

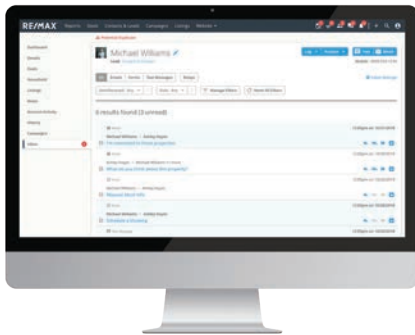
CLIENT ENGAGEMENT

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. The key to client relationship building is communication, and our tools help you communicate efficiently and effectively—pre- and post-transaction.

Thoughtful + Targeted Communications



Communication Dashboard

The new platform makes it easier for you to drive thoughtful and targeted communications with clients. The CRM communication dashboard allows you to reference exchanged texts, emails, completed forms, etc. for more thoughtful correspondences with clients. Text and email integration (also found in the CRM) allows you to communicate directly with your book of business, enabling tracking and management of client interactions without having to leave the system.

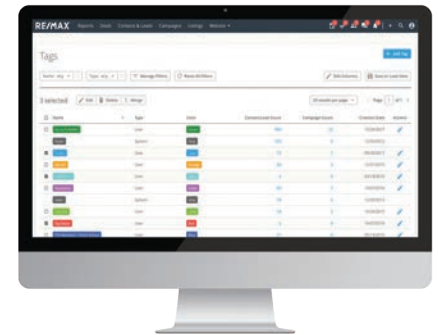


Email Campaign Analytics

Measure what is and isn't working with your communications to become more effective in leveraging what works and moving away from what doesn't.

Agent Branded Communications

Personally brand emails and customize campaign content to include various calls to actions, driving client engagement back to you no matter where they're at in the transaction lifecycle. Also, out-of-the-box content will be available to support all campaign types—ensuring the system is working for you from the start!

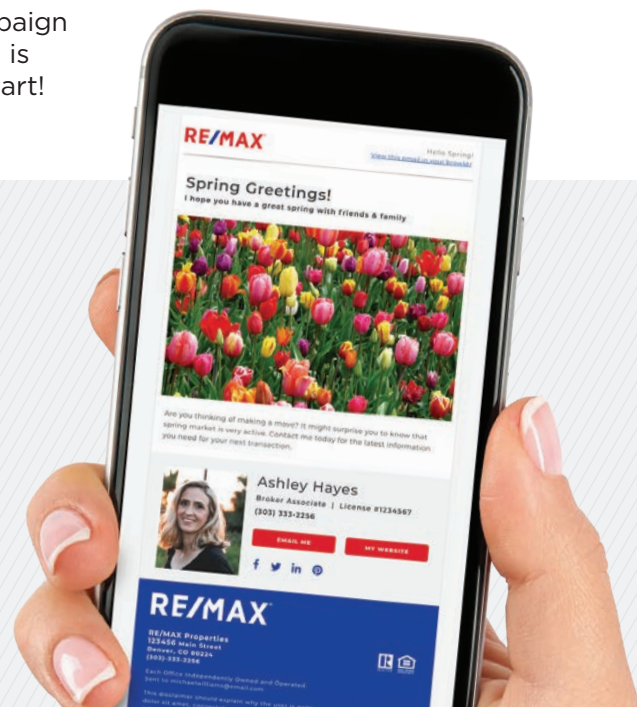


CRM Tags

Deliver targeted communications within a few clicks by keeping contacts organized into categories with tags. Tags enable you to sort and categorize contacts. For example, if you are actively involved in a community organization, you may want to occasionally reach out to clients also involved in that group. You can tag those specific clients and, within a few clicks, send them an email about an upcoming event.

The extensive email marketing options enable you to easily connect with your clients to ensure you stay top of mind. Place new clients on a drip campaign, which sends out a series of emails to help engage and build a relationship. Single send emails allow more directed communication such as notifying contacts of an upcoming community event. Triggered emails can be set up to automatically send an e-card from the CRM when a client reaches an important milestone like their birthday or home anniversary. These are just a few of the many email marketing options available.

Email Campaigns

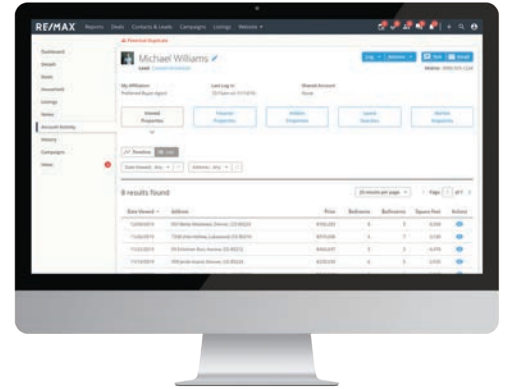


Build Strong Relationships

Leverage the booj platform to take relationship building to the next level. Drive clients to create an account with you via the account benefits page on your website or to download the home search app via the mobile account benefits page on your website. Both of these pages will be provided to you out-of-the-box, written by our team of experts!

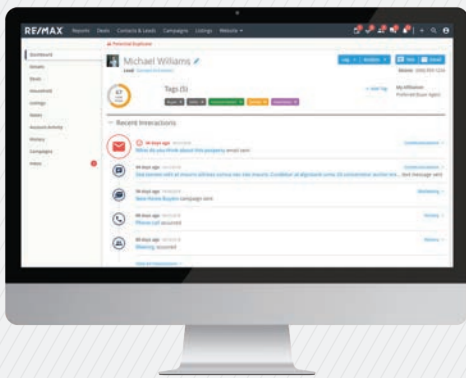
When a client creates an account, you can prompt them to select you as their preferred agent. As their preferred agent, all search activity is visible to you, enabling more insight into their actions. This information is stored under client account activity in the CRM so you can help build a stronger relationship every step of the way.

Insight empowers you to build better relationships with clients.



Client Account Activity

Effectively Manage Your Clients



Sphere Interactions

Most business comes from your existing book of business, whether through repeat clients or referrals from past clients and managing this information can be a challenge. Sphere Interactions help identify clients who may need more follow-up and engagement by tracking your interactions with the client such as a call, text, meeting or email. The dashboard will highlight the last five interactions and provide details to give you context into the purpose of each interaction.

Mobile CRM

Task plans can also help you more effectively manage clients by automating a variety of to-dos in the follow-up and engagement process. If you're on a team, sharing contacts with members of your team ensures that collaboration is streamlined from the client's perspective and you're not duplicating efforts.

Take client engagement power on-the-go with the CRM app. Continue to engage clients, whether you're out in the field or home at night, to ensure you're helping them as efficiently and effectively as possible. Spend time where it matters most while leveraging the power of the booj platform to take relationship building to the next level.



Contact Sharing

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.