



THE  
**RE/MAX**  
COLLECTION®

Fine Homes & Luxury Properties

## #1 RE/MAX OFFICE IN FLORIDA

Reputations are earned and at RE/MAX Alliance Group, we are proud of our well established reputation for exceptional customer service. For more than 30 years we have adapted to ever changing real estate market conditions and provided the most professional and comprehensive real estate services to our clients.

### Complete Real Estate Services

- Residential Sales and Leasing
- Property Management
- Commercial Real Estate

### Additional In-House Services

- Mortgage Company
- Title Company
- Real Estate Attorney
- Marketing Department
- 24/7 Broker and Manager Support
- Advanced Educational Tools
- In-House Training
- Personal Tech Training & Support
- Business Coaching



## 2024 SUMMARY



Total Transactions  
**5,181**

Total Volume  
**\$2.7 Billion**



Agent Production  
Average GCI per agent

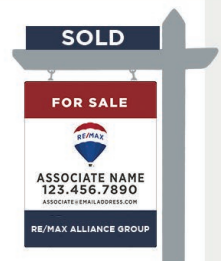
**\$162,078**

Average Volume  
per agent

**\$6.87 Million**

Average Transactions  
per agent

**13.18 Transactions**



Current Agent Count  
**393**

Current Office Count  
**15**

THE  
**RE/MAX**  
COLLECTION®

RE/MAX ALLIANCE GROUP



MARKET STATISTICS

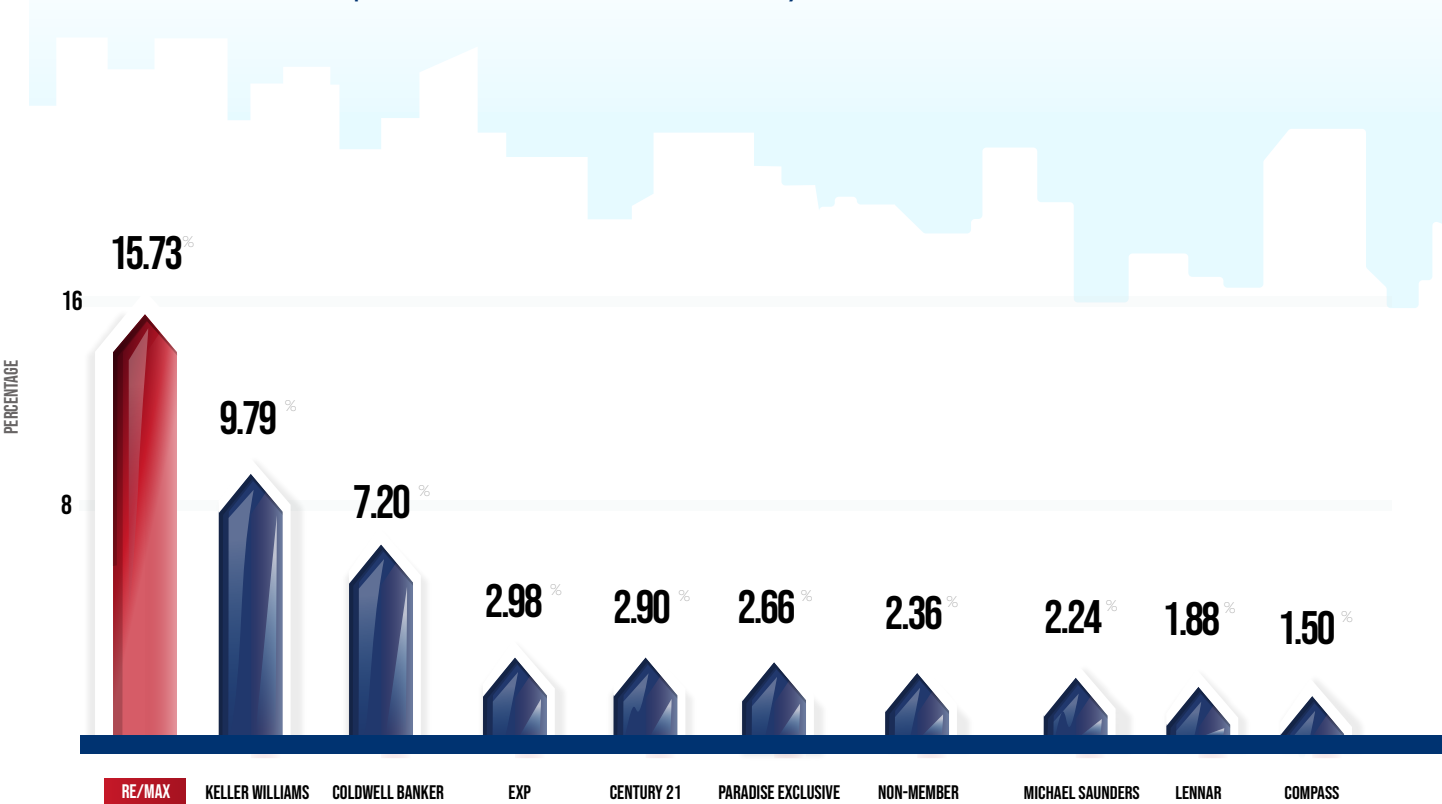
RE/MAX continues to dominate the local real estate market with more homes sold in 2024 than any other real estate company in the area.

MARKET SHARE TOTALS

SHARE BY BRAND



Market Share Competition - Charlotte County



MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All  
Property Types: Residential: (Half Duplex, Co-Op, Condominium, Manufactured/Mobile Home, Modular, Single Family Home, Townhouse, Villa, Other, Farm, Dock-Rackominium),  
Vacant Land: (Business, Commercial,...)

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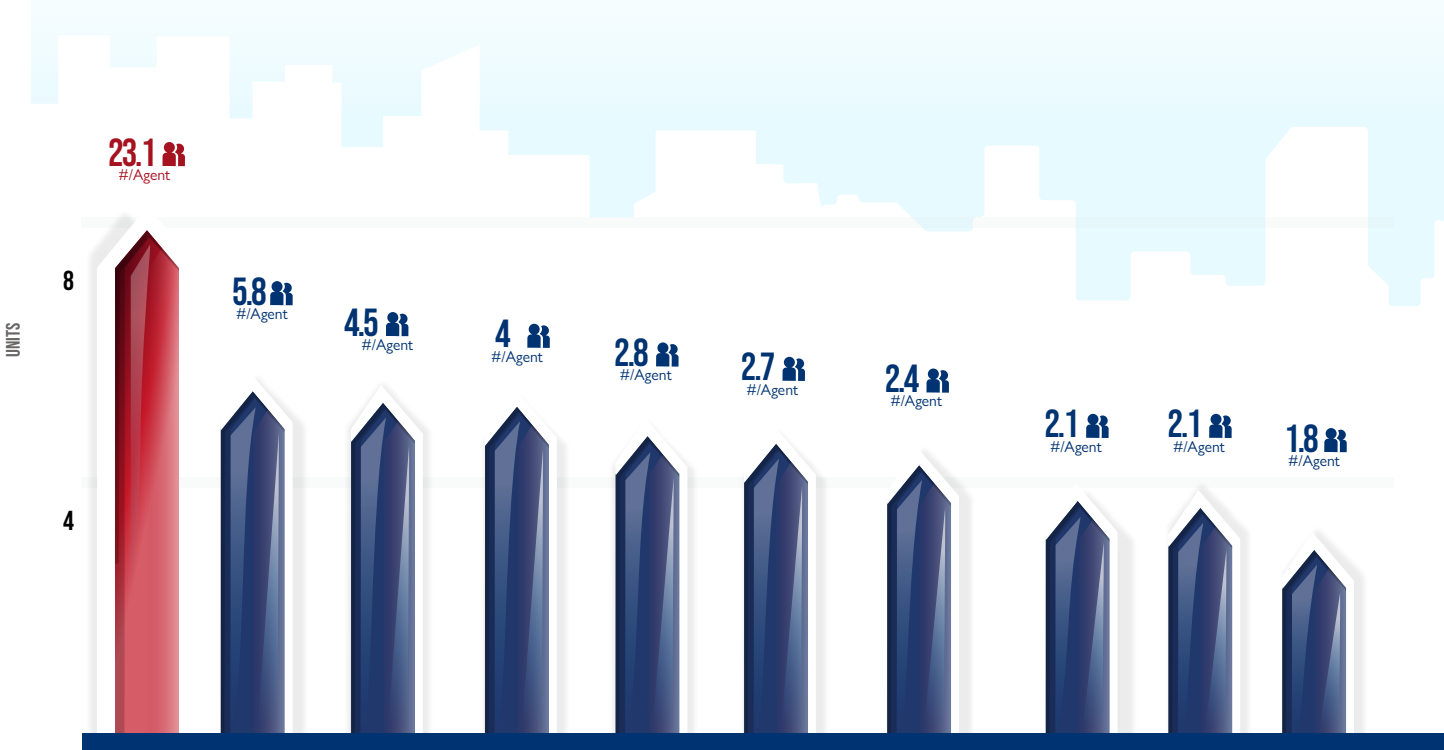
MARKET SHARE TOTALS

