



SCAN ME FOR A
VIRTUAL TOUR!



WE ARE RE/MAX PROFESSIONALS

Each office independently owned & operated

1601 Buffalo Place | Winnipeg, MB. | R3T 3K7 | 204.477.0500 | wpgproperty.ca



WHERE ENTREPRENEURS, LIKE YOU, THRIVE

Enthusiastically delivering unexpected service and support for the professional development and personal needs of our agents is our highest purpose. As an inspired team of innovative professionals, we passionately provide a dynamic, fun, and first-class environment for the success and enjoyment of all.

OUR BELIEFS

- Real estate buyers and sellers everywhere deserve world-class services of outstanding agents who are skilled, driven, and focused on achieving the best results possible.
- Real estate is a full time profession and career.
- In providing access to the latest tools and technology.
- Preparation and education is key to becoming a top REALTOR®.
- In experience and the wisdom of learning from qualified and proven individuals.
- Individuals are shaped by the attitude and habits of those around them.

OUR VISION

RE/MAX Professionals will always be the right place for real estate entrepreneurs who want a combination of independence, support, and unique competitive advantages, and the right choice for customers who understand the benefits of having a *RE/MAX REALTOR®* working on their behalf.



DONNETTE ODIDISON

BROKER / OWNER /
ENTREPRENEUR



*“Helping you be in business for yourself,
without being by yourself.”*

Hello, and welcome to **RE/MAX Professionals!** I'm excited to share with you some of the many reasons our office would be the perfect place for you to build your real estate career.

Having been in the industry since 2006, my passion for all things real estate has only grown since then. I took over ownership of *RE/MAX Professionals* in 2020, and am excited to build upon 38 years of success, and bring the brokerage to new heights.

After I graduated with a degree in Business Management, I found real estate the perfect industry to combine my love of negotiation, understanding of people, desire to help others, and commitment to continued education. I hope you feel similarly!

My passion for people has allowed me to successfully support our existing agents as well as recruit new ones. I'm skilled in diffusing tension, fielding questions and concerns, and finding solutions. My door is always open, and I love being a confidante to my team. I have a transparently honest, ethical way of communicating, and thrive on developing truly meaningful connections with both clients and colleagues. I find great fulfillment in truly getting to know people while helping them succeed, and I am continually finding new ways to promote *RE/MAX Professionals* and build a strong, unified team.

I believe the REALTOR® experience at our brokerage is the most comprehensive in the province. *RE/MAX Professionals* is the only office to have a full marketing department, complete with in-house print shop, three graphic designers, and staff with skills in photography, web design, copywriting, and social media. Whether you have an existing brand or you're looking to establish a look and name for yourself, we can create anything you need to help your listings stand out.

As a REALTOR® myself, I always found joy in helping others find their dream home. I do the same in my current role. I'm committed to giving you the best tools and support I can, and genuinely love to celebrate your successes, right alongside you.

If you like being part of a successful, supportive, forward-thinking team, you've come to the right place.

Welcome to *RE/MAX Professionals*.

THE MENTORSHIP PROGRAM

The Mentorship Program is designed specifically for people who would like to build a career in real estate while being trained by some of the best REALTORS® in the business.

The concept of our RE/MAX office was originally created to attract experienced REALTORS® proven to be exceptional in their field. **The Mentorship Program** allows new people to start out at RE/MAX Professionals, be trained by experienced agents, while taking advantage of the renowned RE/MAX name and reputation. This will help to establish you as a REALTOR® much more quickly in the eyes of the public and other professionals.

The Mentorship Program consists of classroom time, lectures, discussions, and three months of one-on-one mentoring with an experienced agent. (The key to this program is that it offers you the opportunity to work with a dedicated agent on a day-to-day basis, helping you to set the stage for a successful business venture.)

RE/MAX Professionals compensates the mentor for his/her time in assisting you. In this program, you will receive 100% of all earned commissions. As far as earnings go, the sky is the limit.

GETTING STARTED

- 1** RE/MAX Professionals provides one-on-one classes, assisting you in completing the four modules of the Licensing courses in a timely manner. These evening classes are taught by a retired REALTOR® that understands the industry and the educational materials provided by the MREA.
- 2** We assist you in completing applications to the Manitoba Securities Commission (MSC) and the Winnipeg Regional Real Estate Board (WRREB).
- 3** We assist in the creation of your business plan for your first year in real estate with a 90 day check list to help you prioritize your tasks. We will help to keep you focused and provide guidance to ensure you are making the best use of your time.
- 4** Learn the RE/MAX Professionals hustle alongside of some of the top industry leaders. Times have changed and so has real estate. We will teach you to create opportunities that will provide lead generation in addition to professional and personal growth.



“I have been with RE/MAX Professionals for over 18 years. When I signed on as a new agent, I was mentored by an experienced REALTOR® in our office that taught me the business based on their past experiences and proven systems. I doubled my income goal in my first year by following my mentor’s advice. Since then, I have been able to give back by mentoring other realtors and have enjoyed the experience and the rewards of helping others succeed. I feel that our mentorship program plays a big part in our realtors’ success and I encourage others to look at the bigger picture when determining what brokerage you want to be affiliated with. RE/MAX Professionals was the right choice for me.”

—CATHERINE SCHELLENBERG, TEAM LEADER / ALTERNATE BROKER



DISC® PROFILE— KNOW YOUR STYLE

Real estate is a unique and diverse industry that gives you many options when it comes to specializing and becoming the local or industry expert.

