
- slang and other non-professional terms (such as “remaxhomz@gmail.com”)
The most concise and efficient way to use the RE/MAX mark in an email address is with the remax.net email address you receive as a RE/MAX Mainstreet member. Any email sent to your remax.net email address is automatically forwarded to the email address you specify.

When posting web links in tweets or status updates, remember that the rem.ax URL shortener, available on Mainstreet, is a great, branded alternative to other URL-shortening services.

**NOTE:** RE/MAX World Headquarters reserves the right to require a change of any misleading or inappropriate email address or identifier.

**DOMAIN NAMES THAT CONTAIN “REMAX”**

Standards are strict for domain names that contain “remax.” Only RE/MAX offices may register domains containing “remax.” The following standards govern all such domain registrations, including generic top-level domain names (gTLDs) (for example, .com, .net, and newer gTLDs such as .realtor, .homes, etc.), country code top-level domains (ccTLDs) (for example, .de, .za, .co, .ws, etc.), and city-specific top-level domains (city TLDs) (for example, .berlin, .london, .nyc, etc.). Of course, Affiliates are free to use domain names that do not include “remax.”

**Office domains — gTLDs**

If the RE/MAX mark is used by brokerages in gTLD names, the domain must contain the following elements, separated by hyphens:

\[
\text{remax-}[\text{officename}]-[\text{state/province/country}].\text{com}
\]

(1) (2) (3) (4)

(1) the RE/MAX mark
(2) the local office name
(3) the applicable state or province (or the name of the country, in English or the national language, where there is no political division similar to a state or province) and
(4) the gTLD (.com, .net, .homes, etc.)

**Office domains — ccTLDs or city TLDs**

If the RE/MAX mark is used by brokerages in ccTLD names or city TLD names, the domain name must contain the following elements, separated by hyphens:

\[
\text{remax-}[\text{officename}].\text{de}
\]

(1) (2) (3)

(1) the RE/MAX mark
(2) the self-standing local office name and
(3) the ccTLD or city TLD (.de, .at, .ws, .tv, .berlin, .nyc, .london, etc.
   For this purpose, the term ccTLD also includes the second-level domain, in ccTLDs that do not allow second-level registrations, as in, for example, .com.au.)

The country designation may be omitted since the domain extension indicates the country location.

European offices may register .eu domains just as any other ccTLD domain. It is not necessary to include the country with .eu domains

**Office domains for locations with duplicate office names**

**gTLDs:** If more than one brokerage in a state or province has the same office name, the domain must include the city or town in which the office is located to distinguish the brokerage from those other offices:

\[
\text{remax-}[\text{officename}]-[\text{city}]-[\text{state/province}].\text{com}
\]

**ccTLDs:** If there is more than one brokerage with the same office name located in the country or area covered by the ccTLD, the domain must include the city or town in which the office is located (either in English or the national language) to distinguish the brokerage from those other offices:

\[
\text{remax-}[\text{officename}]-[\text{city}].\text{de}
\]

**NOTE:** No other variations on RE/MAX trademarks in a domain name are allowed. RE/MAX, LLC reserves the right to require the transfer of any noncompliant domain name from Affiliates upon request and without reimbursement.
### Domain-name strategy

Domain names are important in digital marketing, but they play only a small role in the way search engines find and rank websites. Domain names may be more useful when displayed in other forms of advertising, such as billboards, magazine inserts or promotional items that consumers will read to type an address. Therefore, an office's online marketing strategy might include at least two domain names and feed traffic to the same website:

1. A short, catchy domain name that does not include the RE/MAX mark to display in your local marketing efforts, such as homesin[location].com, and
2. A domain name that includes the RE/MAX mark and complies with the standards outlined in this section.

By configuring the short domain to feed all traffic to the compliant “remax” domain, the RE/MAX office can achieve three benefits: 1) a short domain that consumers can type, 2) the compliant domain containing “remax” is more likely to be the one that appears in search engine results, and 3) savvy consumers may recognize an appropriate “remax” domain name and trust that you are a legitimate RE/MAX office.

