

The background of the image is a modern glass skyscraper with a grid-like window pattern. A large, dark blue diagonal shape is overlaid on the image, serving as a backdrop for the text. The text is white and bold.

# RE/MAX

COMMERCIAL<sup>®</sup>

EXPAND WITH EXPERTISE.<sup>SM</sup>

# 2023 By the Numbers



14,786

RE/MAX Commercial Brokers in all market segments (COMM or COMRES designation)



60K+

Worldwide commercial transactions



110+

Countries and territories with RE/MAX representation (regardless of commercial status)\*



\$17.5B+

Commercial sales and lease volume



602

RE/MAX Commercial offices and divisions (offices with COMM or RESCOM speciality)



73

Countries with closed commercial transactions (countries reported 1+ commercial transaction)

# INDIVIDUAL DESIGNATIONS

COM



COMRES



RES



RESCOM



# OFFICE DESIGNATIONS

COM



RES



RESCOM





# RE/MAX COMMERCIAL DIVISION REQUIREMENTS



## REQUIREMENTS FOR ESTABLISHING A QUALIFIED RE/MAX COMMERCIAL DIVISION

To be recognized as a RE/MAX Commercial Division, a brokerage must have a minimum number of commercial experts to properly serve the market in which it operates. The more commercial practitioners an office has, the better that office's ability to serve local commercial clients.

### Offices are reviewed on the following minimum standards:

- 1. Low Density Market** (population less than 39,999)  
Commercial divisions in this market are required to have a minimum of one "Commercial with Residential" (COMRES) Practitioner. It is recommended they have at least one "Commercial-only" (COM) Practitioner.
- 2. High Density Market** (population greater than 40,000)  
Commercial divisions in this market are required to have a minimum of two "Commercial-only" (COM) Practitioners or one COM Practitioner plus two COMRES Practitioners.

In order for an Associate to be recognized as a COM or COMRES Practitioner on the [remax.net](#) roster and to appear on the [remaxcommercial.com](#) site, he or she must meet at least one of the following criteria:

1. CCIM - Certified Commercial Investment Member
2. SIOR - Society of Industrial & Office Realtors
3. CPM - Certified Property Manager
4. ALC - Accredited Land Consultant
5. Negotiated over \$10 million in closed commercial real estate transactions involving investment analysis
6. Completed the CCIM Intro and CI 101 courses and working with a mentor
7. Completed the Accredited Commercial Professional (ACP) certification and working with a mentor

If you have questions or seek more information, please contact the RE/MAX Commercial department at [commercial@remax.com](mailto:commercial@remax.com) or (303) 770-5531.

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## REQUEST FORM FOR A QUALIFIED RE/MAX COMMERCIAL DIVISION

(one form per office location)

Office Name:  Office ID Number:   
Office Address:  Country/Region:   
Office Phone Number:  Broker/Owner:

1. Select the market size your commercial division will serve (see requirements on previous page):

- ☒ Low Density Market - (population below 39,999)  
☐ High Density Market - (population above 40,000)

For each commercial agent in your office, select whether they are a "Commercial-only" (COM) or "Commercial with Residential" (COMRES) and indicate which standard they meet in the drop down menu (see requirements on previous page).

COM ☒ COMRES  (standard met)  
Select One:   
 COM ☒ COMRES  (standard met)  
Select One:   
 COM ☒ COMRES  (standard met)  
Select One:

Describe how you plan to set up your commercial division so it is distinguished from the residential division (i.e. branding, signage, workspace, phone number, marketing materials, etc.).

Describe how you plan to recruit additional commercial practitioners:

Email Completed Form to Region

THIS SECTION TO BE COMPLETED BY REGIONAL OFFICE \*\*

Region Approval Type Approver's Name Here Date Approval Date Here  
Regional Director  
Approved  Mike Reagan  
Senior Vice President, Business Alliances  
RE/MAX, LLC Date

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# Why RE/MAX Commercial?

