

REAL ESTATE

Re/Max promotes agent-client engagement with branded stickers

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Re/Max has created tools for visual client communications. Image courtesy of Re/Max

By STAFF REPORTS

Brokerage Re/Max is giving its agents more tools to digitally engage with clients, modernizing real estate communications for the social media age.

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Re/Max has designed a series of stickers that agents can share with clients via text message, WhatsApp, Instagram and Snapchat. As more younger consumers are becoming homebuyers, Re/Max is adjusting with the times.

"We know that the majority of homebuyers begin their home searches online," said Kayla Roofe, social media manager at Re/Max, in a statement.

"Re/Max stickers are a playful way for our agents to continue to engage with them in that space throughout their journey from home search to closing and beyond," she said. "It's one more tool that helps them communicate with their clients today so they will remain clients tomorrow."

Social selling

While many luxury companies in other sectors have launched stickers as a means of promoting branded peer-to-peer communication, Re/Max's initiative stands out in the real estate category.

The brokerage worked with agency Camp+King to design the stickers, which feature phrases such as "offer accepted" and "time to sign." Keeping with the Re/Max branding, all of the stickers use a red, white and blue color scheme.

Re/Max has created branded stickers

Also aimed at boosting loyalty in the digital age, Re/Max rolled out a new productivity suite for its 125,000 agents earlier this week.

Re/Max worked with its subsidiary software company booj to develop a system that covers all aspects of the client journey, from marketing and acquisition through to the transaction.

Dubbed the booj Platform, Re/Max's solution gives agents and local brokerages the ability to build their own branded

Web sites.

The platform also provides insights to agents, allowing them to better tailor their communications with clients.

A Sphere Interaction tool indicates which clients an agent needs to circle back with, ensuring consistent outreach. When consumers interact with a Re/Max Web site, it can trigger automated emails as well.

The platform also builds a holistic view of the client-agent interactions by documenting phone calls, emails and texts that were exchanged.

Helping the agents stay organized, the platform includes a checklist that takes them through the steps in the path to a deal.

This is the latest way in which Re/Max is helping its agents create digital marketing.

Earlier this year, Re/Max introduced a new digital tool to better help its agents reach more discerning home buyers and sellers in a competitive marketplace.

Today's prospective real estate clients are doing more research on their own time and often turn to personal recommendations when finding an agent. By helping real estate professionals create easily shareable, quality video content, Re/Max hopes to make their agents more discoverable ([see story](#)).

"No one knows their business better than our brokers and agents," said Jerry Modes, senior vice president of information technology at Re/Max, in a statement. "That's why we've gathered feedback from thousands of agents along the way to ensure what we're producing is what our network needs."

"We're the original real estate disruptor and we're built on a culture of innovation and adaptability," he said. "The launch of the booj Platform is a testament to that revolutionary culture."

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