Better understanding your personality and behavioral style allows you to better connect with potential buyers and sellers. Here at *RE/MAX Professionals* we offer a complimentary DiSC® profile to help you understand your strengths and weaknesses. With this information we help you determine the best style of selling that will bring you the best results with your overall goals in mind.

Did you know that there are seven styles of selling? These styles are most effective when paired with the right personality and

behavioral style. Let us help you identify, understand and work toward mastering your skills and ability, allowing you to better engage and connect with potential clients. Having this information coming into the industry is powerful as it allows you to maximize your time and money while allowing you to fully enjoy your job under your own terms.

DiSC® is a personal assessment tool used to improve work productivity, teamwork, leadership, sales, and communication. DiSC measures your personality and behavioral style. It does not measure intelligence, aptitude, mental health or values. DiSC profiles describe human behavior in various situations, for example how you respond to challenges, how you influence others, your preferred pace and how you respond to rules and procedures.

MASTERMIND GROUPS

RE/MAX Professionals prides itself in having some of the top industry leaders working in our office. We have both residential and commercial REALTORS® in addition to agents that specialize in new construction, resort properties, vacant land and multifamily.

Knowledge is power and we understand the importance of regular training and education to keep you updated with industry and market trends.

We offer in-house Mastermind sessions with an array of experts both local and national.

We also recognize other business-to-business (B2B) professionals and their role within the industry. Tapping into some of the best talent is our specialty and we strive to provide the most relevant and impactful information to allow you to excel as a professional.

“Coming to work at the *RE/MAX Professionals* office and getting to know other agents is paramount. Working here is almost FREE if you want an excellent network. Being in the office daily and participating in events builds trust; you become a familiar and known commodity. It also helps build tighter business relationships. In 2020, the year of the COVID-19 pandemic, from this office I generated more than \$10,000 in referrals and a full deal that will pay out early next year. Some people work hard and some work their network.”

— JOHN



90 DAY NEW AGENT CHECKLIST

WELCOME TO YOUR FIRST THREE MONTHS AS A RE/MAX PROFESSIONALS REALTOR®.

We have put together a list of recommended tasks for you to complete within your first 90 days. You will receive assistance from your mentor, the manager, and office staff. This list will help you execute the right tasks to get you started selling real estate in the marketplace sooner. You have a lot to learn in your first year as an agent, but remember, you are in the business for yourself, but not by yourself!



FIRST 30 DAYS

- Office orientation (Front Desk)
- Manager meeting
- Computer/phone setup (Technology)
- Technology introduction (Technology)
- Marketing introduction (AMS)
- Business cards (AMS)
- Office staff introductions
- Enter office and association contacts into contact list
- Sign up for Matrix classes - **remote entry VIP (WRREB)
- Download industry apps (Clarity Security, Keystone, Prospects, Touchbase, Sentrilock, Booj, Fintracker etc.)
- Acquire Sentrilock access and instructions for use (WRREB)
- Set up account and learn to use Touchbase messaging (WRREB)
- Confirm your RE/MAX website information and RE/MAX email address (Technology)
- Start to create contact database/CRM Platforms
- Introduction mailer to database (Marketing)
- Cellphone and other services
- Order Open House and directional signs
- Professional headshot (Marketing)
- Tote for car (Mentor)
- Tools of the trade (tape measure, camera, zip ties etc.)
- Introductions to other agents in the office (5-7 per week)
- Open houses (4-6 per month)

30-60 DAYS

- Set up business accounts on Facebook, Instagram and LinkedIn
- Customize RE/MAX website content: yourname.remax.ca (Technology)
- Learn to navigate Keystone/WREN dashboard/CREA site/Realtor Link/Matrix
- Create office budget (Mentor/Manager)
- Set one-and five-year goals
- Develop business plan
- Review advertising sources and costs (Winnipeg Free Press, Winnipeg Real Estate News, Lance, etc.)
- Office file setup
- Listing and selling task lists
- MAX Center/Design Centre/Lead Street/Booj (Technology)
- Explore RE/MAX University—Specialties/Designations (Technology)
- Listing appointments (attend two)
- Buyer appointments (attend two)
- Property information gathering (Data Input Sheets)
- Home viewings /measurements / inspections
- Buyer presentation (draft)
- Listing presentation (draft)

60-90 DAYS

- Buyer presentation (final)
- Listing presentation (final)
- B2B network (lawyers, home inspectors, home stagers, bankers, insurance providers etc.)
- Target Date for Mandatory Education (MREA)
- Open houses (4-8 per month min.)

Start to develop good time management skills. This will help you to allocate adequate time for these tasks as they are ongoing throughout your career. Ensure you participate in all in-house and WRREB education, as our industry is constantly changing, and you are required to know what the current regulations are and how this affects you and your business. Happy selling!

ADDITIONAL TASKS:

AMS = Agent Marketing Services
 WRREB = Winnipeg Regional Real Estate Board
 MREA = Manitoba Real Estate Association

RE/MAX UNIVERSITY®

The more you learn, the more you earn

Whether it's on your television or computer, in the classroom or through a webinar, RE/MAX University® (RU) is your 24/7 source for the best ideas, training and real estate information in the industry. And the upgrade in video-delivery platform—replacing satellite television with online and on-demand TV—means our ever-expanding inventory of educational programming is now more timely, accessible and cost-effective than ever.