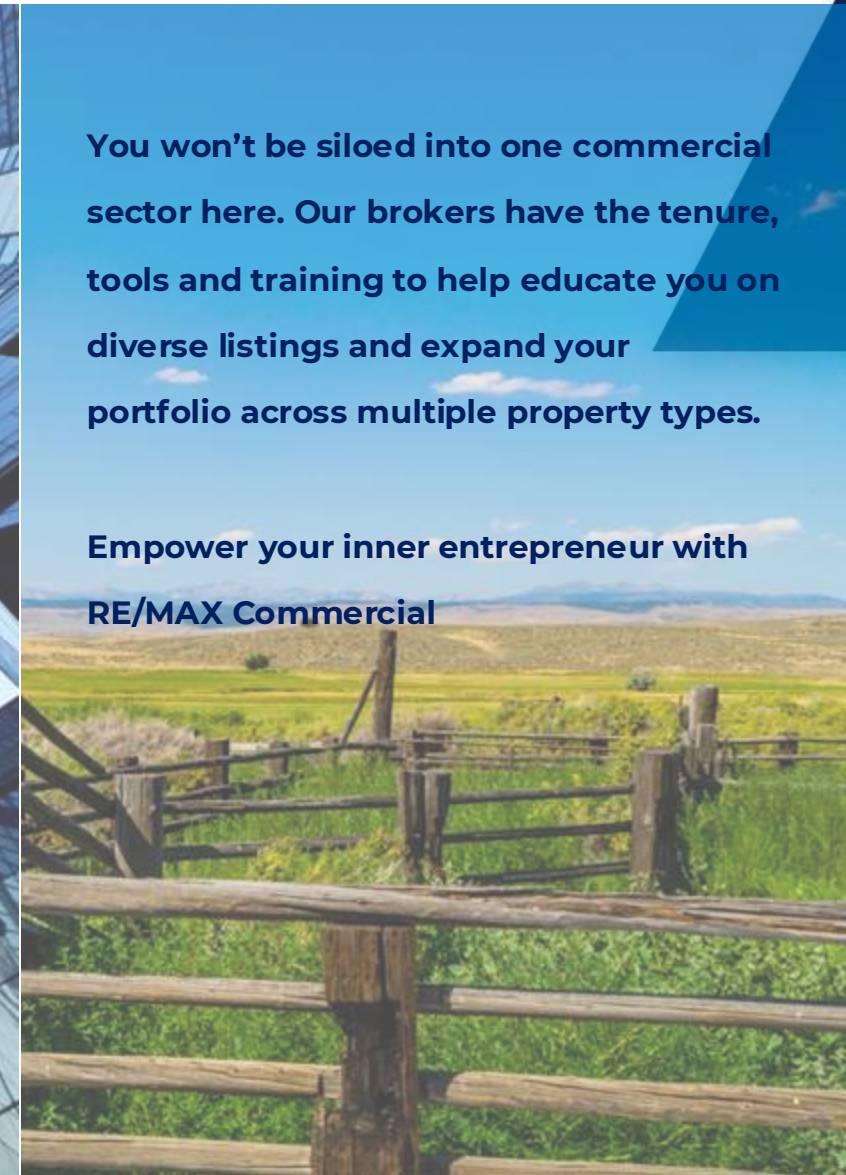


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[remaxcommercial.com](https://remaxcommercial.com)





You won't be siloed into one commercial sector here. Our brokers have the tenure, tools and training to help educate you on diverse listings and expand your portfolio across multiple property types.

Empower your inner entrepreneur with  
**RE/MAX Commercial**



OFFICE



RETAIL



INDUSTRIAL



MULTIFAMILY



HOSPITALITY



LAND



# Ready. Set. Referrals.

The RE/MAX brand gives instant credibility and opens doors to connections all over the world. When you join RE/MAX Commercial, you become part of a global network backed by the power of one of the most recognized brands in real estate.

The logo for RE/MAX Commercial is centered on the right side of the image. It features the words "RE/MAX" in a large, bold, white sans-serif font. Below this, the word "COMMERCIAL" is written in a smaller, bold, white sans-serif font, with each letter of "COMMERCIAL" contained within its own white rectangular box. A registered trademark symbol (®) is located to the right of the "COMMERCIAL" text. The background of the entire image is a dark blue, stylized map of the world with glowing white lines and dots representing a global network, and various small white icons like Wi-Fi symbols and mail icons scattered throughout.