UNITS PER AGENT BY BROKER

Agent Productivity



Englewood



RE/MAX ALLIANCE GROUP	GULF REALTY & ASSOCIATES LLC	KELLER WILLIAMS REALTY GOLD	MICHAEL SAUNDERS & COMPANY	PARADISE EXCLUSIVE INC	DEBORAH FUNARI HEALY	KELLER WILLIAMS ISLAND LIFE REAL ESTATE	COLDWELL BANKER SUNSTAR REALTY	EXIT KING REALTY	COLDWELL BANKER REALTY
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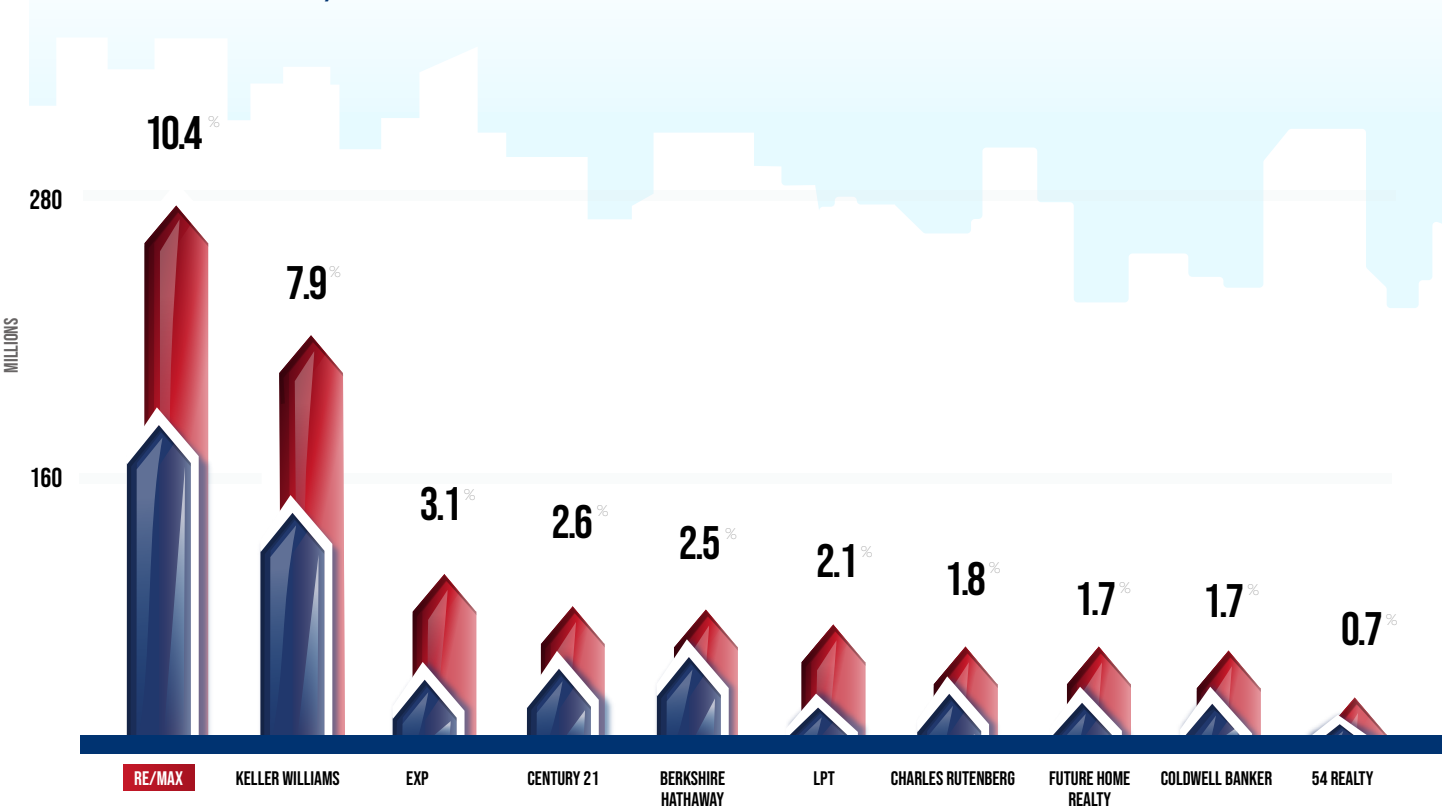
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MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals

Hernando County



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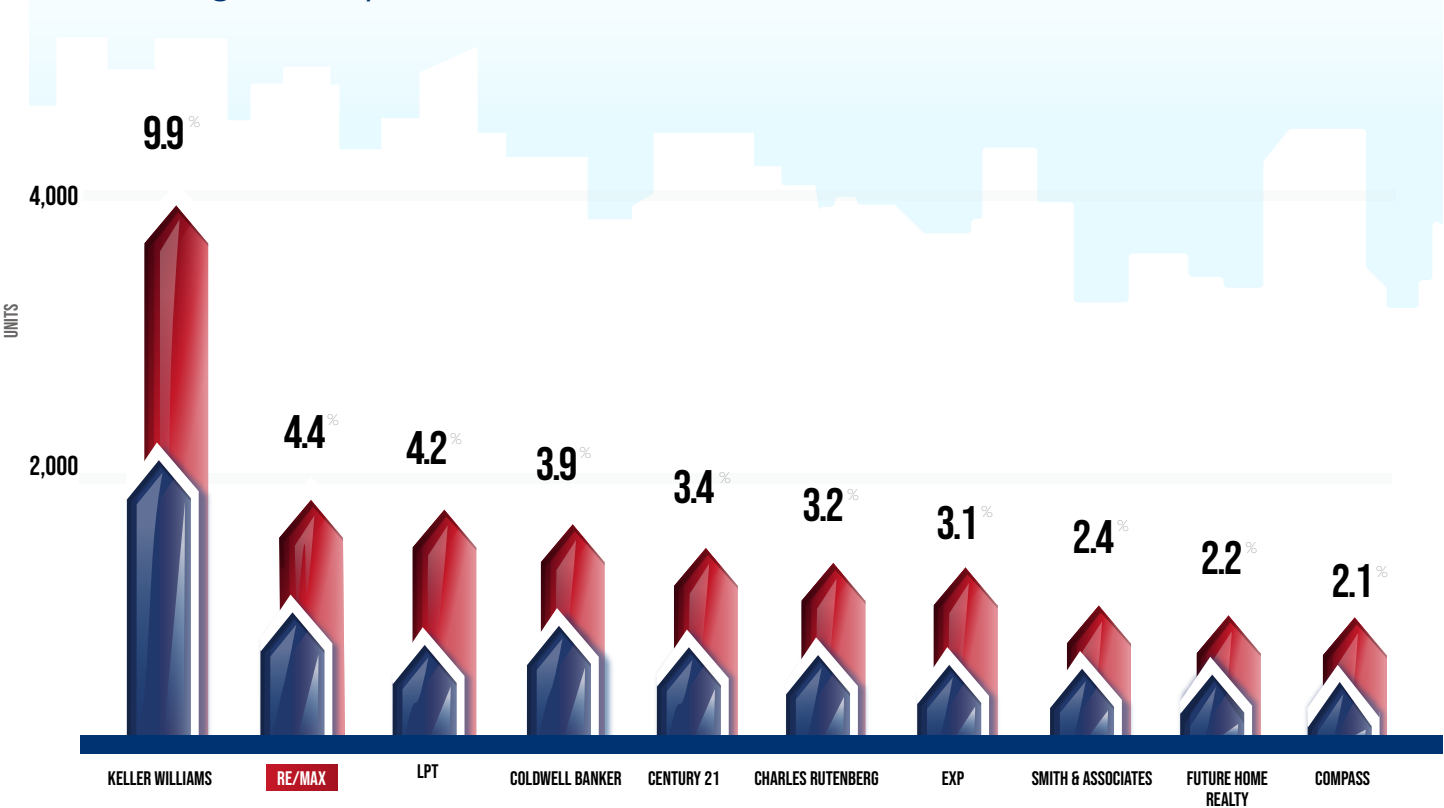
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MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Market Share Totals

Hillsborough County



MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All  
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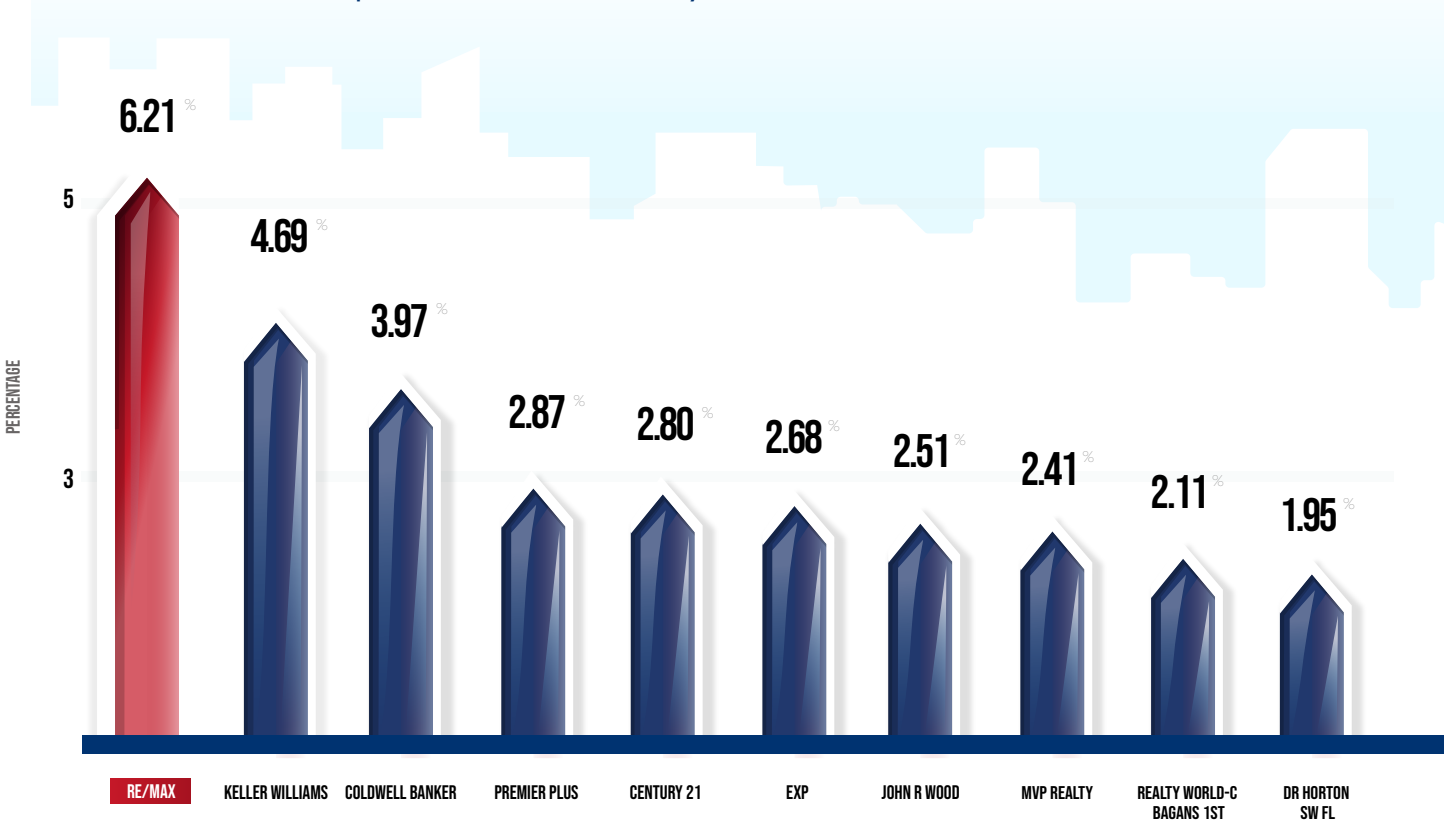
MARKET STATISTICS

RE/MAX continues to dominate the local real estate market with more homes sold in 2024 than any other real estate company in the area.

MARKET SHARE TOTALS

SHARE BY BRAND

Market Share Competition - Lee County



LISTED

SOLD

MLS Date: 01/01/2024 - 12/31/2024 Type: CMS

Status: Total Sold List + Sell

Price All

Construction Type: All

Bedrooms: All

Bathrooms: All

Property types: Residential: (Half Duplex, Co-Op, Condominium, Manufactured/Mobile Home, Modular, Single Family Home, Townhouse, Villa, Other, Farm, Dock-Rackominium), Vacant Land: (Business, Commercial,...)