RU on your desktop, tablet, or smartphone (worldwide)

Thousands of hours of RE/MAX University® videos and webinars are available worldwide through the “Learn” area of RE/MAX Mainstreet. Videos are easily found by browsing channels and sub-channels or via keyword search. Get your RU content on the go. Ask how to get RE/MAX University® content on your smartphone or tablet. Available for Android and iOS devices.

Watch on your TV (US / Canada)

With the Roku player, university programs that were easily accessible from your computer are now available to watch on television in the comfort of your living room, office training centre or conference room—all without a monthly fee. Order your Roku player today and start programming your success.

In-office training sessions

At *RE/MAX Professionals*, we provide a series of educational topics to help you develop and grow your business knowledge. These 60-minute training sessions occur weekly at 10:00am in the boardroom of the office. The training sessions are practical and oriented to get you started, and include top industry topics and selling scenarios. Popular cover sessions focus on how-to handle common real estate situations like a pro.

“I finished my Real Estate course in July 2020, and when I started looking for a mentor and brokerage to work with, a friend referred me to *RE/MAX Professionals*. Once I met with the Broker Owner, I immediately felt like I was at home, like I had found the perfect place. They welcomed me to the team with enthusiasm, and they provided the best services and support to help me grow in my career. They have a Marketing department and Concierge service that makes our lives much easier, and save us time, so we can focus on our clients. I can't find enough words to describe how grateful I am to be part of *RE/MAX Professionals*.”

— SILVANA



HOW WE INVEST IN YOU

We take great pride in what we do to increase our sales associates' productivity.

This is accomplished in a number of ways. Within the first year of joining, you will attend the RE/MAX Orientation course in Kelowna, BC. There, you will meet other agents from across Western Canada who have recently joined RE/MAX and learn about the many tools and resources within the RE/MAX system. Topics include: trademark and service providers, advertising, referral systems, business planning, technology tools and a top producer panel. In addition, you will have the opportunity to network with your first group of agents anxious to take advantage of agent-to-agent referrals.

We will, at the same time, be sitting down to discuss your business plan. We will work with you to ensure you are abreast of the latest real estate prospecting trends. You will learn techniques and systems from noted agents and trainers such as Brian Buffini, Tom Ferry, Craig Proctor, Travis Robertson, Darren Hardy, Richard Robbins, Mark Leader, and others.

Services we provide

Ensuring you have access to the latest information and training are key points in making your business a success. To help you achieve all your goals, here are some services that we provide to you that are essential to helping you achieve all your goals:

- Your RE/MAX email account
- Your agent profile that is displayed on remax.ca, remax.com, and wpgproperty.ca
- Access to international Agent Referral Network
- Access to RE/MAX University® and business webinars
- Complimentary agent website
- Exclusive access to BooJ, your CRM, website manager, office lead set-up and more!
- Exclusive access to RE/MAX events and networking opportunities
- Exclusive access to RE/MAX marketing campaign and cause marketing programs
- Broker reciprocity with other Winnipeg RE/MAX offices.

The real estate agent is our customer

We understand that agents, not the office, region or international headquarters sell real estate. Our sole purpose is to provide our agents with the environment and support they need to succeed. Allowing everyone to reach whatever level of success they desire.

“Our sole purpose is to provide our agents with the environment and support they need to succeed.”

INCREASE YOUR BUSINESS

1. Brand Name Awareness

Your customers rely on brand name products and will call the company that is top of mind. RE/MAX has, by far, the highest top of mind awareness compared to all other real estate companies. RE/MAX, LLC, the #1 name in Real Estate, was once again ranked a top 10 franchise in the annual Franchise Times Top 200+® survey.

2. Market Share

Consumers want to work with a company that sells in their area. They watch for sale and sold signs from the company that has the highest market share in Winnipeg and Canada. Result? Easier to get listings; more leads.

3. Advertising

Corporate advertising causes brand name awareness. Consumers want to work with the company that has the most potential customers for their home. They know that advertising attracts customers. RE/MAX spends over \$10,000,000 annually on institutional advertising alone. Result? Easier to get listings; more leads.

4. Quality Professionals

We promote, and consumers are aware, that RE/MAX Professionals has quality, experienced sales associates. If you were a customer and didn't know an agent, who would you call? Result? Easier to get listings; more leads.

5. Community Citizenship

Our sales associates and staff take pride in their community involvement. A proud sponsor of The Children's Miracle Network for over 15 years, sales associates have contributed over \$1,150,000 locally and \$33,000,000 nationally to this worthwhile charity to date. CancerCare Manitoba also

received a donation of over \$5,000 from us in October 2017 for a one-day event we organized called Burgers For Breast Cancer. Result? A positive public image.

6. Community Event Support

RE/MAX group advertising provides money to each local region to help increase brand awareness within the community through charity, balloon ride, giveaways and event sponsorship with our RE/MAX tents and inflatable rides.

7. Local Brand Awareness

Local advertising dollars are used to bolster RE/MAX billboard campaigns, transit bus decals and ads, hot air balloon rides, hockey rink sponsorship and other local community events.

8. Customer Satisfaction

What causes customer satisfaction? A job well done. Our associates' expertise, experience, and results have resulted in an exceptional customer approval rating. As a result over 70% of their business comes from referrals and past customers. Result? Easier to get listings; more leads; enhanced public image.



DID YOU KNOW?

