

# DIGITAL BRAND

Premier tools for productive agents

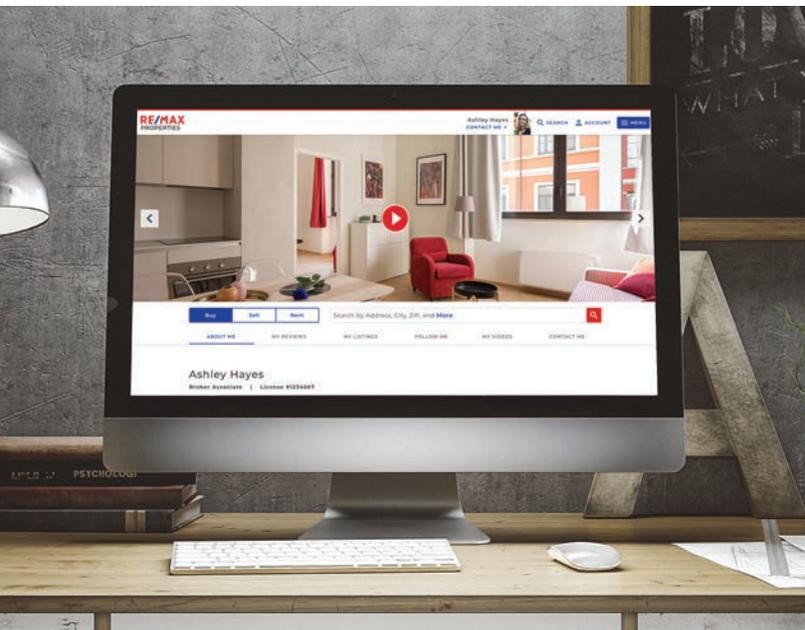


Coming soon is the new RE/MAX® productivity suite, powered by booj! The new platform is an integrated suite of tools that enable you to establish, manage and grow client relationships, proactively. Below, is a preview of how the Digital Brand tool works to drive awareness of your personal brand and help you stand out in your community.

## Website Designs

The booj platform provides tools for a streamlined digital experience for you and your clients. Closely integrated with core CRM functionality, to track your prospective and current clients' activity, the booj website designs allow you to build your digital presence and position yourself as a local market expert.

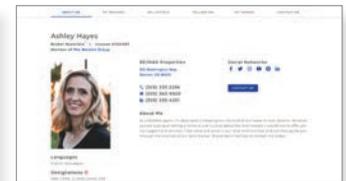
We're building five responsive website designs each for agents, teams, offices and multi-office brokerages, and we'll offer a design for The RE/MAX Collection®, too.



All website designs will include easily customizable content blocks and pages to showcase:



Photos + Videos



About Me + About Us Pages



Reviews + Property Listings



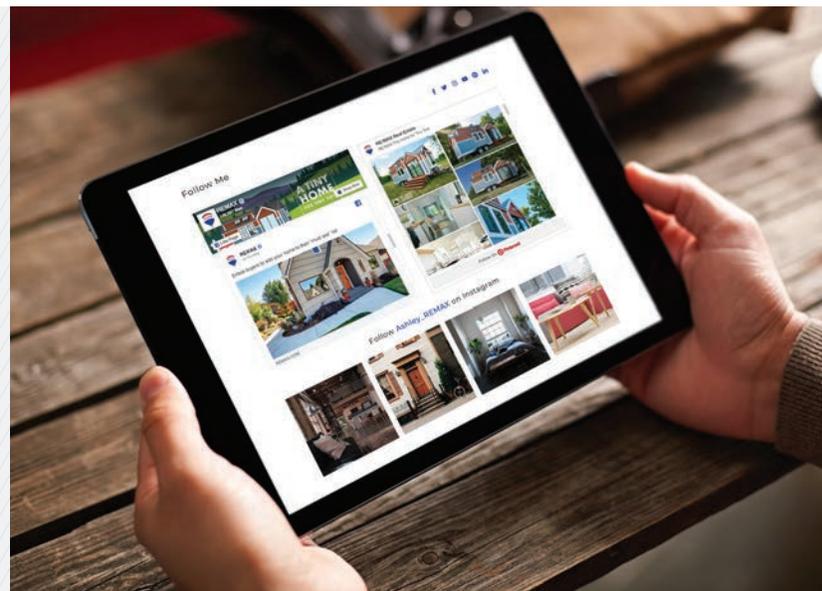
Your Blog + Community Pages

Showcase your brand front and center while driving site visitors to search for properties or consider selling with the booj website designs.

## Social Integrations

The website designs for agents, teams, offices and multi-office brokerages feature social media account integrations directly within the templates. Out-of-the-box, the websites offer support for integrating with Facebook, Twitter, Instagram and Pinterest. You can easily customize this integration to highlight your agent, team or brokerage social media accounts—or RE/MAX social content if you're in the beginning stages of building your social media presence.