MARKET STATISTICS

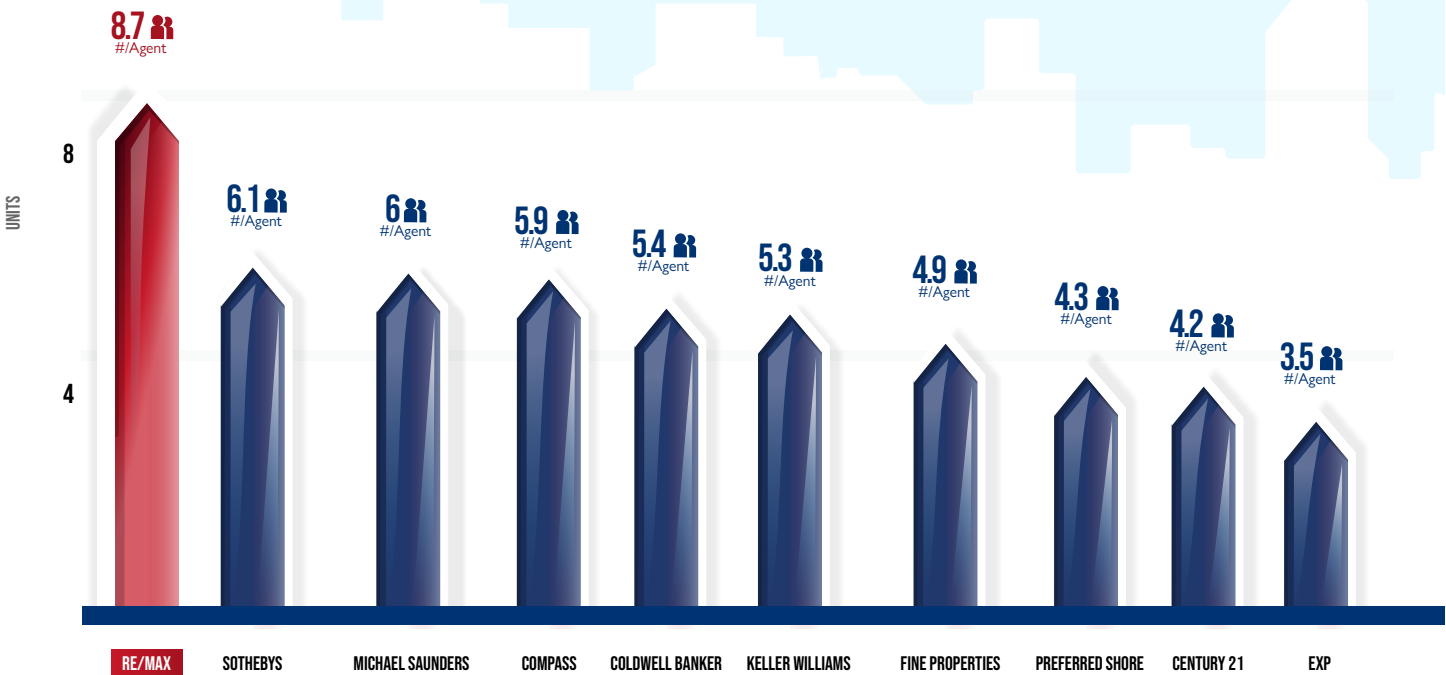
RE/MAX continues to dominate the local real estate market with more homes sold in 2024 than any other real estate company in the area.

MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Agent Productivity

Manatee, Sarasota, Charlotte



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# MARKET STATISTICS

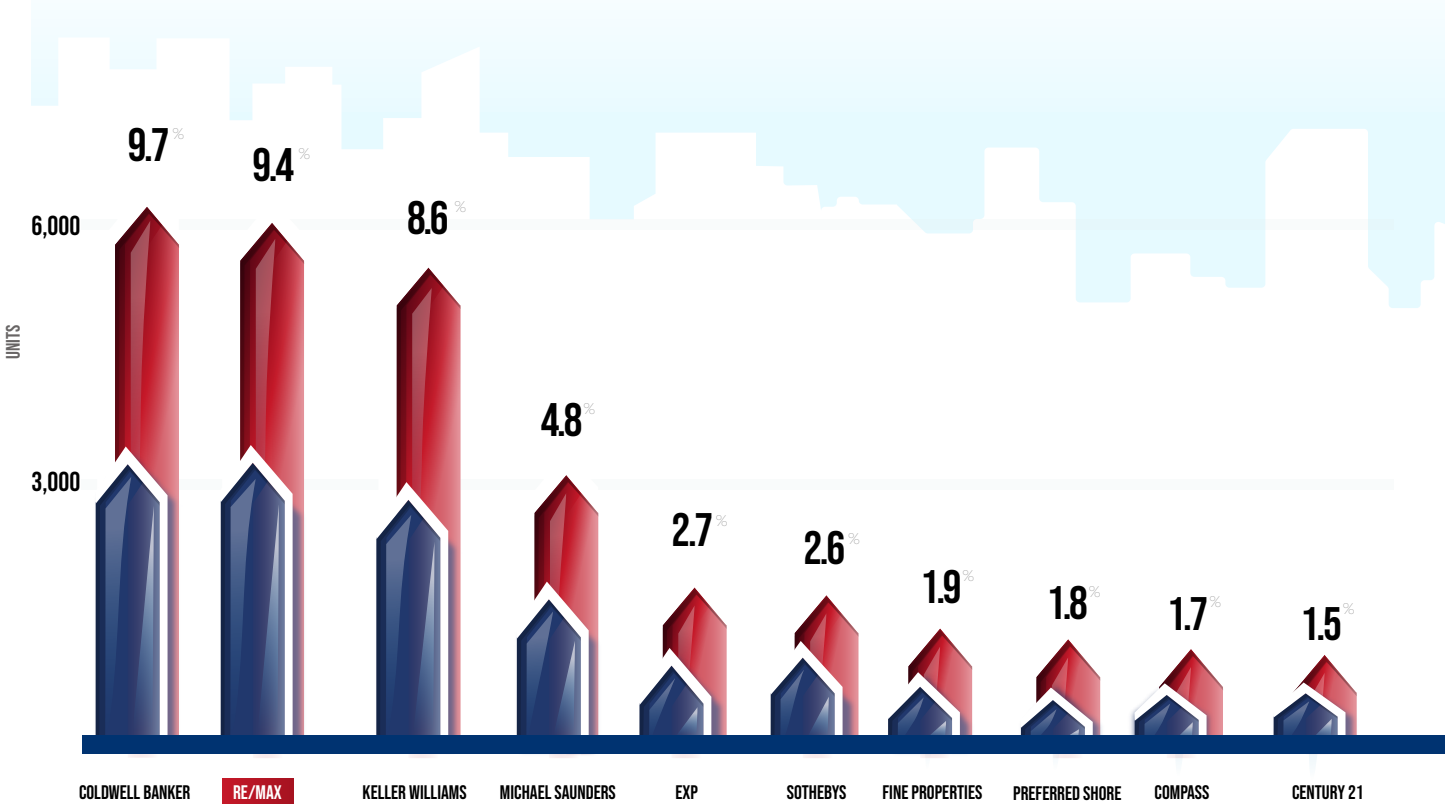
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## MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Market Share Totals

Manatee, Sarasota, Charlotte



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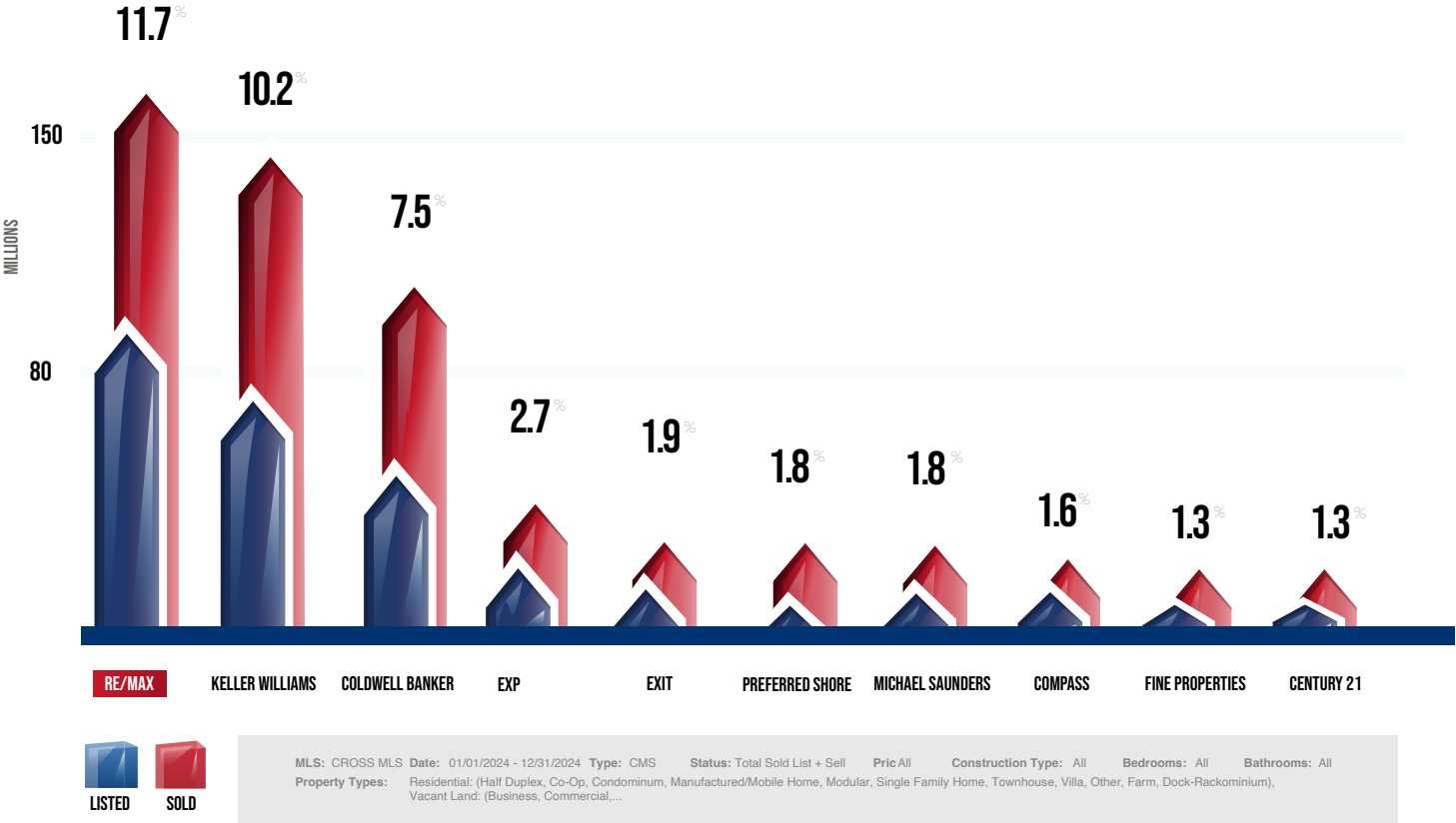
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MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals

North Port





MARKET STATISTICS

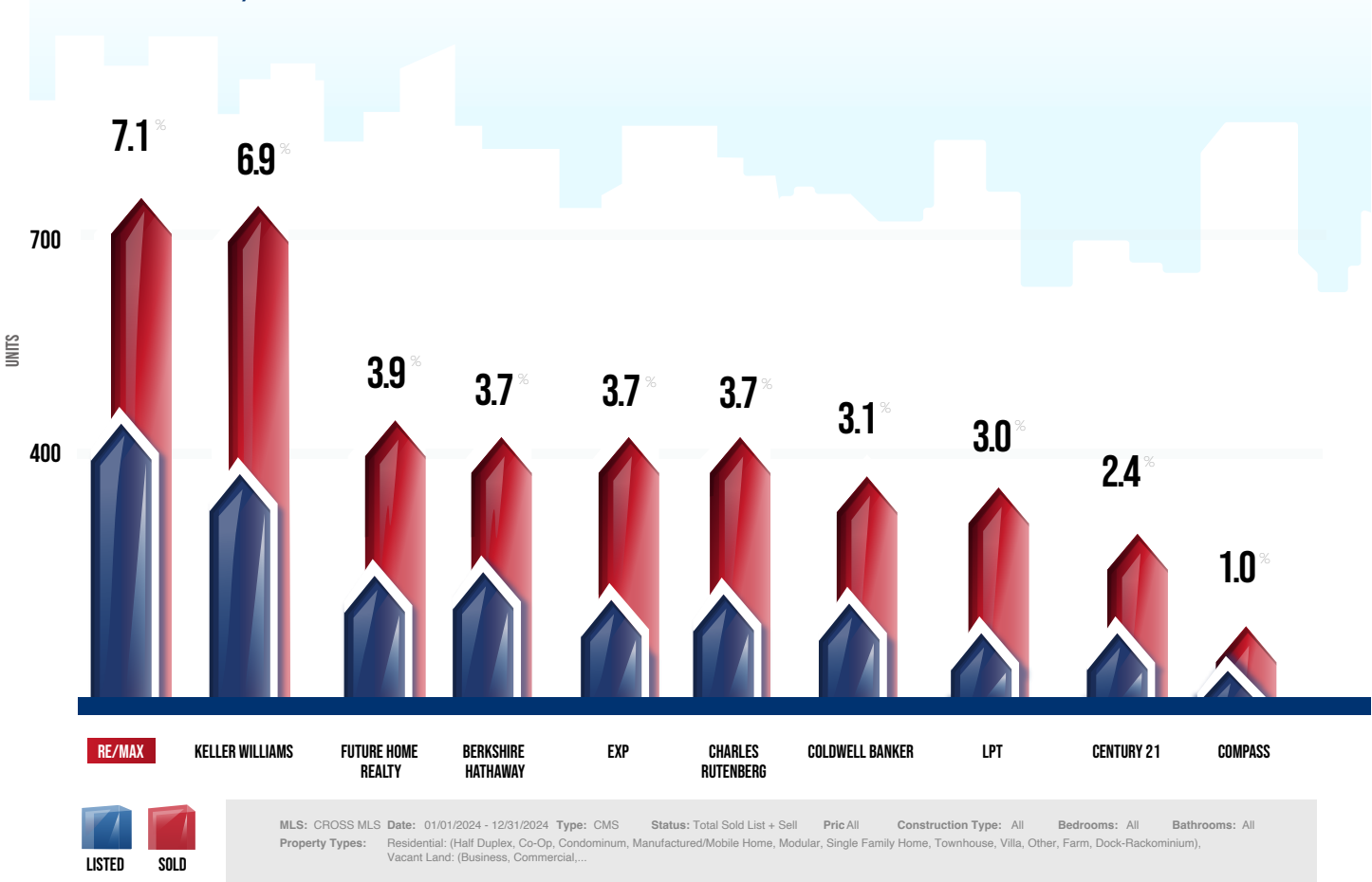
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MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Market Share Totals

Pasco County



MARKET STATISTICS

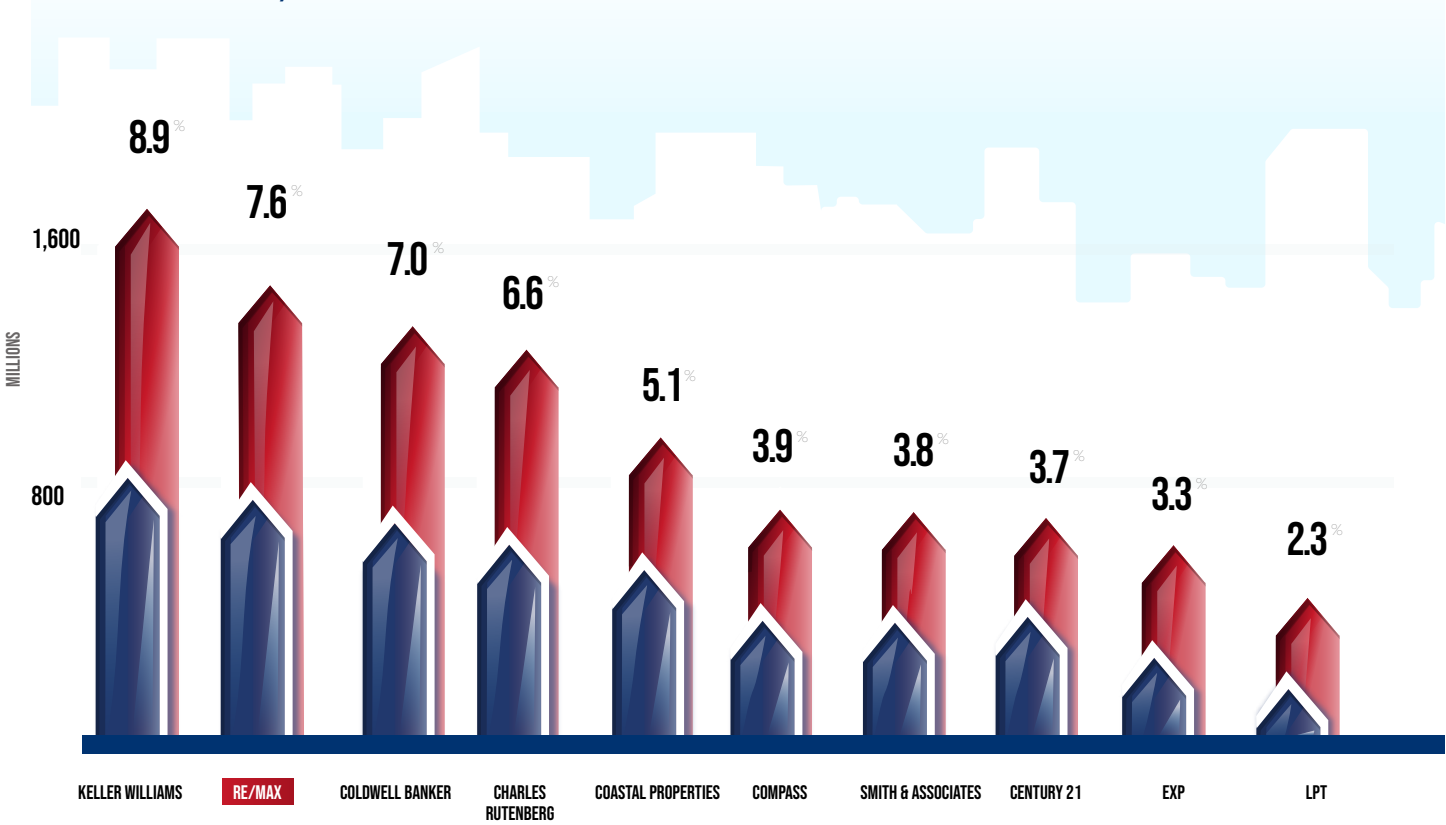
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MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals

Pinellas County



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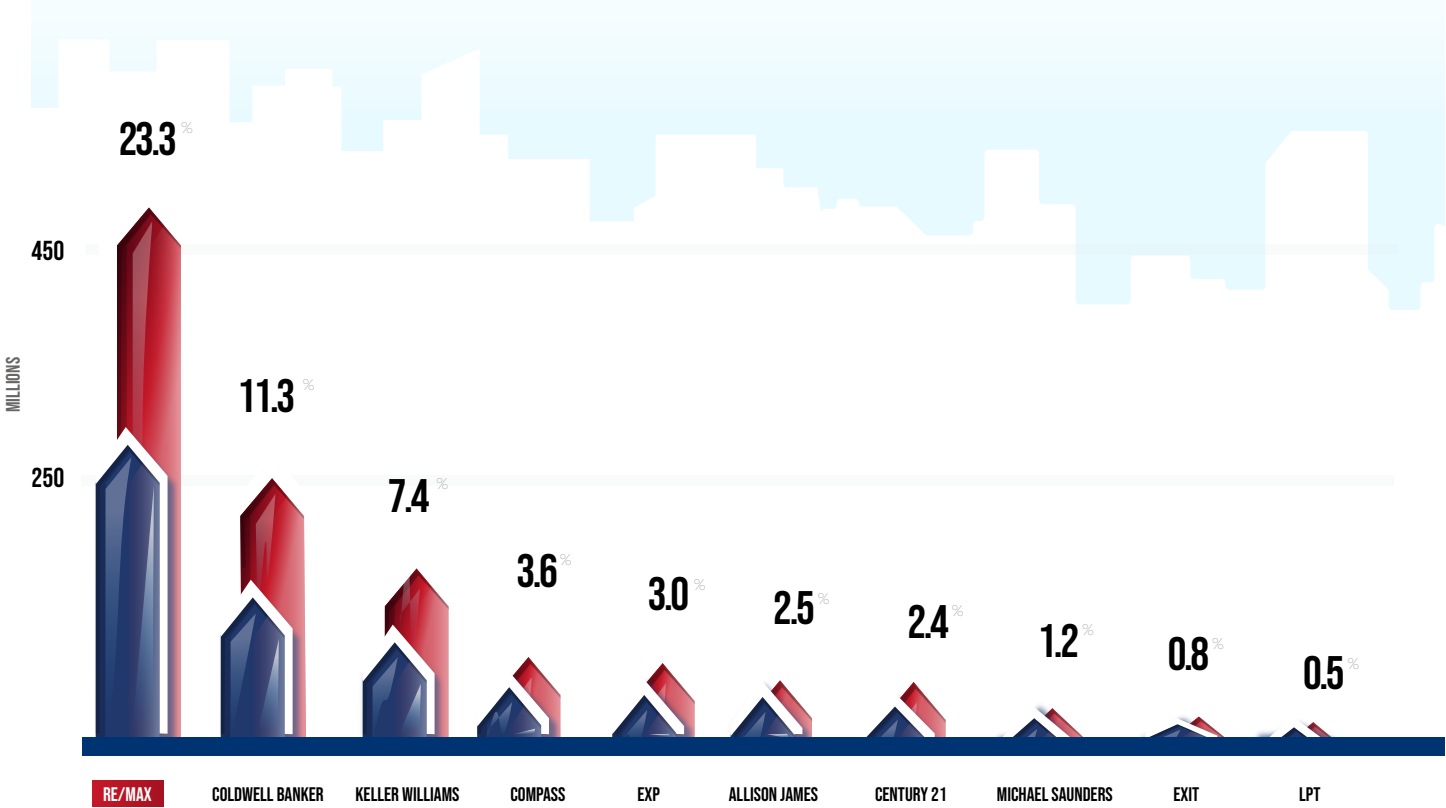
MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Punta Gorda



