



AN INTRODUCTION TO WHO WE ARE.

Thank you for considering a career with us! We want to tell you a bit about who we are, and what we stand for.

RE/MAX Banner Real Estate has been serving the Annapolis Valley for over 30 years. We have developed an outstanding reputation of setting the standard for professionalism in our region. Our dedication to leadership and pushing boundaries is the major driving force behind our success.

OUR MISSION

Our mission is to deliver our agents with exceptional service by exercising our combined knowledge, expertise, resources and talent. Our agents reap the rewards of world-class leadership as we guide them in making the most informed business decisions possible.

OUR VISION

We strive to be the Annapolis Valley's most preferred real estate brokerage, providing the most creative and innovative services on a consistent basis, in an effort to drive meaningful value to our agents. We are industry leaders, not followers!

OUR VALUES

- Relationships begin with trust.
- Integrity means doing the right thing.
- Through collaboration we achieve more.
- We are committed to education and personal growth.
- Everyone on our team adds value and deserves respect.
- We supporting and stay involved in the communities we serve.

OUR BELIEFS

- With whom you affiliate influences your success.
- If we give our agents our best, they will give it back in return.
- For every problem there is a solution, and our job is to help you find it.
- We must provide an environment that gives agents the opportunity to succeed.

OUR ADVANTAGES

Any brokerage can give you a desk and a sign. What makes us different?

- **A plan for the future.** Technology is a fundamental driving force in our industry. We stay ahead of the competition by investing in tomorrow's technology, today.
- **Video, video, video.** In 2017 our brokerage will feature hundreds of detailed, HD property tours on our website. Promoted internationally via cutting edge SEO & advertising campaigns, our virtual tours will attract buyers and "wow" sellers. No charge to you or your clients!
- **Training and mentorship.** Working for a company full of experienced agents and motivated owners has enormous benefits. You must learn from the best to become the best! We value ongoing skills development and want to share our secrets of success with you.
- **Leadership that works with you, and for you.** Our agents are our clients, and our service is providing them with the tools to stay successful. We don't win unless you do.
- **Advice when you need it.** We have two full-time brokers, ready to take your call at any time of the day.
- **Assistance where it counts.** We employ four full-time administrative assistants who are there to help you with the day-to-day, so you can focus on what's important: building your business!
- **The RE/MAX name.** One of the most recognized brands in the world. With it comes immediate clout and credibility.
- **You can't beat our commission split.** We have one of the most competitive commission splits in the business. No desk fees, no nickle and diming, and no trade-offs. Top agents deserve top pay; we treat you right so that you stick around.
- **We dress for success.** You'll have access to four offices in prime downtown locations, with modern equipment & facilities, continually being upgraded.
- **We outpace our competitors.** We have maintained a large market share for years, and our agents consistently outperform the competition. This advantage didn't come by chance: we earned it, and will fight to keep it!
- **Too many "little things" to count.** Accounting & tax support. Quick direct deposits. Cutting edge back-office systems. One-on-one tech tutorials. Graphic design support. Automatic, custom listing websites & promo material. Countless RE/MAX tech & marketing tools. Unlimited duty time. Quality RE/MAX.ca leads. Automated deal & target tracking. And more!
- **A company culture you can stand behind.** We are proud of who we are, where we've been, and where we're headed. We carefully consider every decision we make: every action must align with our core values, beliefs, mission and vision. That's our promise to you. With this philosophy success is inevitable for both of us!

**GO WITH
THOSE
WHO KNOW**



WE KNOW: BRAND

	RE/MAX	Your Company
Most real estate sold*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most productive: 17.8 transactions per agent**	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most transaction sides: 340,000+ **	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most experienced: average 13.7 years in real estate**	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most loyal: 7.5 average years with RE/MAX***	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most recommended real estate brand ****	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most real estate agents in Canada: 19,650+ †	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX agents worldwide: 110,000+	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Referral-fee-free leads: Nearly 20,000 leads per month from remax.ca ††	<input checked="" type="checkbox"/>	<input type="checkbox"/>
More buyers and sellers think of RE/MAX than any other real estate brand †††	<input checked="" type="checkbox"/>	<input type="checkbox"/>