With a presence in over 110 countries and territories, the RE/MAX network's global footprint is unmatched by any other real estate brand. As well, RE/MAX agents sell more real estate than any other Canadian brand.



AWARD LEVELS ACHIEVED

WANT TO BE PART OF A WINNING TEAM? YOU'VE COME TO THE RIGHT PLACE.

Our office has a reputation for developing numerous award-winning sales associates. We are immensely proud of their achievements and are committed to developing you the same way. For our newer associates, these veterans of the industry provide inspiration by showing them what's possible. Good real estate agents come from a broad range of backgrounds. We have agents with backgrounds in the trades, medical, hospitality, sports, and everything in between. Your work history is important, and we can show you how to take your past experience and knowledge to serve you in your next career as a REALTOR®.

We welcome those with any level of experience in real estate (even if that's zero just yet!). Our training and education is second to none: it has to be. Throughout your career with RE/MAX Professionals, you'll experience more than your standard training and education; you'll gain access to career coaching, as well as world-class content from RE/MAX University. Whether it's development sessions with your broker or

an online class taken at your leisure, you can learn how to enhance your business strategy, achieve your goals, and master the latest tricks of the trade.

We're looking for people with a burning desire to succeed, coupled with strong integrity, honesty, and demonstrated achievement in any field. We're looking for those with amazing relationship-building skills, with a mature, enthusiastic, hard working mindset. Skilled, empathetic communicators with genuine interest in people, and a demonstrated commitment to continual personal and professional development.

Set the bar and we will help you make the leap. Real estate has many rewards, and everyone must have goals that keep them focused. Together we work to provide you with a plan that will help you achieve monetary success as well as industry recognition among your peers. Both RE/MAX and the WRREB recognize agents and teams that reach monetary and transaction milestones that set them apart from the competition.

DID YOU KNOW?

70% of our agents reach the Hall of Fame award within three years, 43% of our agents have won the 100% Club Award in 2021 and over 76% of our agents in total have won an award in 2021.

 EXECUTIVE \$50,000 to \$99,999.00	 100% \$100,000 to \$249,999.99	 PLATINUM \$250,000 to \$499,999.99	 CHAIRMAN'S \$500,000 to \$749,999	 TITAN \$750,000 to \$999,999.99	 DIAMOND \$1,000,000 to \$1,999,999.99
 PINNACLE \$2,000,000 (+)	 RE/MAX HALL OF FAME \$1,000,000 (+0 years)	 RE/MAX LIFETIME ACHIEVEMENT \$3,000,000 (+7 years)	 RE/MAX CIRCLE OF LEGENDS \$10,000,000 (+10 years)	 RE/MAX LUMINARY OF DISTINCTION \$20,000,000 (+20 years)	 RE/MAX PARAMOUNT OF EXCELLENCE \$30,000,000 (+30 years)

WHAT SETS US APART

One distinguishing characteristic of the ideal real estate office is having extraordinary service capabilities. We pride ourselves on being able to offer an unrivaled portfolio of services for you to take advantage of. Because we focus on you as a client, we constantly monitor your needs as a real estate professional. Our services allow you the time to expand your business or increase the time spent on recreation and family. We offer more standard services than any competitor, and these services set us apart:

Business planning assistance

We encourage you to treat your career as a business and help you prepare comprehensive real estate business plans. We show you what goes into them, how they are structured, and questions to ask. We believe a solid business plan is a prerequisite to take your business to the next level, and we'll work with you to achieve it. They are a valuable tool for self-motivation and can also be used in personal financing. Many of our sales associates structure their business along lines advocated by the real estate industry's top trainers. We can assist you in planning with the system of your choice.

Draw program

We offer a customized program set up within our company which enables you to advance on finalized commissions.

Affiliate Discounts

Being the number one real estate company in Canada has its advantages. Our sales associates benefit from approved suppliers with discounted rates for RE/MAX agents.

Canada Post

You benefit from a significant discount on ad-mail rates under the current contract with Canada Post. Send a direct mail campaign to one letter carrier walk or to the entire city.

Dedicated marketing department

With three graphic designers, professional photography equipment, a full service print shop and social media presences, everything you need to promote your brand is at your fingertips.

Concierge Service

All agents have access to our Concierge service.

Whether you need help addressing bulk mailings or posting something online, you can enjoy the benefits of having a personal assistant.

IT/ Systems Administration

Take advantage of our dedicated IT support to help you stay on the cutting edge of technology. This no-charge service will keep your hardware and software running like it should. From fast and effective access to MLS and the internet, to calling, messaging, emailing, printing, and making sure you are secure.

MoveSnap

A premium service that allows real estate professionals to continue their 5-star client experience long after the deal is closed. This means every detail that bogs down the moving process—from endless document and ID changes to notifying the post office to finding movers or renting a truck—has been considered and presented on the MoveSnap digital platform in a way that makes it easy to keep track of your client details, organize their schedule and manage their move as an extension of your brand.

Letterhead

We can provide individual custom letterhead for our associates at incredible savings.

Promotion

RE/MAX publishes an approved supplier catalogue to provide RE/MAX associates with bulk purchase discounts on a variety of specialty items from reputable suppliers to enhance your promotional program. Calendars, magnets, and numerous other promotional items are available at reduced prices. By taking advantage of these discounts, our sales associates attain professional leverage over their competitors.

24/7 fitness facility

You and a spouse will have 24/7 access to the on-site gym, change rooms, and steam room.

