



Marketing Made Simple — SOCIAL MEDIA

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.

CREATING

1. Choose a Template

- Click the **SOCIAL MEDIA** category
- Select a template MAIN FEED, SQUARE DESIGN, STORY DESIGN (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 OR Share

SET UP YOUR SOCIAL MEDIA ACCOUNTS IN THE BOLD TRAIL PLATFORM SETTINGS INCLUDING THE DESIGN CENTER AREA. HIGHLY SUGGEST ALSO MAKE SURE SET UP IN YOUR MAX CENTER AGENT PLATFORM.

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.