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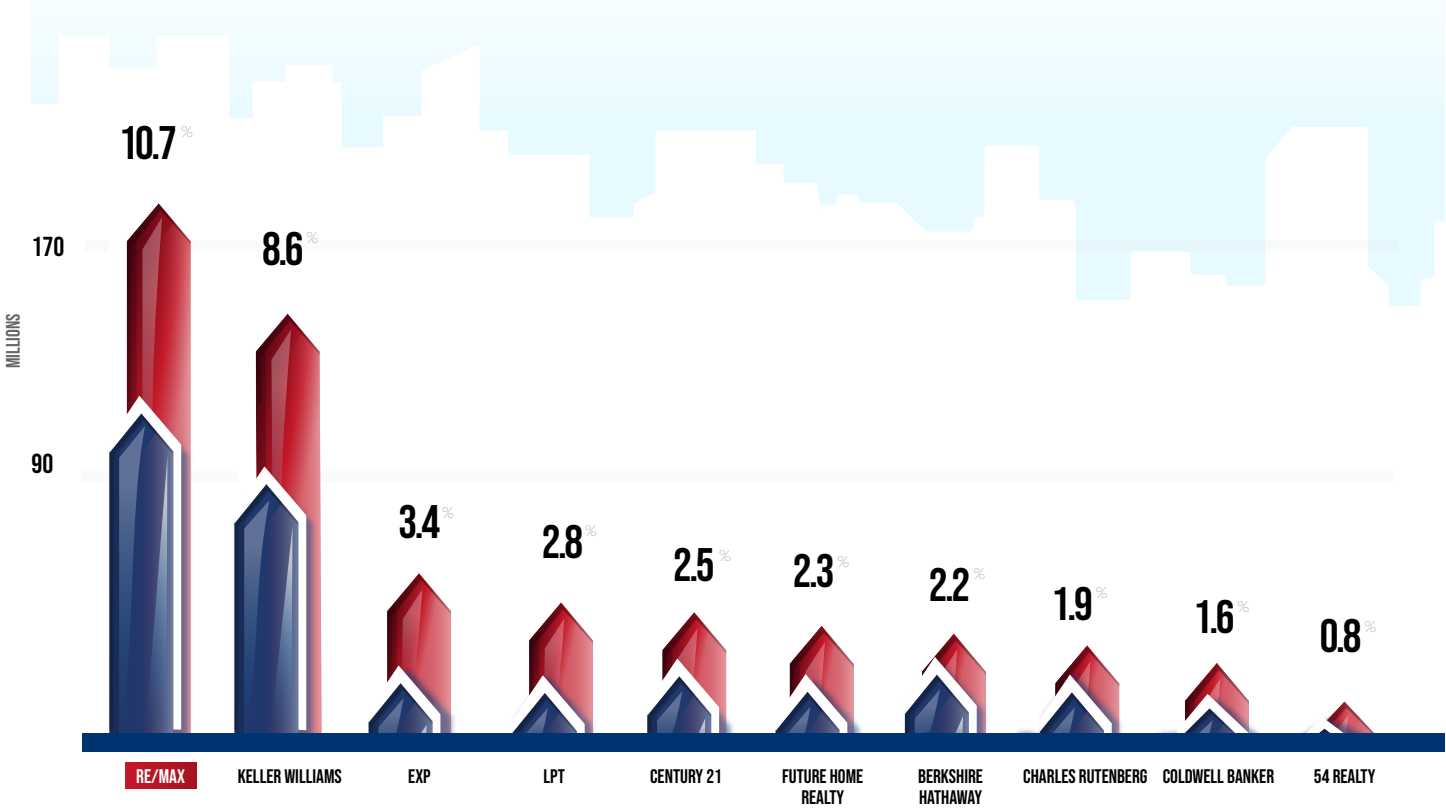
MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Spring Hill



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MARKET STATISTICS

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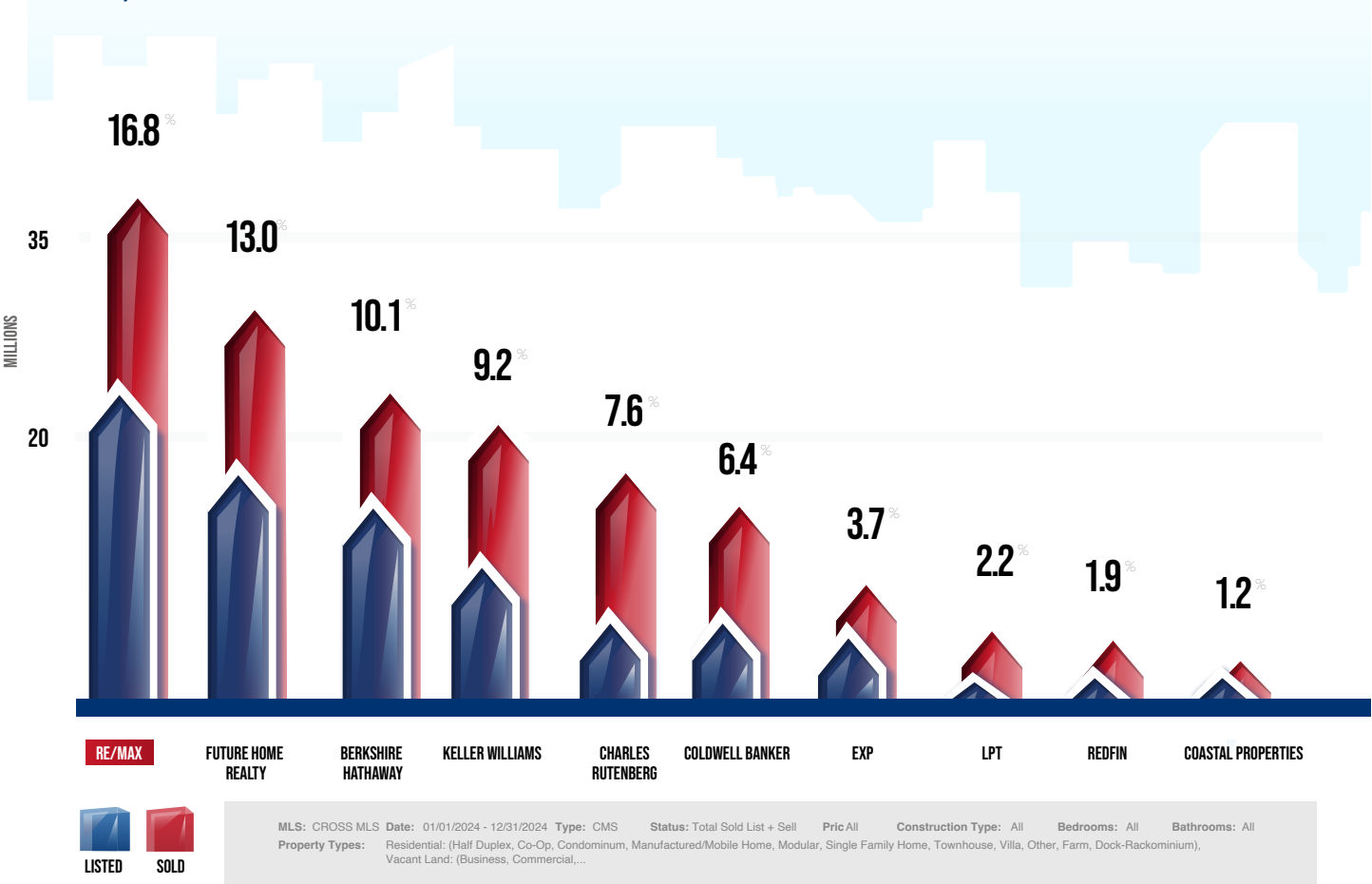
MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Trinity



MARKET STATISTICS

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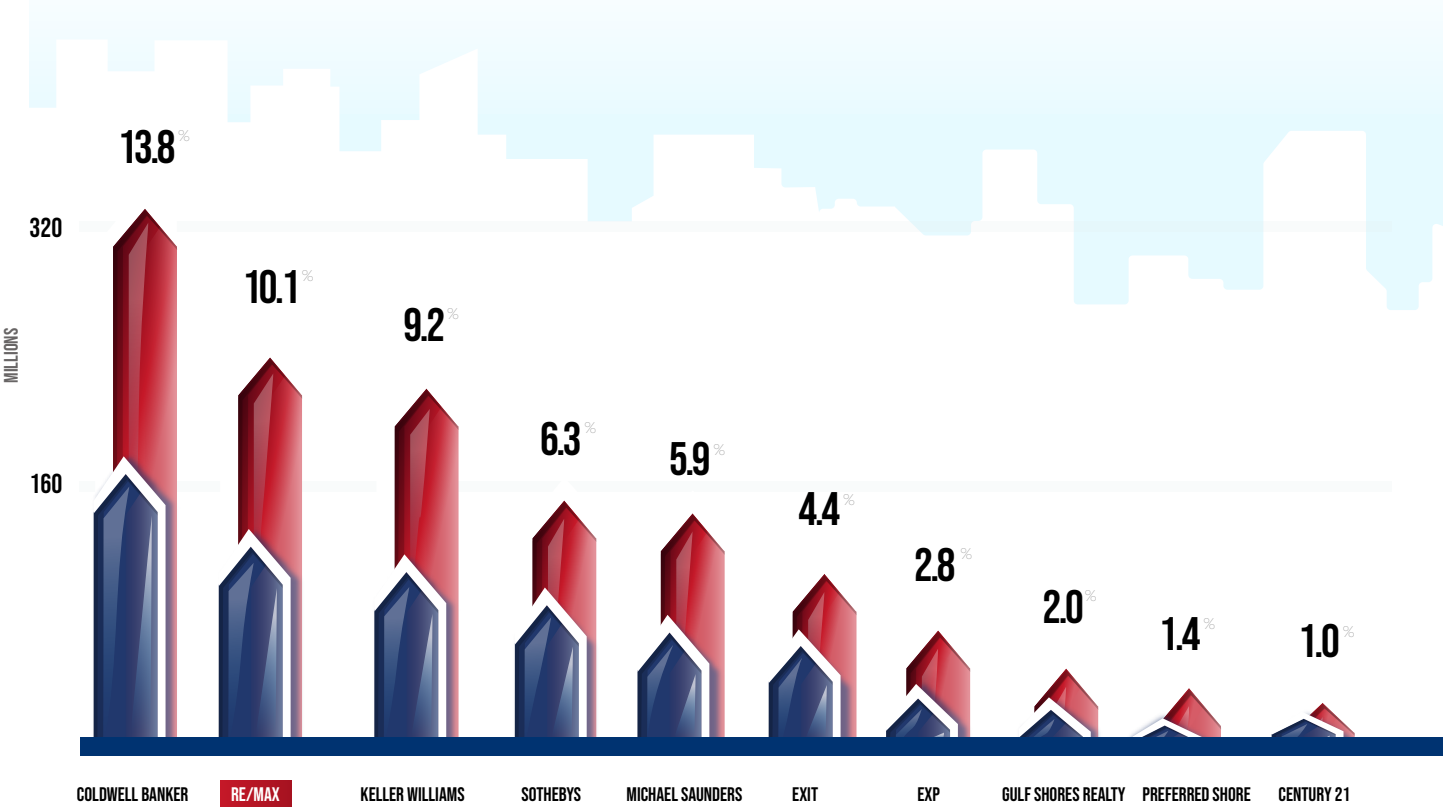
MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Venice