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# RE/MAX Commercial Resources



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# New RE/MAX Commercial Resource Page

## resources.remaxcommercial.com


RE/MAX COMMERCIAL

MAXCENTER

RE/MAX COMMERCIAL RESOURCES

Tools & ResourcesEventsCelebrating SuccessNewsBroker OwnersCommercial Vault

Commercial Resources At Your Fingertips



Quick Picks:

MAX/Tech Commercial (RealNex) >

Marketing >

Educational Resources >


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Add a Commercial Division >

Update Your RE/MAX Designation >

Top 100 Lists >

Get the Latest



Just Sold! \$12,150,000 – Assisted Living Facility!

Events

See all events

[View Monthly Calendar >](#)

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# New RE/MAX Commercial Marketing Assets for the U.S., Canada, and Global

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GLOBALLY.  
EXPERIENCED  
LOCALLY.**

Backed by the RE/MAX® global brand, RE/MAX Commercial® offers instant credibility, opening doors and opportunities worldwide.

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- RETAIL
- INDUSTRIAL
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INDUSTRIAL.  
LESS  
COMPLEX.**

For your industrial real estate investment, rely on the expertise of RE/MAX Commercial® brokers and the strength of their global network.

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TO OUR NAME.**

For over 50 years, the RE/MAX® brand has built a globally recognized name and widely respected reputation through transactions worldwide. What doors could that name open for you?

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If multifamily housing is the next move in your investment plan, make it an informed one with the support and know-how of a RE/MAX Commercial® broker.

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# The New RE/MAX Commercial Website

## [www.remaxcommercial.com](http://www.remaxcommercial.com)



[Properties](#) [Brokers](#) [Offices](#) [About Us](#) ▾

# A BETTER WAY IN COMMERCIAL REAL ESTATE

Find your next property with a RE/MAX Commercial® broker and discover a better way in commercial real estate.

[SEARCH LISTINGS](#)



# MAX/Tech Commercial Powered by RealNex

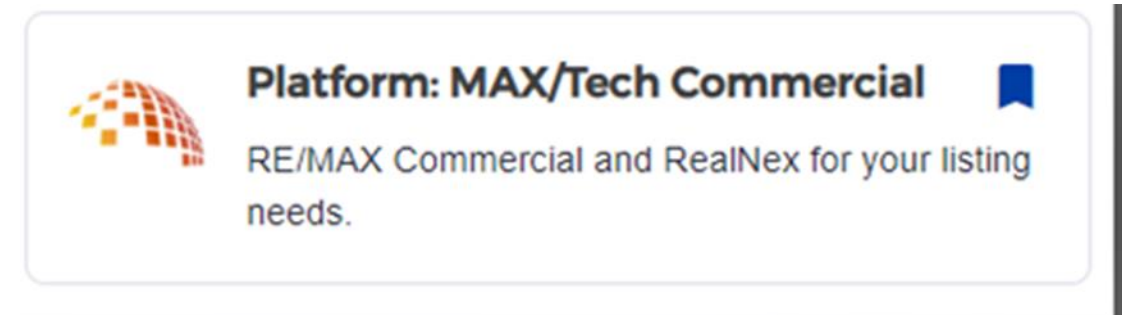
- All COM & COMRES Receive Free Access to RealNex MarketPlace
- Access is through the MAX/Tech Commercial Tile on MAX/Center ([www.remax.net](http://www.remax.net))
- Commercial Listings must be entered into MAX/Tech to appear on the RE/MAX Commercial website.
- Office Admins can have “Marketing Manager” access (email [customersupport@remax.com](mailto:customersupport@remax.com)).
- Optional RE/MAX discount on the RealNex Navigator platform.





# Global Regions RealNex List & Search

- Global Regions can input commercial listings into List & Search
- Global commercial listings will be visible on the RE/MAX Commercial website
- If you are designated as COM or COMRES, access is through the MAX/Tech Commercial Tile on MAX/Center (www.remax.net)



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# MAX/Tech Commercial Powered by RealNex

## Upcoming Training

📅 Wednesday, December 18  
🕒 8am PT/9am MT/10am CT/11am ET  
👉 Register Here: <https://rem.ax/RealNexDec18>

Previously recorded RealNex Trainings can be found on the RE/MAX Commercial Resource Page under “Educational Resources”.