Helping the community

If you have a big heart, here's your chance to make a difference. Through a partnership with the Children's Miracle Network, you can support kids and their families right here in Winnipeg. RE/MAX Professionals is fortunate to take part in life-changing miracles every year.



DID YOU KNOW?

RE/MAX sells a house every three minutes!



BUILD YOUR BUSINESS WITH US

Experience a culture focused on the resources that lift our businesses and each other. Like supportive brokers with relevant field insight. Values that make a difference in our communities. Worldwide exposure and connections with industry experts. And over 130,000 talented agents around the globe who will inspire you to work toward greatness.

From the unforgettable R4® Convention in Vegas to local and international niche events, RE/MAX agents are given the opportunity to get better by being together. Boost your contact list and your career as you mingle with industry leaders and top producers, and enjoy next-level access to invaluable insight.

Your big goals deserve a big brand. Placing the balloon beside your name gives you instant credibility and the potential for more referrals. As a member of RE/MAX

Professionals, you can make choices on how to brand and market your business, all while using the strength of a brand that's been in business for decades.

You're in charge.

Who knows how to best run your business? You do. And we'll be there, empowering you with the technology, guidance and progressive ideas to help you find sustainable, entrepreneurial success. Plain and simple — happiness is standard here.

Productivity is inspiring.

When you walk among top producers, feeling motivated to grow your business is only natural. You'll learn faster. You'll strive for more. And you'll find yourself serving clients with a fresh perspective. See how being part of our hard-working team can energize your career.

TECH FOR AGENTS ON THE GO

Stay seamlessly connected as your relationships move from app-based home searches to your website, to face to face meetings and beyond. All the data you need to offer superior customer service is organized and at your fingertips with the **booj technology ecosystem**.

The **booj** (Be Original or Jealous) **Platform** is the heart of the RE/MAX technology ecosystem, and will help you promote your digital brand, track leads, develop new business and stay connected after the sale. Focus on deals instead of databases with integrated lead handling, email campaigns and visual deal management through this RE/MAX-exclusive offering.

Expand your digital brand with a **booj website**. These sites provide a modern, professional digital brand experience. A booj website will attract new leads, foster trust, and help establish deeper relationships. Customize your website to engage audiences and stand out from your competition. After learning the basics of managing your new website, take a deep dive into modifying it to serve your market niche: add video, photography, feature listings, community pages, and more.

Manage your client relationships effortlessly with the **booj CRM**, at the heart of which is your database of contacts and leads. Discover basic tips and best practices for managing your sphere, and

keep information about your contacts in one place: their home buying preferences, relationships, notes and past conversations are at your fingertips.

Know exactly which of your contacts are likely to sell by using **First**. First uses machine learning to analyze your contacts and help you see who's most likely to sell within the next 12 months. First calls this "flow": reach out, rekindle, and re-engage at exactly the right time. Install the app on all your devices and learn powerful tips on how to thrive without cold calls or paying for leads.

Stay top of mind with a branded **RE/MAX real estate search app**. Give your clients an advanced house-hunting experience with several ways to stay in touch.

MAX/CENTRE® is your central launchpad for all resources. With one login, you can access booj, First, RE/MAX University, and other tools such as the Design Centre to customize your materials with ease, the Marketing Portal, RE/MAX Hustle to quickly create your own videos, Photofy, Megaphone, and the RE/MAX Marketplace for discounted technology, supplies and services.

At *RE/MAX Professionals*, we're passionate about the success of everyone on our team. That's why we offer extensive training and support resources to every agent.

GO COMMERCIAL WITH CONFIDENCE



RE/MAX Commercial, part of the world's most productive real estate network, is a leader in the commercial and investment arenas. Whatever the property or transaction, *RE/MAX Commercial* delivers a level of awareness, trust and confidence that competitors simply can't match. *RE/MAX Professionals* is home to a number of commercial REALTORS®, some of whom have ranked in the top 10 agents in Western Canada consistently. *RE/MAX Commercial* practitioners have access to the industry's top training system, corporate support services and a powerful referral network. What does this mean for you? A better way to do business. A better way to be more independent, to call your own shots, and to keep more of what you earn. No

micromanaging, no red tape. Just the freedom and power to run your business how you want: a better way in commercial real estate. Tell us what you need, and we'll get you there. With a more than 40-year track record of professionalism and customer focus, we understand the long-term value of every transaction, large or small. *RE/MAX* has become one of the most dynamic names in the commercial sector. We're constantly building market share, and there's a very good reason for that. We get unparalleled results. At *RE/MAX Professionals*, we believe you should keep more of what you earn. Our maximum commission model allows you to do just that.



THE COMMERCIAL DIFFERENCE AT RE/MAX

- RE/MAX brand recognition
- Commercial tools and systems
- Coverage for every property type
- Freedom to work in any product category
- Over 250,000 listings on remaxcommercial.com
- On-demand training
- Market research reports
- Customizable marketing collateral in the RE/MAX Design Center
- Global referral network
- Four *RE/MAX Commercial* Practitioners have served as President of the CCIM Institute.
- RE/MAX has the sixth highest number of CCIM designees in the industry.**
- RE/MAX has the most CCIM designees in Canada.**
- RE/MAX executives are sought after experts, regularly making guest appearances in the national media and serving as consultants for Washington, D.C. policymakers.

