

REAL ESTATE

Re/Max highlights clients services in bid for prospective buyers, sellers

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Virtual home tours have become the norm during the COVID-era, even among luxury clients. Image credit: Re/Max

By SARAH RAMIREZ

International brokerage firm Re/Max is showcasing its wide range of service and technology offerings in a national advertising campaign engaging both buyers and sellers in a competitive real estate market.

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With many affluents looking to upgrade their homes amid the coronavirus pandemic, Re/Max is taking a humorous approach to show how its resources can make navigating real estate easier for all parties. The multichannel campaign, "The Right Agent Every Step of the Way," is also the first from the network to feature its luxury property brand, [The Re/Max Collection](#).

"Following a year of unprecedented challenges, we wanted home buyers and sellers to know we've got their back," said Abby Lee, senior vice president of marketing and communications at [Re/Max](#), Denver. "Consumers relied on brands to do more than just say something last year; they needed to know companies were doing something to lessen the burden on people.

"The new campaign shows the network's agents who average more sales than other real estate agents and help hundreds of thousands of families buy or sell a home each year to be engaged, knowledgeable partners ready to help navigate any real estate situation," she said. "As we head into 2021 and in many ways, adjust to a new normal, we wanted to remind people that the right agent can make the journey easier for everyone every step of the way."

Agent relationships

Re/Max is taking its new campaign to radio, digital, TV and social media outlets. This is the sixth consecutive year the brokerage has collaborated with the agency Camp + King.

Twelve spots have been edited for placements of 30, 15 or 6 seconds. Each pokes fun at issues that may come up during the home buying or selling process.

"These spots showcase the various roles agents can play in helping buyers and sellers navigate everything from photography to inspections to prepping a home for sale," Ms. Lee said. "These ads depict the various ways experienced real estate professionals can elevate the home buying or selling experience."

Re/Max has a presence in more than 110 countries

In "Asterisk," an incompetent agent presents his clients with properties with potential, as well as downsides such as rowdy neighbors or a resident ghost. "Photo" shows the frightening results of home sellers attempting to take their own property photos.

"I Know an Agent" references the global network of Re/Max agents, as one undecided couple keeps exploring different markets to buy in, including Rome and Jamaica.

Other spots show how agents can simplify the process for sellers or their dedication in helping buyers find the perfect home. Some touch on the downsides of choosing the wrong agent, with one couple spending their retirement within earshot of an airport runway.

Re/Max also shows its agents commitment to service in "Frozen," the campaign's luxury spot. As an agent hosts a digital showing for her clients, she thinks her screen is frozen because the couple is stunned by the home's amenities including a gourmet kitchen and glamorous backyard.

"Frozen," the sport for the luxury Re/Max Collection

"The Re/Max Collection is a unique marketing program for luxury homes, created to appeal to homebuyers and sellers as they navigate the high-end property market," Ms. Lee said. "The program also provides Re/Max luxury specialists with exclusive training and marketing tools that allow them to deliver premier service to their clients."

Empowering agents

As with previous ad campaigns, Re/Max agents are able to personalize the spots for their own use.

In early 2019, Re/Max introduced a new video generator to help agents can make customized videos that reflect the brokerage's national advertising campaign.

Users began creating their personal commercials by adding their headshot and business contact information. From there, they can select three different scenarios that best reflect their personal work strategies ([see story](#))

Re/Max also designed a series of stickers that agents can share with clients via text message, WhatsApp, Instagram and Snapchat. The sticker designs, which feature phrases such as "offer accepted" and "time to sign," where the result of another collaboration between the brokerage and Camp + King ([see story](#)).

Now Re/Max is expanding these agent offerings with the new Hustle Video Editor Tool, which will allow agents to make professional quality videos using their own unique content. Agents will be able to add their own photos and videos to enhance their marketing and reach new clients within their network.

"With the power of the Re/Max brand working for them, our agents can focus on what they do best: helping people buy and sell homes," Ms. Lee said. "The customizable features of our national ad spots allow each of our agents to connect with consumers in their own unique way.

"This entrepreneurial spirit is what our company was built on nearly fifty years ago and continues to fuel our success," she said.

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