COLDWELL BANKER RE/MAX KELLER WILLIAMS SOTHEBYS MICHAEL SAUNDERS EXIT EXP GULF SHORES REALTY PREFERRED SHORE CENTURY 21



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MARKET STATISTICS

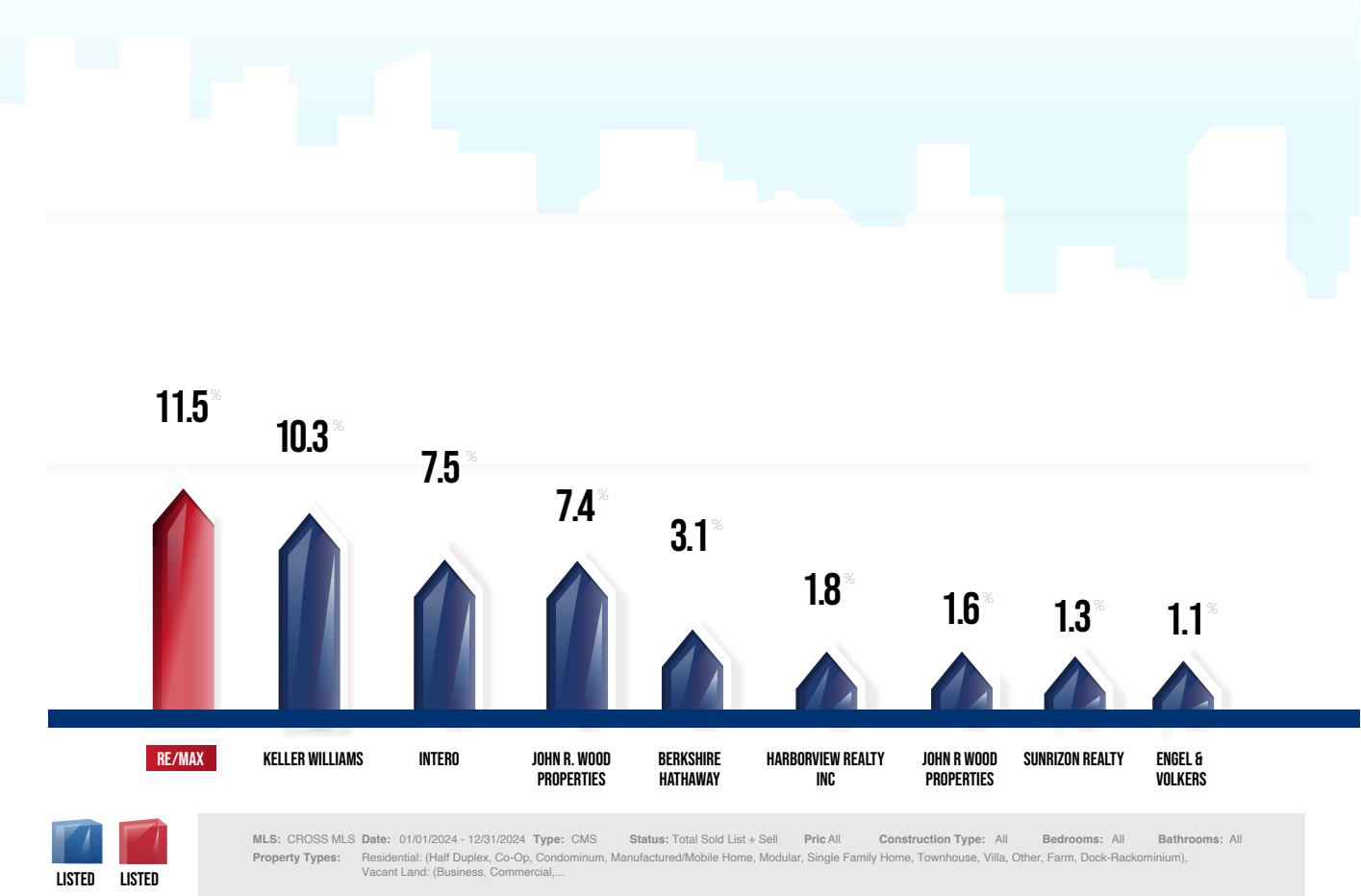
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MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Agent Productivity

Marco Island: Listed



MARKET STATISTICS

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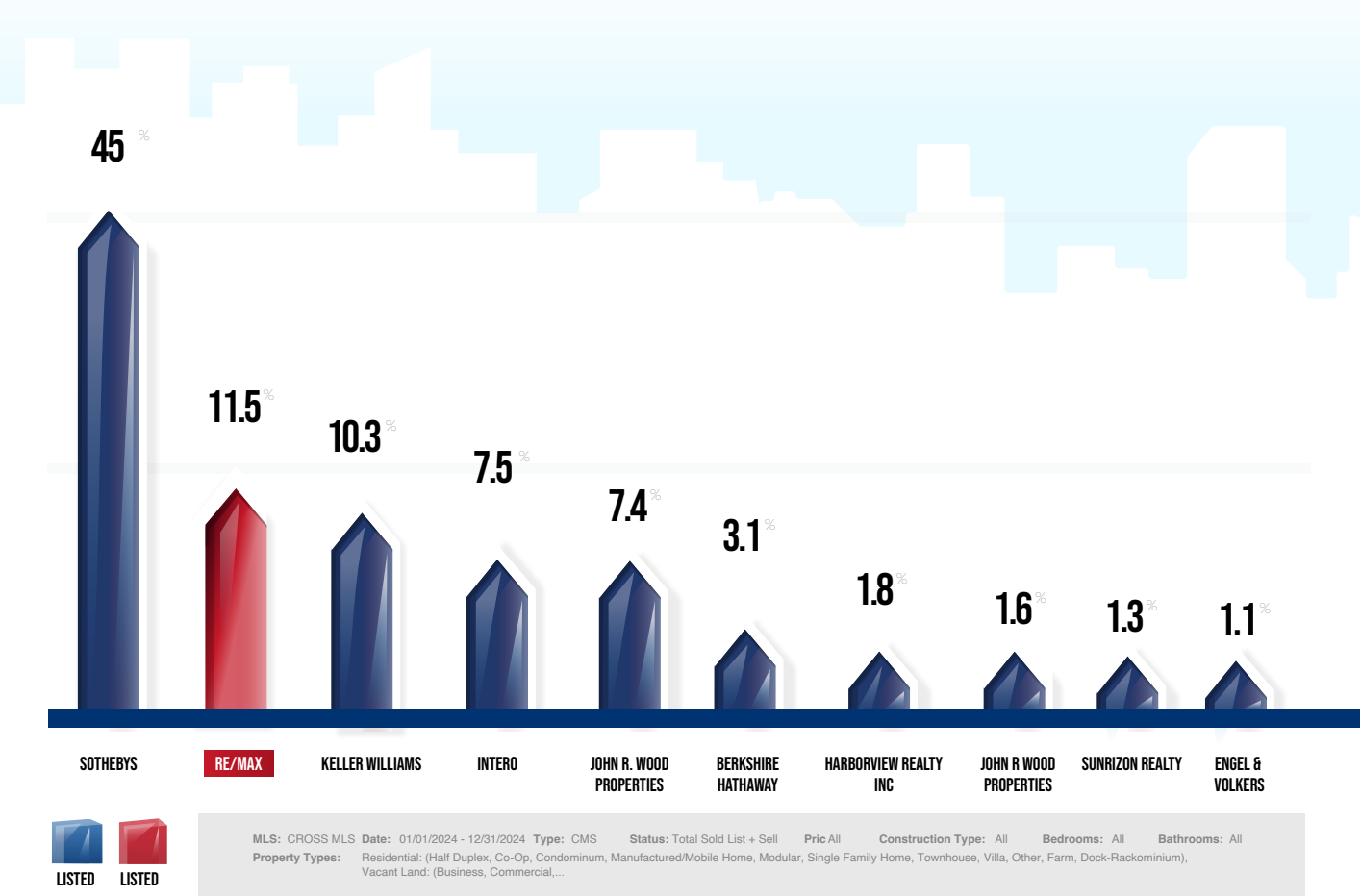
MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Agent Productivity













Marco Island: Listed



# 2024 RE/MAX® vs. THE INDUSTRY

pose the brand with outstanding agents, leading brand awareness and an unmatched global presence

NATIONAL, FULL-SERVICE BROKERAGE BRANDS						
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>E/MAX</b>	<b>11.8</b>	<b>629,373</b>	<b>36.4%</b>	<b>110+</b>	<b>9,022</b>	<b>144,835</b>
	8.6	N/A	0.1%	5	500	8,000
	6.1	71,935	1.6%	39	2,400	43,400
<b>COMPASS</b>	6.0	177,716	3.2%	1	500	29,744
	5.8	N/A	7.3%	13	1,600	51,000
	5.6	N/A	14.5%	59	1,100	189,000
	5.3	112,582	3.3%	84	1,100	26,600
	5.0	486,273	21.2%	40	2,900	101,000
<b>CENTURY 21</b>	5.0	233,374	30.9%	84	12,000	135,000
	5.0	59,782	2.2%	6	400	12,000
	4.8	355,052	1.6%	24	N/A	90,000
	2.6	N/A	0.1%	1	200	26,000
<b>REDFIN</b>	N/A	46,549	11.4%	2	55	N/A
	N/A	N/A	1.6%	1	500	14,000
<b>ALTYONEGROUP</b>	N/A	N/A	0.5%	20	400	19,000





# THE REALTRENDS FIVE HUNDRED 2024



Among the country's largest real estate brokerages, RE/MAX® agents continue to outperform the competition in both transaction sides and sales volume.\*

## Double The Others

RE/MAX® agents averaged more than twice as many transaction sides as competitors.



## Twice The Sales Volume

RE/MAX agents averaged more than twice the sales volume of competing agents.



## Dominant Productivity

Top 100 Brokerages  
When Ranked By  
Most Transaction  
Sides Per Agent



# 2<sup>TO</sup>1

RE/MAX® agents average double the sales of other agents in the RealTrends Verified rankings\* of large brokerages.



Unstoppable Starts Here

## VIRTUAL HOME SELLING

Now is a great time to take advantage of our Virtual Home Selling Program! We've helped many owners sell homes without leaving the comfort of their current living room. Virtual Home Selling is not for everyone, so you still have the option of doing any of this in person. But for every step of the process we provide a virtual option to make things easier for you.



### 1. VIRTUAL CONSULT

We will schedule a virtual appointment to discuss your goals and create a plan of action.



### 2. LISTING PREPARATION

We will discuss the listing prep process, which may include a virtual staging consultation, improvements strategy, and/or prelisting appraisal.



### 3. VIRTUAL MARKETING PLAN

Your virtual marketing plan can include professional photography, floor plans, 3-D walk through tours, virtual tours, drone images, etc.