** Average yearly volume in commercial transactions for the RE/MAX network, 2015, 2016.*

*** According to the CCIM Institute which confers the CCIM designation.*

675



Commercial Offices & Divisions

4,000+



Commercial Practitioners

13.5B+



Sales Volume¹

38,000+



Transactions

Data is full-year or as of year-end 2019, as applicable. | ¹ Commercial transactions, sales and lease volume.

TAKE YOUR CAREER COMMERCIAL

Here, you call the shots

Consider a career in commercial real estate without corporate interference—or limits on your potential. Imagine your future with a well-known, global network that helps you run your business your way. *RE/MAX Commercial* is that network. Your future is now. What will you do with it?

Your corner of the market

You want to work deals with successful Practitioners in your market segment, right? Then you've come to the right place. Whether you're looking to specialize in your preferred market segment—or expand into every product type out there—the choice is up to you. It's the difference between being an employee and being an entrepreneur.

Refer to the best

Part of *RE/MAX Commercial's* success comes from the tremendous amount of referrals exchanged between Practitioners and a network of over 100,000 RE/MAX agents worldwide. The opportunity to give and receive referrals from this expansive network is available to you the day you join. Nobody else can say that.

Undeniable exposure

As one of the top 10 commercial brands by number of listings*, *RE/MAX Commercial* needs no introduction. Extending the network's reach is remaxcommercial.com, an online portal to investors that features an average of 250,000 listings. Extensive inventory, powerful advertising and an internationally recognized brand name. Impressive, we know.

* Data provided by LoopNet, Oct. 2016.



“The success I have experienced as a Commercial REALTOR® at RE/MAX Professionals is directly correlated to the support and brand-presence that our office strives to provide. Making the move to RE/MAX has been positive and has allowed me to better serve my clients knowing I have access to the services I need.”

— CLIFF

ONE-STOP REAL ESTATE SHOP

Being a REALTOR® sometimes means added hours in a car. We strive to make sure we offer many amenities in-house to make your life more simple. Spend less time on the road and more time with your clients.

LEGAL DEPARTMENT

Ken Davie & Lindsay Hyman of Olschewski & Davie look after the legal requirements of many clients who buy and sell homes through the agents in our office.

Ken Davie
(204) 287-4122
kdavie@od-law.ca

Lindsay Hyman
(204) 287-4126
lhyman@od-law.ca



CAA MANITOBA INSURANCE BROKERS

Fawad Ahmad of CAA Manitoba Insurance Brokers is available to answer all your questions and fulfill your needs with regard to home insurance requirements for your clients' new or existing homes.

Fawad Ahmad
(204) 797-4326
fahm1@caamanitoba.com



MANITOBA
Insurance
BROKERS

RE/MAX PROFESSIONALS CONCIERGE SERVICES

1. Title searches
2. Business search
3. Caveat search
 - Bylaws
 - Declarations
 - Amendments
 - Excepts of Plan
4. Condo documents
5. Saber search
6. Property Management
7. Permit Search



AGENT MARKETING SERVICES (AMS)

Your convenient in-house marketing department, graphic design studio, and print shop!

Agent Marketing Services acts as a guide in developing, producing, and providing services for *RE/MAX Professionals* associates and their clients. Agent Marketing Services is comprised of three full-time graphic designers with extensive experience in traditional and digital graphic arts, social media, photography, web development and more.

Our mission is to provide our agents the best tools possible to promote themselves in the competitive real estate industry. Using every marketing media currently available, the department offers quality marketing solutions at competitive prices, delivered straight to your mail slot.

Branding and print designs

From marketing plans to logo design, professional business cards, letterheads, feature sheets to show off an impressive property and calendars; the marketing department can help you with anything you want to advertise. Do you have a specific demographic or area in the city or province that you would like to target? We can help you with that. We design newsletters, mailers and postcards!

Through Canada Post's precision targeting service, we can help you find the correct mail walks and areas that best suit your target audience.

Digital designs, online ads and email marketing

AMS is a powerhouse for your marketing needs. Not only do we specialize in branding and print designs, but we can also take your brand online. We can help

you design email newsletters and social media content tailored to fit different buyers and sellers' needs.

Using social media to promote you

Our office has a public Facebook page and Instagram account where we engage with potential buyers and sellers to help your business grow. We strongly recommend agents use social media to grow their business as they are able to instantly connect with existing clients, potential clients, and their real estate peers.

We have a budget for online advertising to promote our office's agents and listings, and if agents make the Top Achiever for the month, a fee will go towards promoting the advertisement.

Client Connection Newsletter

Communicating with clients on an ongoing basis is a vital task for every agent to help build and maintain long term relationships. The Client Connection Newsletter provides valuable news, unique insights and helpful real estate information in an attractive and easy to read format. Newsletters allow you to stay in touch with past, present and prospective clients and ideally, encourage them to do more business with you and refer their friends and colleagues.

Email Campaigns

Email marketing campaigns are a great way to keep in contact with all of your clients and prospective clients! Easily create, send and track all of the results of both traditional email and video emails. Send enriched video emails, simple video messages, or even traditional text and image emails. Know exactly how effective your campaign is and with whom you should follow up. This campaign method

will tell you exactly who is opening your email's, clicking your links, watching your videos and much more. Get metrics for an emails history, an individual campaign or an individual contact with this campaign method. It is one of the most cost-effective ways to connect with customers and prospective customers!

Direct Mail Campaigns

Direct mail is a proven way to find new customers and to do more business with current customers. Direct mail is an economical and effective way to reach a target. We take care of targeting the intended area for mailing, designing, printing, and the processing of flyers, brochures, postcards, etc. for mailing required during a direct mail campaign.