---

### Examples: Office Domains

<table>
<thead>
<tr>
<th>Office</th>
<th>Incorrect</th>
<th>Compliant Domain</th>
</tr>
</thead>
<tbody>
<tr>
<td>RE/MAX Premier, Denver, Colorado</td>
<td>remaxdenver.com</td>
<td>remax-premier-co.com</td>
</tr>
<tr>
<td>RE/MAX Excellence, Rome, Italy</td>
<td>remaxexcellence.com</td>
<td>remax-excellence-it.com</td>
</tr>
<tr>
<td>RE/MAX Seaside, Cape Town, South Africa</td>
<td>capetownremax.com</td>
<td>remax-seaside.za</td>
</tr>
<tr>
<td>RE/MAX Seaside, Nanaimo, British Columbia</td>
<td>remax-seaside.com</td>
<td>remax-seaside-bc.com</td>
</tr>
<tr>
<td>RE/MAX First, Vienna, Austria</td>
<td>remaxfirst.com</td>
<td>remax-first.at</td>
</tr>
<tr>
<td>RE/MAX Fiesta, Malaga, Spain</td>
<td>fiestaderemax.com</td>
<td>remax-fiesta.eu</td>
</tr>
</tbody>
</table>

*From 1997-2012, the only compliant format for a Sales Associate to register a domain containing “remax” was to add the Affiliate or team name into a compliant office domain – as in remax-premier-denver-co-johndoe.com. Any Sales Associate who registered a compliant domain in this rarely-used format in 2012 or earlier may continue to own and use it.*
MOBILE APPLICATIONS

Mobile applications help you reach customers accessing real estate information with smartphones or tablets. But small screens and limited space for text make it a challenge to be clear about your identity, your RE/MAX brokerage information, and the geographic areas that you serve, as required by RE/MAX brand standards. Make this information clear, to help consumers determine if your app will suit them (and save your app some potentially negative reviews).

NOTE: As an alternative to a mobile app, consider creating a mobile-responsive website that has been optimized for use on mobile devices.

App Name and Description

Rule: In the app store or marketplace, your app must identify the full RE/MAX office name (and the name of the individual Affiliate, if it is an agent’s app) and the geographic area served. The app description or full application information page must also include your RE/MAX office name, address and “Each office independently owned and operated.”

There are three main places to do this (although the fields may be labeled differently in different app stores):

1. The primary application name that identifies the app
2. The developer name that identifies the source of the app
3. The app description. The information must not misidentify the office, Affiliate or area served, or mislead in any way.

Best Practices:

App (primary) name: Be as specific as space allows, but let consumers know whether this is the app for them. For example, “Boston Real Estate – Anne Kelly” or “RE/MAX Premier Boston Home Search.” If you have identified yourself and your office in the developer name, you might want a more descriptive app name - like “Boston HomeFinder” or “Boston Real Estate Search” - that is likely to come up when people search for apps.

Developer (secondary) name: Use this space to identify the full RE/MAX brokerage name, and Affiliate name (if applicable) (such as “RE/MAX Premier – Anne Kelly,” “Stefan Fisher with RE/MAX First,” or simply “RE/MAX Premier”).

Description: Set a clear expectation for potential customers about what services your application can provide. Be specific about the geographic areas you serve.

1. App Name
2. Developer Name
3. App Description
App Icon and Display Name

**Rule:** The requirements for the icon and display name used in the app store or marketplace are simple: a) if you use “RE/MAX” or any RE/MAX logo in the display name or icon, then you must include the RE/MAX office name (or a reasonable abbreviation of it); and b) considering the small space available for icons, the RE/MAX Hot Air Balloon logo may be cropped when used in an icon, but it may not be distorted, stretched or modified in any other manner.

**Best Practices:**

- **Display Name:** A RE/MAX Affiliate’s name is a suitable display name, though your display name may get truncated if it contains too many characters. Almost all RE/MAX office names would be truncated. For this reason, you may use simply “RE/MAX” as your display name, but only if your icon includes the RE/MAX office name or an abbreviation of it (like “RE/MAX Pros” for RE/MAX Professionals).
- **Icon:** Standard RE/MAX graphics and logos are encouraged in your icon. Adding your name, team name, or RE/MAX brokerage name to the icon is recommended.

