

Canva vs Photofy Platforms

Understanding the Differences, Benefits & Best Uses

Presented by Gina Bannan



Canva vs Photofy
Understanding the Differences, Benefits, and Best Uses

Within the RE/MAX toolbox, there are many marketing options available to agents—but knowing which one to use (and when) can make all the difference. This class, presented by Gina Bannan, breaks down the differences between Canva and Photofy so you can better understand the benefits and best uses of each platform.

This is not a “how-to” class. Instead, we will focus on what each tool offers, how they differ, and when it makes the most sense to use one—or both—depending on your marketing needs. We will cover how to use these tools in a separate class session. By the end of this class, you’ll have a clearer strategy for choosing the right tool to support your marketing and save time in your business.

May 14th
2:00 PM
Online via Zoom

Link to join Zoom meeting:
<https://us06web.zoom.us/j/86984260511>
Meeting ID: 869 8426 0511

Quick Comparison Chart

Category	Canva	Photofy
Ease of Use	Moderate	Very Easy
Mobile Experience	Good	Excellent
Customization	Advanced	Basic to Moderate
Best For	Detailed marketing and Individual Liking/Brand	Quick social content
Learning Curve	Higher	Lower
Ideal User	Design-focused agent	Busy mobile agent

Why RE/MAX Offers Both

Agents work differently

Some agents prefer more design flexibility.

Others need speed and mobile simplicity.

Both tools can support a strong marketing strategy.



At a Glance: Canva vs Photofy

Canva = More customization and advanced design

Photofy = Faster mobile-friendly marketing

Canva often works best on desktop

Photofy shines on phones and tablets

Many successful agents use both together



When Canva Makes More Sense

Listing presentations/Buyer Presentations
Luxury brochures and print pieces
Brand-heavy marketing for Agent/Team
Custom layouts and advanced editing
Making original/unique for Agent Branding
Good for planning Social Media post



When Photofy Makes More Sense

Quick social media posts

Stories and mobile graphics

Fast posting between appointments

Simple branded marketing on the go



Canva Pro

Professional-looking designs
Strong customization
Huge template library
Excellent for branding consistency
Great for print and long-form marketing
Desktop experience is usually better
REMAX Branding Galore/Templates

ANNUAL REMAX PRICING—\$149



Canva Cons

Can feel overwhelming to beginners
More time-consuming for beginners
Requires more editing decisions



Photofy Pros

Very easy to learn

Fast content creation

Excellent mobile app

Simple branded overlays

Ideal for agents constantly on the move

Why Agents Love REMAX Lite in Photofy

- Free to Start – Create branded content right away, no credit card required.
- Simple Upgrade Process – Click any locked template, choose a plan, and unlock more tools when ready.
- Pricing as of May 2026: Monthly-\$8.25 Annual—\$99
- Real Estate-Ready Designs – Flyers, social posts, and videos engineered for property marketing and agent branding.
- Consistent REMAX Branding – Every design follows company standards for color, logo, and layout.



Photofy Cons

Less advanced customization

Fewer editing features

Limited complex layout options

Not ideal for detailed print projects

Focused more on speed than design depth



Best Strategy for Many Agents

Use Canva for polished marketing
Use Photofy for quick daily content
Create brand consistency across both
Focus on efficiency and consistency
Choose tools that fit your actual workflow

Both Platforms Are Offered in your MAXCENTER.