Photography

Your photo plays an important part in your marketing—it is the "face" of your business, literally. Keeping your photo up to date helps keep your marketing campaign current. Have your photos professionally done in-house by visiting AMS, and use us for your real estate photography at a competitive rate!

MARKETING CREDIT FOR NEW AGENTS

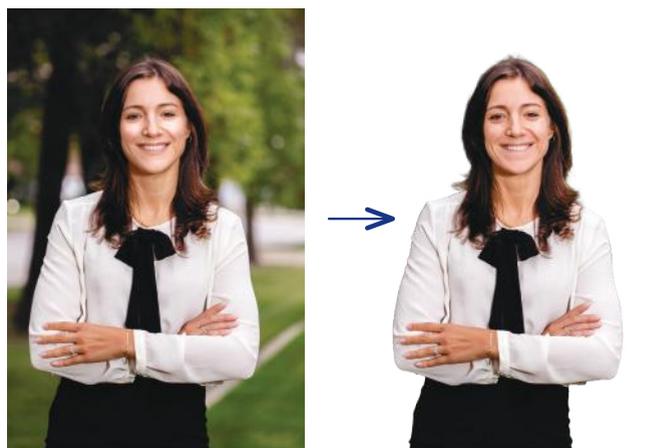
Take advantage of a starting marketing package for new agents. Every new agent receives a generous marketing credit for the first three months of their official start date!

MARKETING SAMPLES



C/17 M/20 Y/29 K/0

C/97 M/71 Y/31 K/14



OFFICE AMENITIES



RECEPTION



CONSULTATION ROOMS



RESOURCE ROOM



TECHNOLOGY-EQUIPPED BOARDROOM



ATRIUM



COURTYARD



KITCHEN
(1 OF 2)



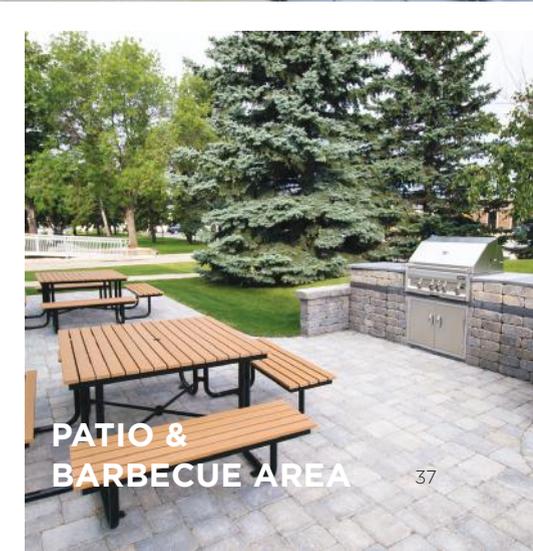
MARKETING & PRINT SHOP



FULL GYM



STEAM / LOCKER /
CHANGE ROOM



PATIO &
BARBECUE AREA



FUEL YOUR BODY AND MIND

We understand that the REALTOR® life is far from a nine to five. Clients don't keep office hours, and you have to be ready. That's why at *RE/MAX Professionals*, you'll have 24/7 access to the office, which offers a range of amenities to help you maximize your potential. The 17,000 square foot office, located in Fort Garry, offers more amenities than any other brokerage in the province, including:

Fitness Facility

You and a partner will have 24/7 access to the on-site gym, complete with weights and cardio equipment. A former personal trainer is available to help guide you with how to use the machines, if needed.

Change/Locker Rooms

Two locker rooms are situated right next to the gym, where you can keep your workout gear, water bottle, towels or shower supplies.

Each has multiple shower stalls, power outlets, and its own washroom.

Steam Room

Take advantage of the marbled steam room located in each change room. Wind down after a busy week, take a deep breath...and relax.

Patio Barbecue

In the summer months, take part in a weekly Friday barbecue right here on the patio! Agents and staff can contribute pot luck style with any manner of shareable dishes - fresh salads can be assembled in one of our two fully-stocked kitchens, freshly-caught pickerel from a weekend at the lake can be prepared right here in the oven. Multiple fridges and freezers are on hand to keep refreshments and beverages cold.





RE/MAX



WE SUPPORT
HEALTHY HOMES.

Our Miracle Office proudly supports our
local children's hospital.

Blake, 13 years old
Premature Birth



COMMUNITY INVOLVEMENT



For some, making it out the door on time is nothing short of a miracle. For others, miracles are life-changing events that alter your life the moment they happen. At RE/MAX, our agents make miracles happen every day, through the sale of every home.

Since 1992, RE/MAX agents have raised more than \$79 million in Canada for children's hospitals. What's more, 100% of all RE/MAX agent donations stay local.

In total, RE/MAX has 270 Miracle Offices who have raised over \$2,500 each year. We have nearly 7,000 agents participating in the Miracle Home Program, donating an average of \$453 each.

The Miracle Home Program is more than a way for our agents to give back to their

community; it is a way for them to build relationships with an organization that positively impacts children's lives each and every day. Each year, agents and broker/owners participate in hospital tours, radiothons and telethons, and several fundraising events.

Finding a house requires facts and numbers. But helping someone find a home and supporting them through the biggest transaction of their life - that takes kindness. We don't mess around when it comes to championing our clients, their families and our community. If you have a big heart, you've found the right place.