App Content

**Rule:** The application must have an “About” or similar screen that provides all the information required in Part 2: Information Required in RE/MAX Affiliate Marketing, on page 12.

RE/MAX World Headquarters reserves the right to require a change to any application’s presentation, name, description, or content that is misleading or inappropriate.

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**Business Cards and Phone Listings**

**BUSINESS CARDS**

Using a standard RE/MAX business card – whether residential, The RE/MAX Collection or RE/MAX Commercial – is an effective way to reinforce and benefit from RE/MAX imagery. These designs represent best practices, and templates are available on RE/MAX Mainstreet. Affiliates also may use other designs, but whatever design is used, it must meet all standards for use of the RE/MAX name and marks.

**PHONE LISTINGS**

All phone directory listings or advertising of a phone number that includes the term “RE/MAX” or any other RE/MAX mark must meet these requirements:

A. The address must be for the RE/MAX office with which the listed Associates are affiliated, and the full office name must be listed.

B. Phone-number and listing entries must have an area code that corresponds to the RE/MAX office’s local market area and must be approved by the RE/MAX Broker/Owner.

C. Only areas actively and routinely served in the Associates’ marketing efforts may be listed.

D. Display ads, regardless of size, must include the information required in Part 2: Information Required in RE/MAX Affiliate Marketing, on page 12.
The Miracle Home® and Home for the Cure® programs enable RE/MAX Associates to show customers their dedication to their communities, by committing to make donations to Children’s Miracle Network Hospitals® in the United States, Children’s Miracle Network in Canada, and Susan G. Komen® after every real estate transaction.

RE/MAX World Headquarters has approved Children’s Miracle Network Hospitals® “Miracle Home” and “Miracle Property” riders in the United States, Children’s Miracle Network “Miracle Home” sign riders in Canada, and a Susan G. Komen® “Home for the Cure” rider, which participating Associates can obtain through RE/MAX Approved Suppliers.

Children’s Miracle Network and Susan G. Komen have granted RE/MAX, LLC the right to include their marks as part of the RE/MAX trademark use rights generally granted under the RE/MAX franchise agreement. These marks, including the “Miracle Home,” “Miracle Property” and the “Home for the Cure” sign riders, must not be varied in any manner and may be used only in connection with charitable fundraising activities carried on in connection with real estate brokerage services.

In addition, all uses of these Children’s Miracle Network and Susan G. Komen marks remain subject to the limitations and quality controls established by Children’s Miracle Network and Susan G. Komen, respectively. “Miracle Home®,” “Children’s Miracle Network Hospitals®” in the United States, “Children’s Miracle Network” in Canada, and the Children’s Miracle Network graphic balloon designs are registered trademarks of Children’s Miracle Network. Home for the Cure® and Susan G. Komen® are registered trademarks of Susan G. Komen.

**NOTE:** See Part 6 for The RE/MAX Collection and RE/MAX Commercial co-branded property sign riders.
Part 6

SPECIALTY BRANDS

47 The RE/MAX Collection® - Graphic Standards

50 RE/MAX Commercial® - Graphic Standards
The RE/MAX Collection® program assists Sales Associates working with high-end residential properties. The RE/MAX Collection materials (including trademarks, logos and designs) may only be used with an Affiliate's marketing of eligible listings.

To be eligible, a property must be listed for twice the average sale price in your local market. Use of The RE/MAX Collection with non-eligible properties violates the franchise agreement. Affiliates may use red-white-blue signage on properties that qualify for The RE/MAX Collection program, however, use of The RE/MAX Collection signage is strongly preferred.

THE RE/MAX COLLECTION MARKS AND LOGO

When referring to The RE/MAX Collection in text, always capitalize all the words, including the word “The,” as this is part of the proper name. In other languages, Affiliates may use a local translation of “The RE/MAX Collection” and the phrase “Fine Homes & Luxury Properties,” upon approval of RE/MAX World Headquarters. “La Colección RE/MAX” (Spanish) and “La Collection RE/MAX” (French) are approved.