### 4. VIRTUAL OPEN HOUSE

We will advertise and facilitate a virtual open house for your home.



### 5. VIRTUAL AND LIMITED SHOWINGS

We will arrange for prerecorded virtual showings, live virtual showings, and time blocks for limited in-person showings as needed.



### 6. ELECTRONIC NEGOTIATIONS

We use digital contracts and electronic signatures for all contract negotiations.



### 7. VIRTUAL CLOSING

With the help of our in-house attorney, title department, and lender we can facilitate a virtual closing with a mobile notary.



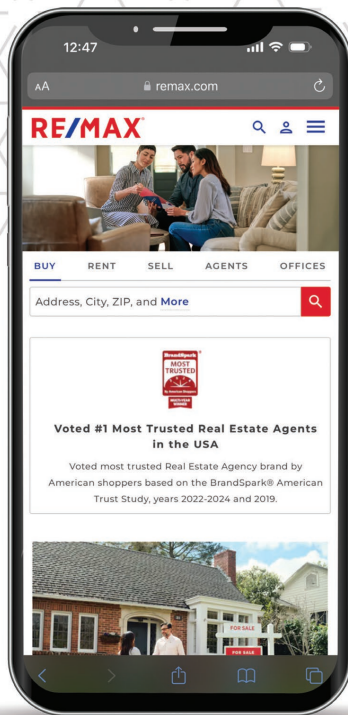
### 8. MOVING DAY

We'll deliver the keys to the buyers and will assist in coordinating movers who follow CDC recommendations.



## CONSUMERS VISIT US MORE

REMAX.COM is the #1 Most Visited Real Estate Franchisor website with more than 138 Million visits in 2023. The site shows all of the listings in thousands of cities and towns and helps connect buyers and sellers with real estate agents. Making it easier for consumers to navigate the buying and selling process with the guidance of a RE/MAX agent.



# OVER 138 MILLION VISITS\*



### RE/MAX® #1 Real Estate Franchisor Site<sup>1</sup>

Coldwell  
Banker

**83%** FEWER  
VISITS<sup>2</sup>

Keller  
Williams

**85%** FEWER  
VISITS<sup>2</sup>

Century  
21

**89%** FEWER  
VISITS<sup>2</sup>

Data from January-December 2023

**Have confidence in any market with us.**  
**remax.com**

<sup>1</sup>Source: More visits than any other national real estate franchisor website, according to ComScore report of 2023 data for U.S. real estate franchisor among website visits in the "Business/Consumer Services/Real Estate" category.

<sup>2</sup>Source: RE/MAX first-party data for full-year 2023. ©2024 RE/MAX, LLC. All rights reserved. Each Office Independently Owned and Operated. 24\_236

THE  
**RE/MAX**  
COLLECTION®

RE/MAX ALLIANCE GROUP

## Global connections. Global referrals.

With a network of over 140,000 agents and a presence in more than 110 countries and territories, RE/MAX® has a global reach that offers a world of opportunity at your fingertips.

### Potential Referral Agents\*



United States  
**58k+**



Canada  
**25k+**



Rest Of World  
**60k+**

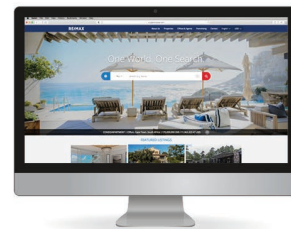
### Benefits of the RE/MAX Global network:

- Large Network
- Increased Exposure
- Global Connections
- Referral Opportunities



**A Presence In More Than 110  
Countries And Territories**

(As of year-end 2022)



### global.remax.com\*\*

- Translated into 50 languages
- Listings are viewable in 69 currencies
- 640,000+ page views from 200+ countries and territories in 2022

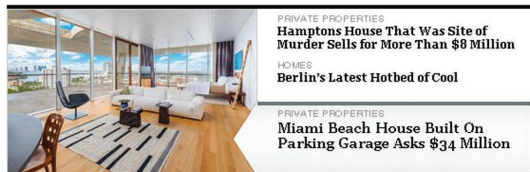
RE/MAX, LLC is an Equal Opportunity Employer and supports the Fair Housing Act and equal opportunity housing.

\*As of year-end 2022. \*\*Data source: Gryphtech Google analytics as of year end 2022. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23\_612



## GLOBAL MARKETING IN ONE CLICK

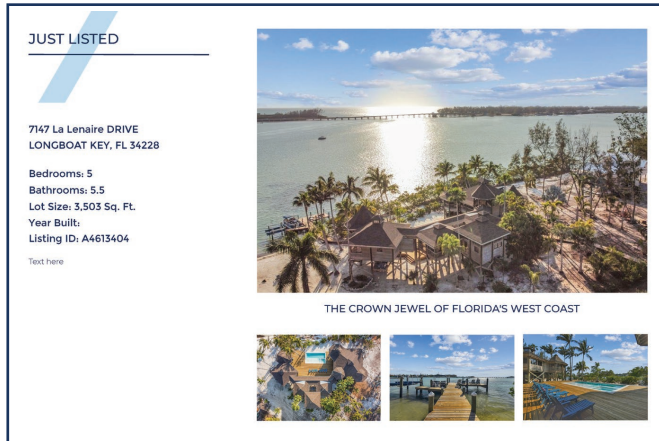
Your property will be featured on The Wall Street Journal's online real estate section. The Wall Street Journal Digital Network (WSJDN) is the Web's largest publisher of original business news and financial information. Led by two of the most respected Internet brands, WSJ.com and MarketWatch.



- The Wall Street Journal is America's #1 selling newspaper, with the largest total circulation of 2.1 million print and electronic copies
- 5.1 million affluent print and digital readers are homeowners and 1.6 million own multiple residences
- 2.2 million affluent print and digital readers who have a net worth of \$1,000,000+ and 205,000 have a net worth of \$5,000,000+
- 96 percent of Wall Street Journal subscribers read articles or features covering real estate
- Property listings are widely read: nearly 9 in 10 read The Journal's property listings
- 81 percent of Journal subscribers have taken action as a result of a real estate property listing
- More than a third of Journal subscribers (35 percent) plan to acquire a residence within the next 5 years
- 8 in 10 agree that real estate advertising in The Journal instead of the local market newspapers makes it more influential (79 percent) and credible (78 percent)

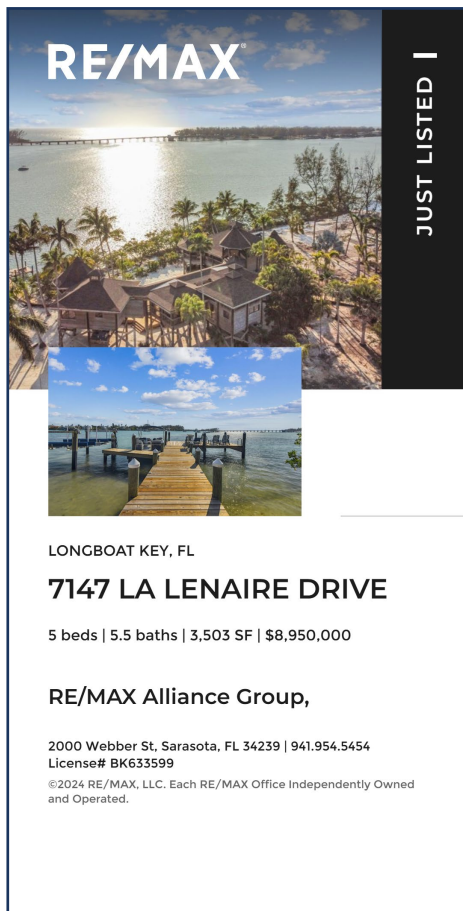
## DESIGNS THAT WOW + MARKETING THAT WINS

A wealth of custom digital and print marketing materials, all featuring your home. Plus, automated marketing that makes stunning impressions time after time.



Marketing materials that are included:

- Brochures
- Flyers
- Postcards
- Social Media Posts
- Videos
- Web Banners
- Websites





# SELLER'S GUIDE TO SHOWINGTIME

Sellers love ShowingTime because it's simple to stay informed and easy to confirm appointments. Not only will you be able to receive notifications about showings automatically, but you'll be able to see feedback from potential buyers and view all activity on your home during the sales process as well!



## Electronic Notifications

Don't have time to make or take a call? Communicate through text, email, or our mobile app instead! Our electronic notifications allow you to easily confirm, decline, or reschedule showings based on preferences that work best for you.

## Listing Activity Report

Every email notification includes a 'Quick Link' button that will take you directly to your personalized Listing Activity Report. Here you can see all activity documented for your home such as showings, feedback, and more!



## SHOWINGTIME MOBILE APP FOR SELLERS



Using the ShowingTime mobile app makes it easier to manage the selling process on the go! Keep up to date with your home's showing and other listing activity with all of the features that the mobile app has to offer.

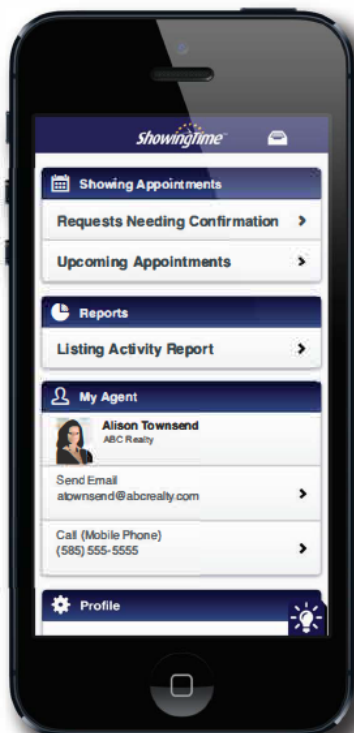
### What You Can Do From The Mobile App:

- ✓ Confirm / decline appointments (*if you are the confirmation contact*)
- ✓ See all upcoming appointments
- ✓ Review your listing's activity report (*this includes showing details, feedback, and more*)
- ✓ Easily contact your agent
- ✓ Add / edit your contact details
- ✓ Adjust your notification preferences (*for appointments and when showings are complete*)

### How To Get Started:

Have your agent enable you for mobile app access - when your agent enters your owner/occupant information on the listing's instruction worksheet, make sure they include your email address and select "yes" for mobile app access.

Authenticate your device - you will receive an email that includes information on installing the ShowingTime mobile app and authenticating your device.



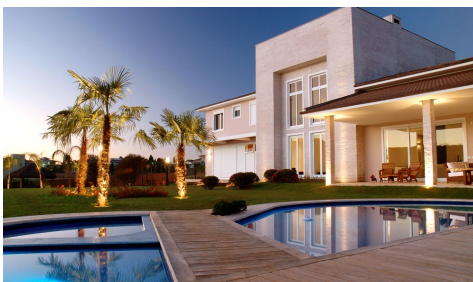
## LUXURY MARKETING



The RE/MAX Collection is an exclusive RE/MAX marketing program for luxury homes. With an elegant look and a name that commands attention, The RE/MAX Collection creates a strong impression among buyers and sellers in the luxury market. Distinctive signage and promotional materials set high-end homes apart in your market, while advertising programs with global publications help promote your properties to millions of affluent customers.

