



Marketing Made Simple — POST CARDS

Professional Brochures. 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 brochures that support your business and elevate your brand—without starting from scratch.

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

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 POST CARDS

1. Choose a Template

- Click the **POST CARDS** category
- Select a template (Listing, Collection Luxury, Commercial, Holiday or more)

2. Customize Your Content

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

3. Save for Reuse or to Edit

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

4. Download to Print in House/Share OR

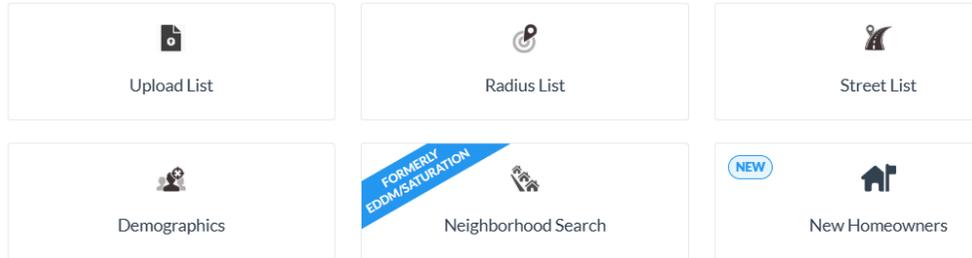
Download/EXPRESS Docs

- Download for print in house on your printer and can share OR
- Express Docs to have printed for you. If you click and it doesn't open unblock popups.
- Can be sent to the office of home if you have printed and not direct mailed.
- **TARGET/DIRECT MAIL**
 1. In Xpress Docs it will show you the Distribution Options.
 2. Create a NEW List (program will save all old list).

Address Lists

Purchase or Upload a New List

Add a new address list by selecting from our robust audience targeting options or uploading your own list.



- 3.
4. Follow instructions including the address of target area. This creates a list.
5. Check the list(s) you want to get for this post card.
6. PROCEED to Checkout.

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.