There are two logo forms approved for The RE/MAX Collection: a vertical “stacked” form, and a horizontal “non-stacked” version. For each, the RE/MAX Balloon and The RE/MAX Collection logotype marks form a single, combined logo. The phrase “Fine Homes & Luxury Properties” must always appear directly below “The RE/MAX Collection.” For both logo forms, the RE/MAX Balloon can be either in color or black-and-white. An embossed silver foil balloon, available on printed marketing materials through RE/MAX Approved Suppliers, may not be simulated or used on signage or in digital form.

The RE/MAX Collection logotype must always be used with the balloon. No additional graphic elements or type may be inserted into these logo forms.

Clear Space

The logos for The RE/MAX Collection always appear with space around them. The logo forms must always be surrounded on all four sides by a clear space of at least the height of the letter “X” in RE/MAX. This is the minimum space needed between the logo and any other graphic element or type.

The illustrations below explain the key measurements of the elements that make up the logo forms for The RE/MAX Collection.
**Frame:** The frame should be a white-post hanging frame (preferred), or as an option for the rectangular sign only, a full black angle-iron frame.

**Content:** Standards are strict for The RE/MAX Collection property sign and deviation is permitted only in specific, limited situations. Use of a compliant team name is permissible. The phrase “Marketed By” is preferred, but it may be replaced with “For Sale” or an other similar phrase appropriate to the market.

If allowed by law and approved by the Broker/Owner, the office phone number may be replaced with the Associate’s direct line (if the number is owned and controlled by the brokerage) or the Associate’s cell phone number. If either of those options is selected, the office number may not be relocated on the sign to a different area or placed on a rider.

In place of (but not in addition to) the website, an Associate may display his or her cell phone number, as long as the font requirements set forth above are followed, the phone number is preceded by an appropriate label such as “Cell” or “Mobile,” and the use of the cell phone number is allowed by law and approved by the Broker/Owner.
THE RE/MAX COLLECTION SIGN RIDERS

The rider for The RE/MAX Collection standard sign must be printed in black on white. The special shape rider is appropriate for use only with the special-shape sign and must be printed in white on black.

The RE/MAX Collection Special-Shape Rider

- **Dimensions:** 22” wide by 7” tall
- **Colors:** Black & White
- **Font:** Helvetica Neue 77 Bold Condensed, 180 pt.
- **Inch Size:** 1.78” (Capital height)
- **Flourish:** 8.75” wide by 1.52” tall
- **Curved Top:** Exact same as Special Shape Sign
- **Dimensions:** 22” wide by 7” tall

RE/MAX World Headquarters has approved special riders for the Children’s Miracle Network Hospitals® “Miracle Home®” program for use exclusively with The RE/MAX Collection property signs. A Susan G. Komen® “Home for the Cure®” rider also is available (see page 45). Participating Associates can obtain these riders through RE/MAX Approved Suppliers.

The Rider Text – Single Line

- **Font:** Helvetica Neue 77 Bold Condensed, 500 pt.
- **Inch Size:** 4.96” (Capital height)

The Rider Text – Double Line

- **Font:** Helvetica Neue 77 Bold Condensed, 250 pt.
- **Inch Size:** 2.48” (Capital height)

CO-BRANDED SIGN RIDERS

Co-Branded Sign Riders (U.S. Versions):

Co-Branded Logo (U.S. Version):

BUSINESS CARDS AND OTHER MATERIALS

Marketing materials in The RE/MAX Collection program are available from RE/MAX Approved Suppliers. Visit Shop RE/MAX at shop.remax.net and click the Shop tab >> The RE/MAX Collection.

