

REAL ESTATE

Re/Max empowers luxury agents with new marketing platform

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A Re/max Collection luxury property in Vancouver. Image credit: Re/max

By ELLEN KELLEHER

International brokerage firm **Re/Max** is improving its ability to reach discerning sellers in the competitive luxury real estate market with the introduction of a new high-tech marketing platform.

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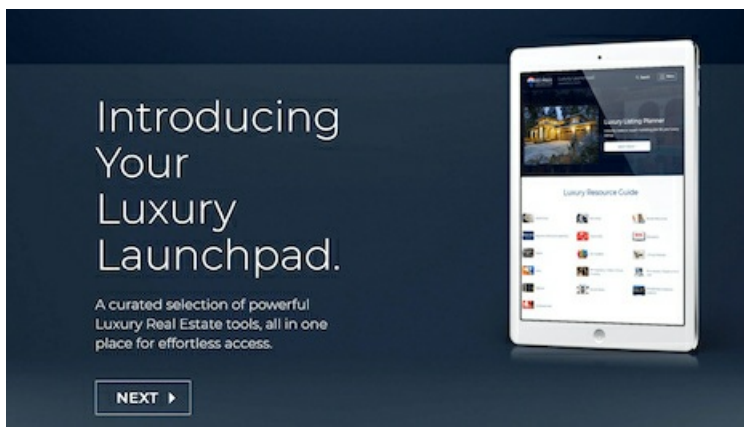
The Luxury Launchpad is a centralized dashboard that offers agents focused on luxury properties the chance to access a range of sophisticated marketing tools in one place. With sales of luxury homes on the rise, technology has become an essential tool for agents marketing to affluent clients.

"The Luxury Launchpad is the first time all of these resources are gathered all in one place on a platform dedicated exclusively to luxury real estate," said Anne Miller, vice president for luxury at **Re/Max**, Denver. "This is one of our biggest rollouts for luxury agents in recent years, and it presents a tremendous opportunity to continue to build the Re/Max Collection brand."

Luxury listings

The Luxury Launchpad represents a game-changing moment for Re/Max as it gathers a suite of sophisticated marketing tools from customized brochures to access to vetted vendors and virtual tours to assist agents in showcasing their listings. The technology streamlines realtors' work, so time can be dedicated to creating personalized experiences for sellers of high-end homes.

Agents working with the brokerage's luxury property brand The Re/Max Collection can access the Luxury Launchpad, developed by technology vendor LUXVT.



The Luxury Launchpad centralizes digital marketing tools for Re/max agents. Image courtesy of Re/max

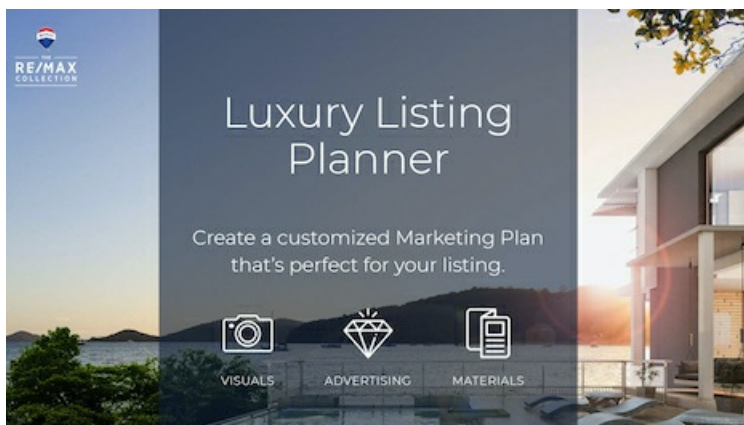
The deluxe platform includes tools such as the Listing Planner. Click here and the platform generates a complete marketing plan that includes recommendations on using drone photography and tips on how much to spend on social media ads after the agent answers a few prompts about his listing.

LUXVT's concierge marketing services are also a popular option once a custom marketing plan is created.

For instance, if the platform's listing planner recommends placing an ad in *The Wall Street Journal*, the agent can connect with the concierge team to have someone handle all of the details of placing the ad for them.

Via LUXVT, agents can access a list of vetted companies in their market which offer drone photography, 3D tours, virtual staging and other services.

"High-tech marketing tactics such as drone photography and virtual tours are now common expectations among luxury clients," Ms. Miller said.



The Listing Planner feature generates marketing plans for properties. Image courtesy of Re/Max

Other resources agents can find on the Luxury Launchpad are a video editing tool offering 10, 15 and 30-second Re/Max branded videos as well as Re/Max branding for yard signs, business cards and brochures.

Re/Max luxury agents can reach the platform by visiting The Re/Max Collection Web site and logging on with their credentials. The platform is housed in a LUXVT portal, but any Re/Max agent enjoys the privilege of using it.

Digital expertise

Re/Max has been investing in sophisticated marketing and digital tools for its agent network, which spans the globe.

Earlier this month, the firm showcased its wide range of service and technology offerings in a national advertising campaign.

With many affluents looking to upgrade their homes amid the coronavirus pandemic, Re/Max took a humorous approach to show how its resources can make navigating real estate easier for all parties. Additionally, agents can make professional quality videos using their own unique content with new Hustle Video Editor Tool ([see story](#)).

This move followed the introduction of a new video generator which allowed Re/Max agents to make customized commercials ([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," were the result of another collaboration between the brokerage and Camp + King ([see story](#)).

The core appeal of The Luxury Launchpad is that it gathers more than 45 of Remax's marketing and digital tools in one place.

"In order to win business, luxury agents need to showcase how they go beyond the basics," Re/Max's Ms. Miller said. "The Luxury Launchpad empowers agents with advanced marketing resources to stand apart in the crowd."

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