

# RE/MAX EXECUTIVE GUIDE TO... **LEARNING, EDUCATION, & TECH.**



## **TECHNOLOGY**

*Let's be honest... technology doesn't make a good agent. Our goal is provide you with the tools... then let you decide which ones you might like to use! Here in the real estate industry, now more than ever, it's pertinent to utilize technology as it can help separate you from the average agent. With the help of our carefully crafted portfolio of tools, we can bring your business from point A to point B.*

## **LEARNING, EDUCATION, AND TECHNOLOGY**

*What good is technology without the support, systems, and coaching in place to help you learn and use it? We built a unique, digital learning experience that provides effective and efficient learning accessible to you twenty-four-seven. Each experience is carefully curated with interactive screens, in-house created videos, and assessments to ensure you are getting the most out of your time.*

*We understand that every agent works and learns differently. Whether it's providing advice, getting you started on a new tool, or helping answer any questions that may arise; our support team will be there from the very beginning and throughout your career at RE/MAX Executive.*

# THE RE/MAX EXECUTIVE APP

Your one-stop-shop for all RE/MAX Executive resources, tools, and learning.

Go to [www.rerconnect.com](http://www.rerconnect.com)



## SUPPORT WHEN YOU NEED IT.

### RE/MAX EXECUTIVE

Contact our in-house Support Team and expect a quick response at [help@rmxexecutive.com](mailto:help@rmxexecutive.com).

### RE/MAX, LLC

You may always contact RE/MAX's Product Support Team for MAX/Center related items by texting (888) 398-7171 or emailing [product.support@remax.net](mailto:product.support@remax.net).





# COACHING

Through Workman's Success Systems and Brian Buffini's coaching, we provide you many real estate coaching opportunities:

- **Workman's Success Systems**
  - Buyer Agent Mastery
  - Seller Listing Agent Mastery
  - Rising Agent Mastery
- **Brian Buffini**
  - 100 Days to Greatness
  - The Pathway to Mastery
  - Peak Producers



## ONBOARDING TRAININGS

*Each agent that joins RE/MAX Executive is required to complete the 3 modules below within 3-weeks of onboarding as a part of orientation to the company. These courses are accessed through the RE/MAX Executive app.*



### Get Started!

Learn about our company & forms of communication used. Also, set up your lead generation & your RE/MAX profile for success!



### Brand Yourself

Download our logos & learn what you need to edit to reflect being with a new company, RE/MAX Executive!



### Risk Management

Agent safety is a main priority at RE/MAX Executive. Learn the risks of selling real estate and how you can avoid compliance issues.



### SkySlope Suite

TM, Forms, Digital Signage

[More Info >](#)

[Website >](#)



## RE/MAX PROFILE & LEAD GEN



### MAX/Center (Are you set up for success?)

RE/MAX's intranet. This controls your public pages on the internet via your MAX/Center profile & contains many tech tools!

[Website >](#)



[Learn >](#)

**Quick Check! Is your MAX/Center profile set up properly?** If you already took the "Overview & Getting Started" module above, you've already taken this module!



### MAX/Tech Powered by kvCORE

RE/MAX's CRM, lead generator, agent/team website publisher, CMA visualization, presentation builder, ListingMachine, Design Center, and more!

[More Info >](#)

## CLIENT & SPHERE FOCUSED



### MAX/Tech Powered by kvCORE

RE/MAX's CRM, lead generator, agent/team website publisher, CMA visualization, presentation builder, ListingMachine, Design Center, and more!

[More Info >](#)

## TRANSACTION FOCUSED



### SkySlope Suite

TM, Forms, Digital Signage

[More Info >](#)

[Website >](#)



[Learn](#)



### Earnnest

Digital Earnest Payments (App)

[More Info >](#)

[Website >](#)



[Learn](#)



### Testimonial Tree

Automatically Collect Reviews

[More Info >](#)

[MAX/Center >](#)



[TBA](#)

## MARKETING FOCUSED



### Digital Business Card

Easily Share All Your Business Info (App)

[More Info >](#)

[Website >](#)



[Learn](#)



### Photofy

Easily Brand Content (App)

[More Info >](#)

[Website >](#)



[TBA](#)



### RE/MAX Hustle

Quickly Create Commercial-like Videos

[Website >](#)



### Canva

Fully Customizable Marketing Content

[Website >](#)



[TBA](#)

To exit full screen, press **RE/MAX EXECUTIVE**

# DISCLOSURE

Address current active listings  
& buyer agency agreements post 8/1/2024.

[LEARN MORE](#)



## WEBINARS

Weekly virtual meetings provide additional opportunities for you to learn and stay aware of industry trends and changes.



# Your Business Growth on Autopilot



## Powerful **Lead Engine**

The most comprehensive and effective lead generation tools available allow you to generate new leads organically or supercharge results with built-in paid advertising.



## Custom **IDX Websites**

Customizable websites with real-time IDX home search, rich community pages, home valuation pages, and more to maximize lead capture.



## AI-Powered **Smart CRM**

AI-driven lead validation and scoring, plus automated follow-up via email, text and phone, take the guesswork out of staying in touch.



## **Marketing Autopilot**

Behavioral nurturing delivers unique, relevant and timely content automatically, driving up to 10X higher engagement across both new leads and personal sphere of influence contacts.



## **Listing Management & Marketing**

Seamlessly manage all your listings from one central location with built-in social media marketing to maximize exposure while capturing new leads.



## **Transaction Management Integration**

Deep integration into industry leading transaction management platforms makes closing the deal easy and streamlined.



## **Branded Mobile Apps**

CRM app and built-in mobile dialer prompt conversations with both new leads and SOI contacts based on recent activity. A branded open house app captures visitors while automatically kicking off follow-up campaigns.



## **Built-In Marketplace**

Over 50 seamlessly integrated add-on solutions like paid advertising, PropertyBoost lead generation, vanity domains and more allow you to customize the platform to meet the unique needs of you and your team.



**I'm seeing amazing results. I have already met with three clients in person and wrote a contract within 3 weeks!**

**TREVOR W.**  
AGENT