WE KNOW: RE/MAX TECHNOLOGY

	RE/MAX	Your Company
Comprehensive Listing Exposure		
remax.ca: most visited real estate franchise website with 17 million+ views ††††	<input checked="" type="checkbox"/>	<input type="checkbox"/>
global.remax.com: listings in over 40 languages and 45 currencies	<input checked="" type="checkbox"/>	<input type="checkbox"/>
remaxcommercial.ca: exclusive site for commercial listings	<input checked="" type="checkbox"/>	<input type="checkbox"/>
theremaxcollection.ca: exclusive site for luxury listings	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MAX/Center & RE/MAX Mainstreet		
Company intranet: news, logos, marketing resources and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Online worldwide referral network: contact information for 100,000+ RE/MAX agents	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Approved supplier discount marketplace: discounts on branded apparel, technology and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX Design Centre		
Premier marketing solution: create professional-quality materials for print, online, video and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Thousands of templates: branded with agent photo, logo, contact and/or listing information	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Easy to share projects: instantly download, print, email or post on social media	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX University		
Learning on the go: hundreds of training videos viewable on computer, tablet, smartphone or TV	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Discounts on Designation Courses	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*As measured by total sold residential transaction sides reported by MLS. **All figures are full year or as of year-end 2015 for Canada. ***Figures as of October 2016 for Canada. ****Source: MMR Strategy Group study of buyers, sellers and those who plan to sell, asked if there is one real estate brand they would be most likely to recommend to a friend or relative, and if so which one. †As of year end internal data 2015. ††Year end 2015 data from LeadStreet. †††Source: MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of a real estate brand, which ones come to mind? (first mention and all mentions recorded). ††††Source: Comscore Sept.2015 – Aug. 2016.

WE KNOW: REGIONAL TECHNOLOGY

	RE/MAX	Your Company
RE/MAX Launchpad Productivity Suite		
Innovative platform: provides a distinct competitive advantage and helps you build your business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Productivity: single sign-on access to industry-leading tools to save time, energy and money	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX Launchpad Marketplace		
One-stop shop: marketing, lead management and paperless transaction tools	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Marketplace discounts: 20% average discount	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX INTEGRA Tech Support		
Timely, professional support: 95% satisfaction rate, and 2-hour average response time	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Availability: support via online portal or email	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FiveStreet		
Robust lead aggregation and conversion program	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Aggregates with multiple lead sources	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Receive and claim leads via text message	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Keeps lead warm with auto responder	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gathers intelligence about consumers, including social network profiles and website activity	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Integrates with several popular CRMs to complement your existing lead nurturing process	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Curbside Marketing		
Text messaging service for generating leads in real time from yard signs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Instantly delivers listing information to your clients' smartphones	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Specialized SMS numbers and QR codes direct consumers to remax.ca	<input checked="" type="checkbox"/>	<input type="checkbox"/>

WE KNOW: COMMUNITY

	RE/MAX	Your Company
Children's Miracle Network Hospitals		
RE/MAX has donated \$147 million+ to CMN since 1992	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exclusive real estate contributor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exclusive donation programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exclusive marketing materials provided to agents	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Canadian Breast Cancer Foundation		
Over \$4 million donated since 2004	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exclusive donation programs and marketing materials	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Participation in various community events across Canada	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX Balloon		
Branding: 35 years of visibility with a fleet containing 115+ balloons in 25+ countries	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Recognition: One of the most recognized corporate symbols in the world	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Promotion: Available for large scale community events, fairs and festivals	<input checked="" type="checkbox"/>	<input type="checkbox"/>

WE KNOW: REGIONAL RESOURCES

	RE/MAX	Your Company
RE/MAX INTEGRA Promotions		
Highly visible local advertising campaign: outdoor billboard, digital, print and radio investments	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Impressions: over 1 billion branding impressions in 2016	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Industry-leading events: over 100 live events include sales conferences, new agent orientation, broker/owner forums, technology training, commercial networking, team leader events, luxury events and top agent events	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Housing reports: leverages local housing market data and trends	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Media appearance support: best practices for media interviews	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Regional blog blog.bestagent.ca : event calendar, industry news and resources to increase productivity	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Consumer blog remax.ca : equips agents with relevant and shareable content	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Electronic newsletters: network information, marketing assets and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RE/MAX INTEGRA Training & Education Team		
Learn the way you want: in-office training, webinars and videos	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Success Series: customized training tracks for all agent levels	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RISE (RE/MAX INTEGRA Skills & Education): 24/7 online training platform	<input checked="" type="checkbox"/>	<input type="checkbox"/>



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