NOTE: The RE/MAX Collection program replaced the RE/MAX Renowned Properties program in March 2007. RE/MAX Affiliates must replace all RE/MAX Renowned Properties property signs and other marketing materials and early “merlot” colored The RE/MAX Collection signs with current The RE/MAX Collection materials.
Specialized RE/MAX Commercial designs are available to all qualified RE/MAX Affiliates with commercial listings. RE/MAX offices with approved commercial divisions or groups may indicate that status in the ways illustrated in the example box below. “Group” may be substituted for “Division” as appropriate. The standards for the RE/MAX Commercial logo and property sign are mandatory:

- Anytime a RE/MAX Commercial logo is used, regardless of media or material, the logo must comply with the standards outlined here.

- The RE/MAX Commercial property sign design may only be used with commercial listings. The red-white-blue property sign (see Part 4) may be used as an alternative.

Remember, all general standards for use of the RE/MAX trademarks also apply to RE/MAX Commercial materials, such as including the phrase “Each Office Independently Owned and Operated” and complete office contact information (see Part 2).

**Examples**

**Correct Format:**
- RE/MAX Office Name – Commercial Division
- RE/MAX Office Name, Commercial Division
- RE/MAX Office Name
  Commercial Division

**Correct Examples:**
- RE/MAX Premier – Commercial Division
- RE/MAX Premier, Commercial Division
- RE/MAX Premier
  Commercial Division

**Incorrect Example:**
- RE/MAX Premier Commercial

This example is incorrect because the office name is not clear or the office has formed a separate company for its commercial business (see page 14).

**BUSINESS CARDS AND OTHER MATERIALS**

Marketing materials in the RE/MAX Commercial program are available from RE/MAX Approved Suppliers. Visit Shop RE/MAX at shop.remax.net and click the Shop tab>>RE/MAX Commercial.
RE/MAX COMMERCIAL LOGO

There are two approved versions of the RE/MAX Commercial logo. Use the version with a gray outline when it appears against lighter backgrounds (such as on white or in an email signature). Use the version with a white outline when it appears against a dark background (such as on the commercial property sign).

In languages other than English, the local word for “commercial” real estate, such as “comercial” in Spanish, may be substituted in the same font.

Clear Space

The RE/MAX Commercial logos always appear with space around them. The logo forms must always be surrounded on all four sides by a clear space of at least the height of the letter “X” in RE/MAX. This is the minimum space needed between the logo and any other graphic element or type.

The illustration above explains the measurements of the elements that make up the RE/MAX Commercial logo forms.
RE/MAX COMMERCIAL PROPERTY SIGN

**Rectangular**

- **Sign dimensions:** 48” (4 ft.) tall x 96” (8 ft.) wide
- **Associate Name or Team:**
  - RE/MAX logotype - NO registration mark
  - 8” tall (top of slash to bottom of slash)
- **Helvetica Neue 75 Bold, 320–400 pt**
  - 3.17” – 3.97” (Capital height)
  - “Commercial Division” is optional
- **Helvetica Neue 75 Bold, 400 pt**
  - 3.97” (Capital height)
  - Name and phone may move up slightly to accommodate second contact info line.
- **Helvetica Neue 97 Black Condensed, 760 pt**
  - 7.62” (Capital height)
- **张家界 name and phone may move up slightly to accommodate second contact info line.**
- **Helvetica Neue 97 Black Condensed, 760 pt**
  - 7.62” (Capital height)
- **Top margin, 3.5”**
- **White bar, 27” tall**
- **Blue line, 1” tall**
- **Gray bar, 20” tall**
- **Bottom margin, 3”**
- **Left & right margins, approx 3.5”**

**Square**

- **Sign dimensions:** 48” (4 ft.) tall x 48” (4 ft.) wide
- **Available 374-589-1062**
- **RE/MAX logotype - NO registration mark**
- **6” tall (top of slash to bottom of slash)**
- **Helvetica Neue 97 Black Condensed, 640 pt**
  - 6.60” (Capital height)
- **Helvetica Neue 97 Black Condensed, 520 pt**
  - 5.11” (Capital height)
- **RE/MAX logotype - NO registration mark**
- **6” tall (top of slash to bottom of slash)**
- **Helvetica Neue 97 Black Condensed, 400 pt**
  - 3.97” (Capital height)
- **Blue line, 1” tall**
- **Gray bar, 13.25” tall**
- **Bottom margin, approx 2.25”**
- **Left and right margins, approx 1.5”**

**Note:** The Commercial logo cannot be altered for use as a property sign.
The RE/MAX Commercial property sign is available to any RE/MAX Affiliates with commercial listings (including residential rental properties of four units and larger). Standards are strict for the RE/MAX Commercial property sign and deviation is permitted only in specific, limited situations. For example, the property sign may not include photographs (such as Associate or team photos), personal logos or the RE/MAX Balloon logo.

