



## Marketing Made Simple — Flyers

### Professional Flyers. Simple Process.

At **RE/MAX Alliance Group**, strong marketing doesn't need to be complicated or outsourced. We are fortunate to have a marketing department, however you may also design or do quickly yourself by using the **RE/MAX Design Center**. In Design Center you can quickly create professional, on-brand flyers that support your business and elevate your brand—without starting from scratch.

This handout walks you through the simple steps to create flyers you can reuse again and again.

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### How to Access the Design Center

- 1. Log in to MAX Center**  
Go to **remax.net** and sign in with your RE/MAX credentials.
- 2. Select the BOLD TRAIL Platform**  
From within MAX Center, choose **BOLD TRAIL** before opening any tools. You will be sent a CODE to log in.
- 3. Open Marketing Tools**  
Inside the BOLD TRAIL platform, click **Marketing Tools** on the left side.
- 4. Launch Design Center**  
Select **Design Center** to access RE/MAX-approved, editable templates.

# How to Create a Flyer

## 1. Choose a Template

- Click the **Flyers** category
- Select a template (listing, open house, branding, events, etc.)

## 2. Customize Your Content

- Replace placeholder text
- Add listing details, stats, dates, or messaging
- Upload photos
- Confirm your contact information

## 3. Save for Reuse

- Save your flyer to your Design Center library
- Duplicate it later for new listings or events

## 4. Download or Share

- Download for print or digital use.
- Share via email, social media, or online platforms

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## Flyer Types You Can Create

- Listings & Open Houses
- Market Updates & Local Statistics

- Community & Client Events
  - Client Reviews & Testimonials
  - Agent Bio & Personal Branding
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## Pro Tips

- **Design once, reuse often**
- Keep layouts clean and readable
- Stay consistent with Agent, Team and/or RE/MAX Alliance Group branding
- Don't overthink it—clear and professional always wins

If you need additional help please contact [Karen Cox](#) , [Gina Bannan](#) , or Jessica Jones.