Social Media Integration on Your booj Website

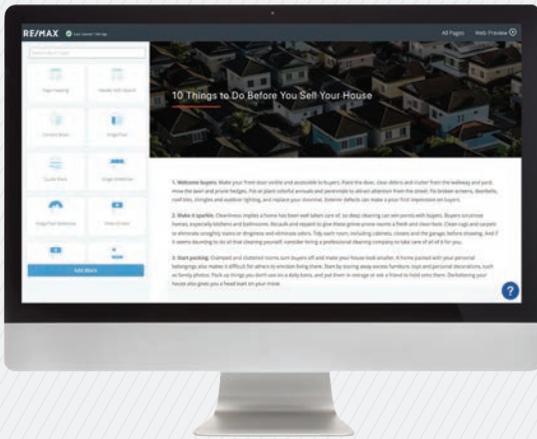


## Out-of-the-Box Content

The booj Digital Brand requires little to no set-up out-of-the-box, while still highlighting you, your local market expertise and your listings. Our team of content experts, with ongoing feedback from you, build out content to help get you started. Website profile pages pull information from RE/MAX® systems to auto-populate your photo, bio and contact information, while you have access to pre-built pages on topics such as ‘the benefits of consumers creating a search account’, ‘the upside of downloading the branded home search app’, ‘buyer and seller guides’ and much more.

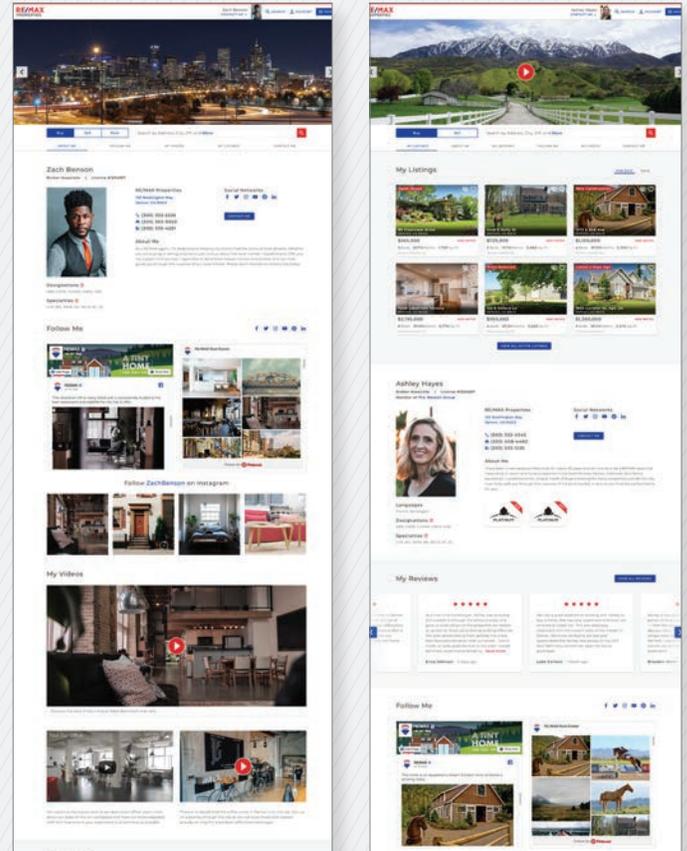
## Website Editor (aka Content Management System)

While booj Digital Brand works out-of-the-box, customization is what takes your digital presence to the next level. You have access to a powerful website editor – also known as CMS – which gives you control over the look and feel of your brand presence.



The booj Website Editor

As an experienced agent, you can showcase property listings and robust community pages. If you're a newer agent, you can focus on building your blog and social presence. Teams, offices and multi-office brokerages can create content unique to their needs, too! You can manage your brand with the powerful website editor, proactively.



Customize the look and feel of your website – see how two versions of the same website design can meet different local market needs.

## Website Reporting + Analytics

Whether you use booj Digital Brand out-of-the-box content or customize your own, the booj platform offers detailed reporting and analytics to measure your site's performance. Integrations with outside analytics packages such as Google Analytics and Google AdWords help increase insight into your local market's preferences for content and how your brand is performing. Plus, booj will continue to build and roll out additional integrations to its platform for optimal performance.

## Who is booj?

RE/MAX acquired booj (which stands for “be original or jealous”) in early 2018. booj is an award-winning real estate web development and software firm with an impressive 14-year track record, having served nearly 20,000 agents at independent brokerages. The staff includes some of the premier technology developers and strategists in real estate. This alignment is a significant step toward delivering top technology solutions that create a competitive edge for you.