If a local law, regulation, ordinance or covenant requires specifications differing from those stated here, those requirements take precedence over RE/MAX standards. In those cases, the Affiliate must send the sign maker’s proof (mock-up) to the RE/MAX Standards and Quality Control Team for approval.

A. Material: Type of sign material is optional. Select material for durability, appearance, ease of handling and storage, flexibility of general use and local climate.

B. Dimensions: A proportion of 1 x 1 (as in 48” x 48”) or 1 x 2 (as in 48” x 96”) must be maintained. In metropolitan areas, 48” x 48” is optimum. In remote areas, or as conditions dictate, 48” x 96” up to 72” x 144” and larger are acceptable as long as correct proportions are maintained, both in overall dimension and among all of the sign’s individual elements.

C. Colors: Gray – PMS 430, Red – PMS 186, Blue – Reflex Blue

D. Type: Helvetica Neue 97 Black Condensed (“Black” refers to the font name, not the color) or Helvetica Neue 75 Bold (1 x 2 sign).

E. The White Bar: The top line in the white bar announces the real estate offering. While the offering is most likely to be “For Sale” or “For Lease,” it can include such terms as “Available,” “For Rent,” or property-specific terms such as “Zoned C-1” or “Build to Suit.” The white bar includes the RE/MAX office name in Reflex Blue, with the RE/MAX logotype in color. All other lettering is Reflex Blue.

F. The Gray Bar: The RE/MAX Commercial logo is in color, with a white outline, against PMS 430 Gray as a background. All other lettering is white. Either an Associate name or compliant team name may be used.

G. The Phone Number: In the square sign, the phone number appears in the white bar. In the rectangular sign, the phone number appears in the gray bar. Either the brokerage number or a Broker/Owner-controlled direct-dial number may be used. If allowed by law and approved by the Broker/Owner, the brokerage number may be replaced with the Associate’s cell phone number. The type size of the phone number may be reduced so that two lines of type may fit – to include a second phone number (preceded by an appropriate label, such as “Cell” or “Mobile”) or other compliant contact information such as a website.

RE/MAX COMMERCIAL SIGN RIDERS
A top or bottom rider may be used to describe the listing, including the name of the listing Associate or team, or give additional compliant contact information such as email, web address or cell number. Both riders are white with blue (match Pantone Reflex Blue) or red (match Pantone 186) lettering, in Helvetica Neue typeface.

RE/MAX World Headquarters has approved a special rider for the Children’s Miracle Network Hospitals® “Miracle Property®” program for use exclusively with RE/MAX Commercial property signs. Participating Associates can obtain these riders through RE/MAX Approved Suppliers.

Co-Branded Logo (U.S. Version):
Part 7

BUSINESS PRACTICES AND ADVERTISING

55  RE/MAX Premier Quality Service
55  Business Practices That Fail to Meet RE/MAX Trademark Standards
56  Honesty and Professionalism in Advertising
58  Complying with Legal and Regulatory Requirements for Truthful Advertising
RE/MAX PREMIER QUALITY SERVICE

RE/MAX, LLC licenses the right to use the RE/MAX brand only to authorized RE/MAX franchisees. Sales Associate use of the marks is derived solely from the office’s right to use the marks, as a representative of the office. The RE/MAX franchisee cannot sublicense Sales Associates or others to use the RE/MAX trademarks independently, or authorize a third party to use business cards, letterhead or any other materials that bear any of the marks. The RE/MAX marks must always be identified with the name of the specific RE/MAX franchise and used only for the real estate brokerage business of that company.

