

MAXMARKETING



2025

IMPRESSION
COUNT

4.9

BILLION

Total Media Impressions

OUT OF HOME



2.2B

10,917

Total Impressions

Total Signs

Billboards, digital boards, transit shelters, train stations, bus signage, taxi tops and so much more.

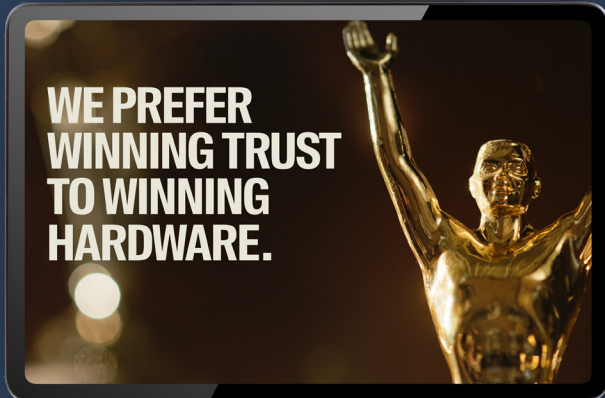
DISPLAY

503M

Total Impressions

National & Local

CONNECTED TV



112M

Total Impressions

National & Local

TV/CABLE



7.9M

2,044

Total Impressions

Total Spots

Local

AUDIO

30M

Total Impressions

Select Local Markets
Radio & Streaming

pandora

BALLOON



95M

1,400

Total Impressions

Balloon Appearances

PRINT

859K

Impressions



YOUTUBE



256M

Impressions

SPORTS PARTNERSHIPS
& LOCAL EVENTS



97M

Local Impressions

Signage in
14 Venues

SOCIAL



1.6B

Total Impressions

National & Local

COMMUNITY



Since 1992, RE/MAX® agents have donated over \$209 million to Children's Miracle Network Hospitals® in the U.S. and Canada

PUBLIC RELATIONS

115K

430+

Media Mentions

Regional PR Placements

50+

Press Releases Created & Distributed

15K+

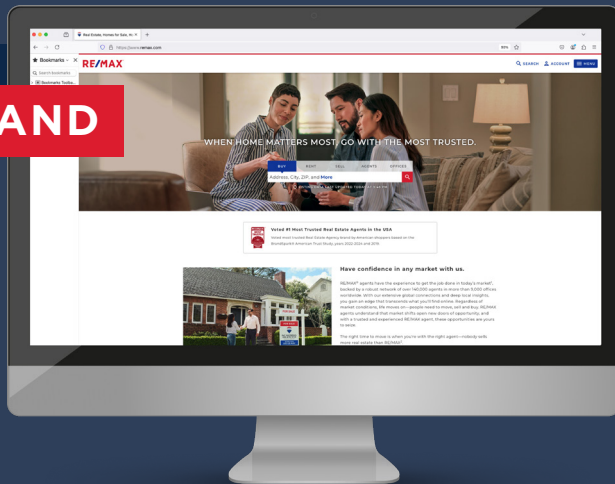
Press Release Pickups on Web & Social Media

Controlled PR tactics to increase share of voice

PUBLIC RELATIONS REPORTS

- Future of Real Estate
- RE/MAX National Housing Report (12)
- Industry Survey Results
- Two Pulse Surveys

BRAND



10.6M

325K

Total Clicks

Total Leads

RE/MAX NEWS



1M+

175+

Pageviews

Total Articles

80+

Consumer-Facing Articles



SPONSORED CONTENT

10+

Sponsored Content Articles in Industry Publications

6.4M+

Email Impressions from Sponsored Content

WHAT'S NEXT

- Expand digital video 
- Increase social footprint 
- Use machine learnings to maximize impressions