

Company Meeting Summary

April 28, 2026

Peter Crowley

Announcement of RE/MAX acquisition by Real Brokerage – yesterday it was announced that RE/MAX LLC Holdings is being acquired by Real Brokerage, a technology-based hybrid brokerage.

- The RE/MAX brand will remain in place
- The acquisition was not widely known and most likely announced earlier than planned because of a story run by the Wall Street Journal
- The Real Brokerage CEO offered some insight in an interview yesterday, here's a link to that interview <https://www.youtube.com/watch?v=fu9YEHExmdo>
- The sale of RE/MAX Holdings LLC was not completely unexpected and most likely due to the advancing age of the Linigers who are still major shareholders. It was only a matter of who would purchase it and when.
- The sale should have no immediate impact on our brokerage's business or your individual real estate business. We expect we will get access to Real's advanced technology platforms in the future.
- The name Real REMAX Group is only the name of the holding company and will not be a brokerage name.
- We don't have a lot of specific information yet so we'll have to wait for more to be revealed before we can answer many questions. RE/MAX executives and broker/owners view this as a positive move and agents should as well. You shouldn't put stock in any of the misinformation being distributed and conjectured, especially on social media.

Celebrate and Elevate event last week – we had a phenomenal turnout for the event. Everyone who attended provided very positive feedback and another event will be planned for next year. An event recap email will be sent and awards for those who did not attend will be distributed within the next few weeks.

Guest: Marc Creach, Lower Mortgage. In addition to the mortgage business and running his team, Marc also creates and teaches real estate CE classes. Marc is presenting a class on the financing updates for Condos (it does not offer CE credits) on Thursday, May 7·1:00 – 2:00pm. This is a virtual presentation. CLICK THIS LINK to join the meeting:

<https://teams.microsoft.com/meet/28032486490229?p=ITGDSE9VjwOKijulWc>. Meeting ID: 280 324 864 902 29. Passcode: bX3Bu665. It will be recorded and the recording will be available in our resource center. Here's a link to Marc's ecard for contact info: <https://s.blinq.me/bp8ExHJ2EPaM?bs=icl>

Guest: Kevin Hagerty, The Baldwin Group Insurance. Kevin wanted to remind us that there are many new carriers now in the state of Florida and you should contact The Baldwin Group for insurance quotes or if you have questions.

Guest: Brett Keyser, RE/MAX Alliance Group. Brett recounted his own hacking ordeal as an example for our agents. Brett was contacted by a prospective client who said her husband was out of the country, so she'd like to conduct the meeting via zoom. Brett sent her a couple of zoom meeting links, but she said they didn't work for her and sent him her own zoom link to use. After Brett clicked on that link his computer went blank, just died. He thought it was a computer issue and told the person he would contact them at a different time. A few weeks later he noticed money missing from a Bank of America account from an ACH payment to SoFi. Then he noticed that someone had accessed his Quickbooks account, making several changes and sending unknown payments. Quickbooks was able to reverse payments and reimburse him for others, but Bank of America did nothing to help Brett recover any funds. Brett filed a police report and when he received another email from the same culprit he forwarded it along to them, but they indicated that there wasn't anything they could really do. You can report fraudulent activity with the Florida Attorney General: Call 1-866-9-NO-SCAM or file a complaint at www.myfloridalegal.com and the FBI Internet Crime Complaint Center (IC3) <https://www.ic3.gov/>.

David Clapp

Stellar MLS has announced they will create a coming soon listing status. You will have a maximum of 14 days before the listing goes live to market the property as coming soon. The status will require seller authorization and the roll out date for this new status is not yet known. The listings with this status will be able to be marketed on third party websites, it's still unclear which ones and how it will be determined.

Upcoming classes:

- Tech Training: Social Media Spring Cleaning Class 2, Wednesday, April 29·2:00 – 3:00pm presented by Gina Bannan. Zoom link: <https://us06web.zoom.us/j/89575209077>
- Canva Training, Thursday, April 30·1:00 – 2:00pm presented by Jessica Jones. Zoom link: <https://us06web.zoom.us/j/84726977696>
- Positioning for AI Presentation, Friday, May 1·11:00am – 12:00pm presented by Scott Vance from Optimize 5, an expert in the Google and AI space. CLICK THIS LINK to REGISTER https://us06web.zoom.us/meeting/register/06fJjlm7TJmq14hlpm2K_g#/registration (once you are registered you will receive the link to join the zoom meeting)

Things you can do to safeguard yourself from fraud and scams:

- An email address can be created to match the name of the property owner, so don't rely on email
- Request a phone number to speak to prospective clients. It's a red flag if they refuse to provide one.
- If they provide a phone number, run it through Forewarn <https://www.floridarealtors.org/tool-research/forewarn>

- Ask for a copy of the property title insurance, a closing statement, a survey or any legal documents to prove they own the property
- **Don't use other people's zoom links.** Fraudulent links can be sent that will download malware and allow hackers to get access to your computer and network. This is what happened to Brett Keyser.