Authorized use of RE/MAX trademarks is limited to RE/MAX Affiliates who:

- **a)** provide real estate service consistent with RE/MAX standards of quality on a substantially full-time basis
- **b)** are properly licensed
- **c)** operate from a RE/MAX office facility that is sufficient in size, design and location to appropriately serve its sales force
- **d)** conduct their daily real estate activities close enough to their RE/MAX office so there is opportunity for day-to-day, face-to-face supervision and control of all Associates by the Broker/Owner
- **e)** maintain the highest ethical standards in the conduct of real estate activities
- **f)** abide by all mandatory RE/MAX policies and business-practice standards
- **g)** comply with all office policies of, and/or agreements with their Broker/Owner
- **h)** meet the local market’s standards of quality and professionalism

BUSINESS PRACTICES THAT FAIL TO MEET RE/MAX TRADEMARK STANDARDS

Use of the term “RE/MAX” or any other RE/MAX mark in connection with any service or activity that tends to take unfair advantage of fellow members of the RE/MAX organization is prohibited. This prohibition includes, but is not limited to, services or activities that:

- **a)** compete with or undermine services offered by RE/MAX World Headquarters to the public or to RE/MAX Affiliates
- **b)** fragment the RE/MAX organization into exclusionary or competing referral networks
- **c)** create spurious referrals or otherwise add unnecessary layers of costs or expense to other RE/MAX Affiliates
- **d)** mislead consumers into believing that they are gaining access to the entire RE/MAX network or are being referred to the RE/MAX Associate best suited to their needs, when this is not the case

Private referral networks are expressly prohibited in the RE/MAX franchise agreement. Another example of such inappropriate services is office/agent locator services, by which a remote Affiliate intercepts leads away from local RE/MAX Associates and then charges a fee to refer them back.
HONESTY AND PROFESSIONALISM IN ADVERTISING

RE/MAX Affiliates must share and honor a common commitment to honesty and professionalism. The goal is not simply to meet the minimum requirements of applicable laws, regulations and ethical codes, but to aspire to levels of honesty and professionalism that exceed the rest of the industry. RE/MAX World Headquarters reserves the right to exercise its judgment in evaluating whether actions or advertisements violate RE/MAX standards, including the following:

A. Do not use any advertising that conceals or misrepresents the Affiliate’s identity or office affiliation or that is misleading about:
   • geographic market area served
   • number of transactions handled
   • dollar volume closed
   • number of listings taken
   • any other representation of experience or markets served

Be sure to clearly state the relevant information (i.e., timeframe, geographic area, markets served) to place such details in context.

B. Do not lead consumers to believe they are contacting a service that is provided, endorsed or sponsored by RE/MAX World Headquarters or a RE/MAX region, or a cost-free or impartial locator service for RE/MAX offices or Associates.

C. Do not promote any phone number or Internet address that may lead consumers to assume that the Affiliate is with a RE/MAX office in the geographic area generally associated with the area code or address – when that is not the case.

D. Do not lead consumers to believe that commission rates or fees of RE/MAX offices or Associates are uniform, set at any specific level, or are not negotiable. In general, RE/MAX Broker/Owners are free to:

   1) set commission rates or fees independently
   2) establish a commission rate or range of rates that all their Sales Associates must charge or, conversely, empower their Sales Associates to adjust commission rates or fees
   3) either allow or prohibit the advertising of commission rates or fees by their Sales Associates

Affiliates who choose to advertise commission rates or fees must ensure that potential clients fully understand the listing and marketing services that will be provided for the advertised commission rate. To avoid consumer confusion, if a RE/MAX Broker/Owner elects to advertise the office’s commission rates or fees – or permits Sales Associates to do so – the advertisement must include the following notice, in prominent letters no smaller than one half the size of the font used for advertising the commission rates or fees:

   “Different commission rates, fees, and listing and marketing services may be offered by other RE/MAX franchisees and Sales Associates serving this market area.”

E. Do not take advantage of consumer naiveté about the real estate business. For example, do not advertise “full MLS exposure” or “full service” if you intend to place listings in the MLS without offering competitive compensation to MLS participants or omit other services customarily included as part of a full-service marketing package.