The most effective fundraising tool is the Miracle Home Program, whereby agents make a contribution to the **Children's**

Miracle Network with each closed transaction. The program was established as a vehicle for RE/MAX sales associates to give back to the children and families in the communities in which they live and serve. With the contributed funds, affiliated hospitals are able to provide needed medical care and equipment for more than 2.6 million Canadian children each year.

We have a proven blueprint for success, and one of the components of that blueprint is the involvement of our associates within their communities. We know and understand that community involvement contributes to increased business. Children's Miracle Network is an international organization wherein 100% of the funds raised stay within their communities. As a corporate sponsor of CMN, we enhance our role as local community citizens and as members of the global community. While improving the health of our society, we touch the local RE/MAX agent and their community.

RE/MAX Professionals in Winnipeg is a certified Miracle Office. This designation applies to an office where 100% of the Sales Associates in that office annually contribute a portion of the commissions earned on every transaction they complete during the year. RE/MAX Professionals' single office at 1601 Buffalo Place was recognized for contributions to the Winnipeg Children's Hospital over the past years totaling in excess of \$800,000.00.

Our office's involvement with the community doesn't stop with CMN. We also contribute time and a financial commitment to other charities, including the **Children's Wish Foundation, United Way of Winnipeg, the Canadian Cancer Society** and **The Manitoba Schizophrenia Society**. RE/MAX Professionals is proud to support numerous worthwhile causes in Winnipeg. Whether through ongoing support of the Children's Miracle Network or the Children's Hospital's annual Teddy Bear's Picnic, you'll regularly see our presence at major community events.

A PSYCHOLOGICALLY HEALTHY WORKPLACE

RE/MAX Professionals is also the recipient of a prestigious Psychologically Healthy Workplace award; one of only two awarded in all of Manitoba. The award recognizes exemplary workplaces that have made it a priority to create environments that understand the link between employee health and wellbeing and organizational performance, and have implemented a variety of practices in an active effort to create a positive work environment. The award also recognized a vibrant culture; strength in employee growth, development, and recognition; workplace safety; and encouragement of work-life balance.

According to a poll by the American Psychological Association, two-thirds of both men and women say work has a significant impact on their stress level, and one in four has missed work because of stress.

"In this time of high job stress and increasing demands on employees, these are exemplary workplaces that have made it a priority to create environments that are sensitive to the health and well-being of their workers," said Dr. Elizabeth Adkins, president of the Manitoba Psychological Society. *"By rewarding these organizations for their efforts, we hope others will take notice and implement similar programs in their workplace."*

Nominated by the client of one of our agents who worked with the Psychological Society, the review process was extensive. Businesses had to prove implementation of various "psychologically healthy" workplace practices that had been in place for a minimum of a year, including joint employee-management committees, self-managed work teams, employee suggestion forums, profit sharing, open door policy and more. It also considered employee recognition practices, work-life balance, health and safety, growth and development practices, communication, and additional programs such as fitness, wellness, career coaching, and added-value

components such as an in-house legal counsel, insurance provider, and full-service marketing and print shop.

Part of the mechanism that has been established to ensure this type of success was the formation of a Board of Management; an employee-elected body that plans and charts our progress. Our agents elect the representatives that sit on the Board, which meets regularly to review practices and new ideas, as well as give direction and leadership.

In the area of employee growth, our boardroom doubles as a training centre. We have our own satellite system that enables us to tap into training resources that in many cases would not be available to many agents. This benefited our agents greatly, especially in 2020, where COVID-19 challenged our agent's growth.

We are proud of the team we've assembled and continue to assemble as we strive to attract new people to the industry. We have adopted the philosophy that at RE/MAX Professionals, agents are in business for themselves, but not by themselves. It is a philosophy that has held us in good stead in the past and a philosophy upon which we will continue to stand and grow as we strive to provide and improve our psychologically healthy workplace



PERKS OF BEING WITH RE/MAX



When you join a RE/MAX office in Western Canada, you will have access to exclusive discounts and promotions with a variety of our approved suppliers.

It pays to be with the best!

DocuSign®

Special RE/MAX exclusive discount for digital signatures and transaction management

RankMyAgent

Free basic account & exclusive RE/MAX discount on premium

BombBomb™

RE/MAX only subscription with custom content for RE/MAX membership

DILAWRI preferred

VIP Service and preferential pricing for RE/MAX Affiliates

TELUS

the future is friendly™
Special Rates on TELUS Office Internet, Cell phone plans and Office Security

CANADA POST POSTES CANADA

Special RE/MAX rates for Unaddressed Admail

PODS

Moving & Storage. Solved.
10% Discount for customers of RE/MAX agents

Photofly + RE/MAX

\$4USD/Mo.
Subscription to Pro. Includes RE/MAX resources.

ADWERX

Minimum 15% Discount on all services. Discounts increase with annual campaigns

Additional Notes:

**RE/MAX agents sell more real estate
than any other Canadian brand.**

RE/MAX
PROFESSIONALS
Each office independently owned & operated

RE/MAX
COMMERCIAL[®]

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Winnipeg, Manitoba R3T 3K7

204 477 0500

wpgproperty.ca

remaxprofessionalsblog.com



RE/MAX Professionals gives entrepreneurs a place to thrive. It's an environment of vast support services, extensive resources, leading edge technology, and incredible brand power.

If you like being part of a winning team,
you've come to the right place.