RE/MAX Alliance Group offers high-end real estate specialists who focus on servicing their clients with the utmost professionalism and attention to detail, while offering eight locations to serve your needs. Our luxury home specialists have more experience and expertise, with RE/MAX specialized tools and resources dealing with high-end properties such as: The RE/MAX Collection brochures, yard signs, The RE/MAX Collection Magazine, and other marketing tools at their fingertips. These materials reflect the exceptional service and treatment that luxury home-buyers and sellers expect from their real estate professional. Buying and selling premier homes demands premier expertise. Our RE/MAX Collection specialists have the knowledge and skill—combined with a refined approach—that leads to successful transactions in the luxury market.

When you work with a RE/MAX Collection specialist, you're working with the industry's top professionals, backed by the most respected name in real estate. Whether buying or selling a waterfront home, rural estate or any of the other exquisite properties throughout Sarasota, Manatee, and Charlotte counties, RE/MAX Alliance Group can assist you in every facet of the real estate transaction.





## DID YOU KNOW

**realtor.com®**

All RE/MAX Alliance Group listings are displayed on realtor.com®. With more than 773 million average monthly views, realtor.com® is the consumer destination for real estate related information and property searches.

RE/MAX Alliance Group participates in the Zillow Pro program providing a direct listing data feed to Zillow. This gives us control over how your listing appears on the site and improves your listing's accuracy, keeping your agent and potential buyers on the same page. In addition, Zillow automatically activates your listing and puts your agent first in the buyer's contact options so you can start receiving views and showing requests immediately.



**trulia®**

Our broker relationship with Trulia gets more exposure for your listings, marketing to 31 million serious home buyers and sellers searching on Trulia each month.

Our package with ListHub sends our company listings to more than 70 websites. With the industry's most extensive online marketing program we do more with less, and stay ahead of the pack.



**FYRSTUP**

FyrstUp gives our buyers and sellers the ultimate edge by streamlining collaboration and communication within the RE/MAX Alliance Group network of more than 350 local real estate professionals. And with 'Instant Buyer Matching' we can peak interest for your home before it hits the market.

THE  
**RE/MAX**  
COLLECTION®

RE/MAX ALLIANCE GROUP



## ONE-STOP SHOPPING

When you choose RE/MAX Alliance Group, you don't have to run all over town tying up loose ends. We're changing the way real estate companies do business in our area by providing mortgage, title services and an in-house legal team under one roof. In addition, our preferred insurance, moving and flooring providers have joined us to complete this unique, convenient and cost-effective one-stop shopping opportunity for you, our valued client.

### ALLIANCE GROUP MORTGAGE

When you find the right home with RE/MAX Alliance Group, you know. Alliance Group Mortgage makes the mortgage process feel the same way. Our dedicated team of loan officers work closely with you to make sure you are comfortable with every step of the mortgage process. Alliance Group Mortgage and RE/MAX Alliance Group offers a streamlined experience, from finding your next home to move in day and building a lifelong relationship you can count on for the years to come.

### ALLIANCE GROUP TITLE

Alliance Group Title offers flexible, cost-effective title and closing services. Clients receive fast responsive customer service; a dedicated transaction coordinator to assure accuracy and timeliness; and convenient access to title experts. Alliance Group Title professionals have more than 80 years of combined experience and take care of all the necessary research to assure all the i's are dotted and the t's are crossed.

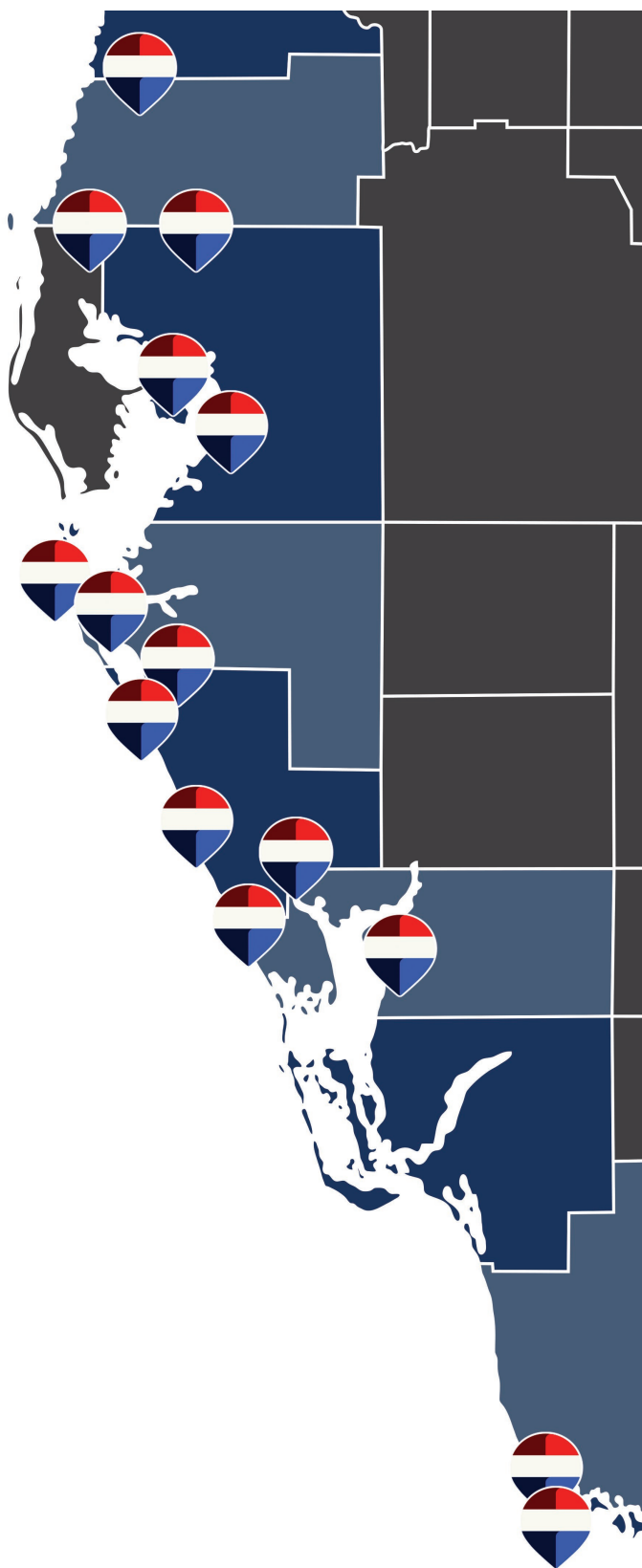
### IN-HOUSE LEGAL SERVICES

RE/MAX Alliance Group has a full-time in-house licensed attorney with more than 20 years of real estate law experience. Legal counsel is available to help all of our associates with legal matters that may arise during a transaction. Having in-house council allows agents to get direct questions answered on behalf of their clients without the lengthy cost and expense of seeking outside counsel.

### PREFERRED VENDORS

We have aligned ourselves with certain service providers that are relevant in the home buying or selling process such as Spirit Movers and Pillar to Post Home Inspections. These companies are well qualified and understand the importance of customer service and accountability. They value the Preferred Vendor status and look to exceed expectations with RE/MAX Alliance Group customers.





## 15 CONVENIENT LOCATIONS

### **SPRING HILL:**

4320 Lake in the Woods Drive

### **TRINITY:**

10710 SR-54 Suite #C101

### **LUTZ:**

23612 State Road 54

### **TAMPA:**

1001 South MacDill Avenue

### **RIVERVIEW:**

10012 Water Works Lane

### **ANNA MARIA ISLAND:**

317C Pine Avenue

### **BRADENTON:**

3007 Manatee Avenue West

### **UNIVERSITY PARK:**

8037 Cooper Creek Boulevard #101

### **SARASOTA:**

2000 Webber Street

### **VENICE:**

1314 East Venice Avenue

### **NORTH PORT:**

14850 Tamiami Trail

### **ENGLEWOOD:**

2230 South McCall Road

### **PUNTA GORDA:**

3941 Tamiami Trail #3121

### **MARCO ISLAND NORTH:**

606 Bald Eagle Drive #601

### **MARCO ISLAND SOUTH:**

599 S Collier Blvd Suite 306

## GIVING BACK

# We are built on a culture of giving.

Giving back to our local communities is the foundation of our culture. For 31 years we've been partnering with CMN Hospitals to positively impact the health and lives of children and their families.

Social responsibility is essential for generating loyalty and ensuring buyers and sellers feel good about doing business with you.



**10 Million+**

Kids and Families  
Helped Each Year

**170**

Hospitals Supported  
in North America

Nearly

**\$200 Million**

Donated by  
RE/MAX Network<sup>1</sup>



THE  
**RE/MAX**  
COLLECTION<sup>®</sup>

RE/MAX ALLIANCE GROUP



## GIVING BACK

At RE/MAX Alliance Group, we understand that serving the community also means giving back. That is why our associates and staff serve on dozens of local boards and volunteer their time and financial resources to many local charitable organizations, including:



All Children's Hospital	Junior Achievement
All Faith's Food Bank	Junior League
Alzheimer's Association	Juvenile Diabetes Foundation
American Cancer Society	Kiwanis of Bradenton/Manatee Kiwanis Club
Anna Maria Elementary School	Knights of Columbus
Anna Maria Island Community Center	Lakewood Ranch Charitable Fund
Anna Maria Island Moose Lodge	Lakewood Ranch High School Booster Club
Badge Wives	Leukemia & Lymphoma Society
Bethesda House	Life Focus Support Group
Big Brothers & Big Sisters of Manatee	Manasota ARC
Booker Middle School	Manatee Children's Services
Boys & Girls Clubs of Manatee County	Manatee Coalition for Affordable Housing
Boys & Girls Clubs of Sarasota County	Manatee County Men's Golf Association
Braden River Little League	Manatee County Music Teachers Association
Bradenton Firefighters	Manatee Players Theater
Bradenton Runners Club	Manatee Symphony Association
Brookside Middle School	Manatee Twisters
CareNet Manasota Pregnancy Center	March of Dimes
Children's Miracle Network	Meals on Wheels
Coalition Against Runaway Taxation	Muscular Dystrophy Association
Crowley Museum	Pace Center for Girls
Executive Women's Golf Association	Palmetto High School Special Education
Fellowship of Christian Athletes	Saddles and Spurs of Duette 4H Club
Florida State Music Teachers Association	Sahib Shrine Circus
Girl Scouts of America	Sarasota Opera House
Goodwill Industries Manasota, Inc.	Sertoma Club of Sarasota
Guardian Angel Fund	Taste of Sarasota
Habitat for Humanity	The Family Prayer Center Rehab
Haile Middle School Partner in Business	The Lighthouse Drug & Alcohol Recovery Program
Homeless Coalition	Tournament Fore Dreams
Hometown Heros	Toys for Tots
Hope Family Services	United Way
Humane Society	Volunteer Services of Manatee County
Imagine Manatee	Women's Council of REALTORS®
Island Players Theater	Women's Resource Center
Jeffrey Modell Foundation	Young Life