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# Digital Marketing Assets Through Photofy & Hustle

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COMMERCIAL READY MADE GRAPHICS

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A LOOK.

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# RE/MAX Commercial + CMN

## COMMERCIAL WITH INTENTION

RE/MAX Commercial® proudly supports Children's Miracle Network Hospitals®, transforming the lives of children in their local communities.



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# CRE Organizations

- ICSC – Innovating Commerce Serving Communities  
[www.icsc.com](http://www.icsc.com)
- CREW - Commercial Real Estate Women Network  
[www.crewnetwork.org](http://www.crewnetwork.org)
- NAIOP - Commercial Real Estate Development Association  
[www.naiop.org](http://www.naiop.org)
- SIOR - Society of Industrial and Office Realtors  
[www.sior.com](http://www.sior.com)
- RLI – Realtors Land Institute  
[www.rliland.com](http://www.rliland.com)
- NAR Commercial  
[www.nar.realtor/commercial](http://www.nar.realtor/commercial)



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# France Media Advertising

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## CUTTING EDGE IS KEY

RE/MAX Commercial<sup>®</sup> provides its commercial brokers with the latest available resources needed to stay ahead of the competition. This edge helps brokers provide you with expertise in multiple, not just a few, areas of specialization.

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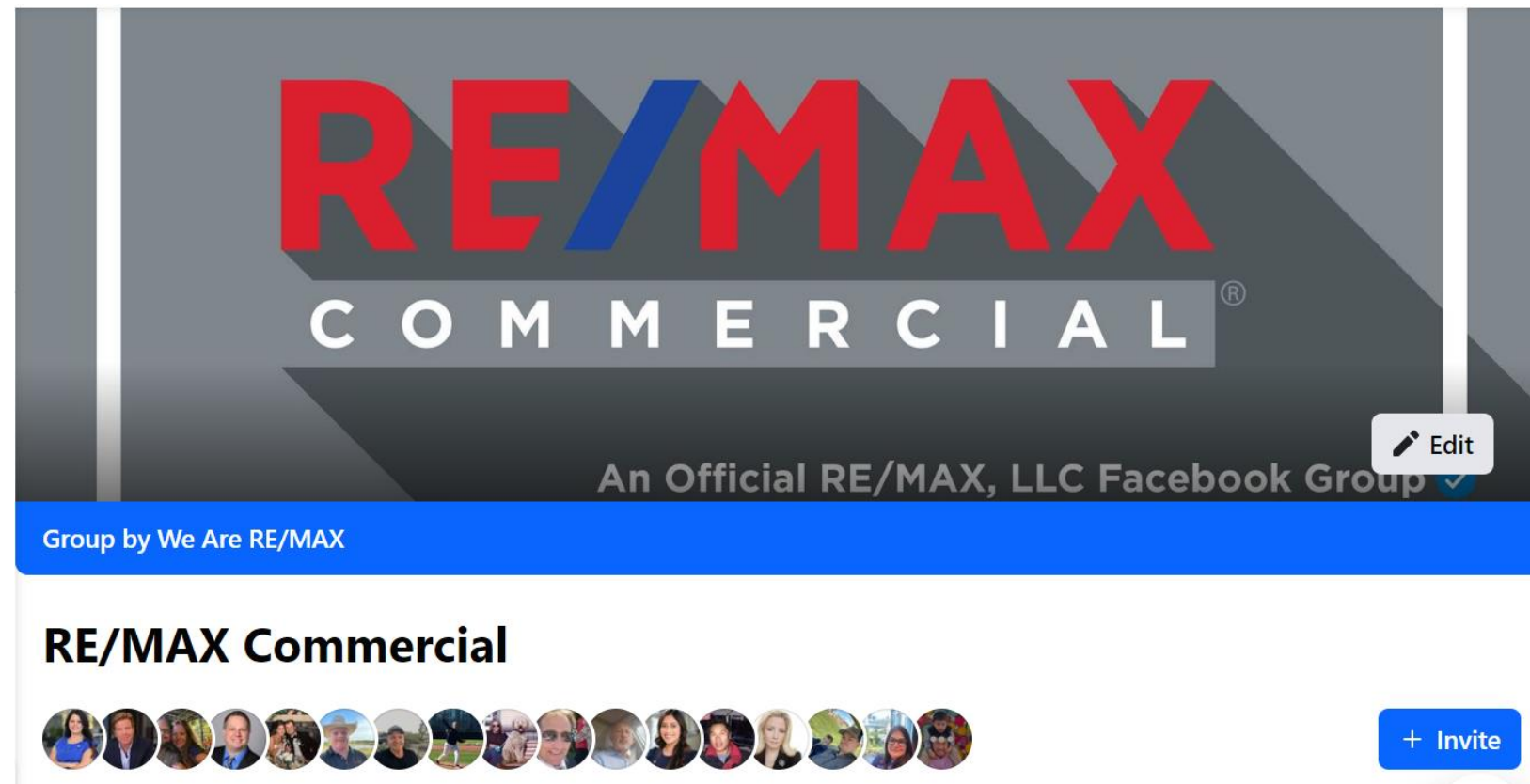
National, regional and local conferences providing educational content and networking opportunities for commercial real estate professionals.