F. Do not use the RE/MAX name or other marks in a manner that is inconsistent with the letter and spirit of the code of ethics of the National Association of REALTORS® in the United States, the Canadian Real Estate Association, or comparable professional organizations where your business is located.
G. Do not suggest that services offered by any RE/MAX office or Affiliate are not available on equal terms to all persons irrespective of race, creed, color, religion, nationality, disability, gender, family status or any other legally protected classification. Do not advertise in a way that:

1) stereotypes or labels individuals, neighborhoods or communities
2) uses any derogatory, embarrassing or inflammatory term or phrase when referring to a person, business or property
3) uses pornography or profanity
4) disparages or creates ill will toward any individual, group or organization

H. Observe limits on the use of the RE/MAX marks in connection with endorsements and sponsorships. All sponsorships or endorsements involving the RE/MAX marks must use the full office name. Do not use any RE/MAX marks (including RE/MAX office names) in sponsoring or endorsing organizations, events, publications or advertisements where the general public would perceive the primary purpose as promoting a political candidate or party, a religion, or an issue or cause that is offensive to or opposed by other groups. RE/MAX World Headquarters will determine, in its sole discretion, whether any endorsement or sponsorship violates this prohibition.

I. Personal belief or affinity group phrases or symbols cannot appear on property signs or other materials with uniform design standards. However, they may appear in publications or advertisements primarily meant to market the Affiliate’s business, subject to the other requirements of this manual, including items G and H above. Please consider the inclusion of any such phrase or symbol with care, in light of the ethical, legal and business risks involved. RE/MAX World Headquarters reserves the right to require that any Affiliate cease the use of any affinity group phrase or symbol.

J. Respect the rights of others. Do not:

1) use the name, photo likeness, musical score, voice, trademark, slogan, writings, photographs or other material of any competitor or other third party without the required permission or authority
2) infringe on the rights of privacy, copyrights or other rights of any third party, including any RE/MAX Affiliate

K. Do not denigrate any competitor. Do not engage in false comparisons or descriptions of competitors or their business practices. This does not preclude factual comparative advertising.

L. Use comparative advertising only if it has been substantiated in advance or verified as accurate, is literally truthful, and will not imply factual statements that are not truthful (see discussion of regulatory requirements on the following page). Comparative bar graphs and other comparative statements, even though truthful, are closely scrutinized and occasionally challenged by competitors, regulators or consumers. The law prohibits advertising that is false, deceptive or misleading. MLS bylaws commonly require that comparative advertising using MLS data include a clearly legible footnote that specifies the time period and geographic area to which the comparison applies. Check state/provincial laws and real estate commission regulations that might apply to comparative advertising.
COMPLYING WITH LEGAL AND REGULATORY REQUIREMENTS FOR TRUTHFUL ADVERTISING

The legal requirements for truthful advertising – including real estate codes of ethics – vary from any given state, province or country to the next. The goal, in preparing communications involving the RE/MAX brand, should be to conform these guidelines to the requirements of applicable law, regulations and ethical standards while assuring that advertising content and practices involving the RE/MAX name and marks are consistent with the highest applicable standards of equal treatment, honesty and fairness.

In the United States, Federal Trade Commission advertising regulations require not only literal truthfulness, but also the truth of any inferences consumers may be reasonably expected to draw from the advertising. This means you must consider how consumers perceive the real estate brokerage business. FTC regulations also require that all factual claims be substantiated before the ad is used. Similar regulations may apply in many other countries where RE/MAX offices conduct business.

NOTE: To assist RE/MAX Affiliates in their efforts to meet the highest standards of truthfulness in advertising, the RE/MAX Marketing Claims Committee at RE/MAX World Headquarters maintains an up-to-date list of verified marketing claims. The list includes claims about RE/MAX agent productivity, the power of the RE/MAX brand and other RE/MAX strengths. Find the “Marketing Claims” page under the “Marketing” tab in the top navigation menu on RE/MAX Mainstreet, or search for “marketing claims.”