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# Education



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# RE/MAX UNIVERSITY - RU

Located in RE/MAX University under the COMMERCIAL Tab



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*Advancing the Commercial Real Estate Profession*

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\*According to The CCIM Institute, as of December 2023. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24\_049



# RE/MAX Commercial + RLI Education Discounts



To save \$50 When Signing Up for  
National LANDU Education  
Courses: REMAX2024

To Waive the \$125 Member  
Application Fee when Joining RLI:  
REMAXAPP24



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# Other Platforms



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# CoStar & LoopNet



**CoStar™**

- Data Platform
- Add Listings For Free
- Audience of 200K+ CRE (Commercial Real Estate) Professionals
- Must Pay for a Subscription to View Data
- Tracks all CRE Properties On/Off Market
- Summary: Free to List – Pay to Search



**LoopNet™**

- Marketing Platform
- Must Pay Additionally to Market Listings (not part of a CoStar subscription)
- 13M Unique Visitors Monthly
- Free to Search (Global, Public Website)
- For Sale and For Lease CRE Properties
- Summary: Free to Search – Pay to List



**Ten-X™**



**Homes.com™**



**Apartments.com™**



**BizBuySell™**



**Land.com™**



**STR**

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# CRE Platforms



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# Upcoming Events



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# DEAL CALLS

Join Us for an Exclusive RE/MAX Commercial Real Estate Showcase

We're thrilled to invite you to an interactive event that showcases commercial listings. Our RE/MAX Commercial network has curated 15 commercial property opportunities that are available in the market right now. Deal Calls are scheduled for each quarter.



**FEBRUARY 6**  
09 AM - 10:30 AM MT



**MAY 8**  
09 AM - 10:30 AM MT



**AUGUST 7**  
09 AM - 10:30 AM MT



**NOVEMBER 6**  
09 AM - 10:30 AM MT

THIS IS AN OPPORTUNITY YOU WILL NOT WANT TO MISS. MARK YOUR CALENDAR AND LET'S MAKE THESE DEAL CALL PRODUCTIVE AND SUCCESSFUL.

**REGISTER TO ATTEND: [HTTPS://REM.AX/DEALCALL25](https://rem.ax/dealcall25)**



HOSTED BY KRISTIE KIMNACH  
Executive Director, RE/MAX Commercial



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## **RE/MAX Commercial at R4**

3 Commercial Sessions (More details coming soon)

Tuesday, February 25 – 10:30am

Tuesday, February 25 – 2:30pm

Wednesday, February 26 – 10:30am

RE/MAX Commercial Reception at Hazel

Invite Only Wednesday, February 26 4:30pm-6:00pm



# More Information Coming Very Soon!



## 2024 GLOBAL COMMERCIAL SYMPOSIUM

JUNE 10-12  
TAMPA MARRIOTT WATER STREET

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# THE BOC<sup>2025</sup>

## Broker Owner Conference

August 3-5, 2025

Marriott Marquis • Washington, DC





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## **Kristie Kimnach**

Executive Director

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# Thank You!

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