



## Using the RE/MAX URL Shortener & QR Code for Branding

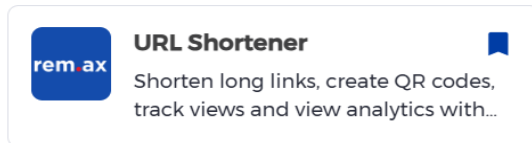
*The RE/MAX URL shortener is a powerful branding tool that allows agents to create shorter, cleaner, and more memorable links for their listings, marketing materials, and online presence. A branded short link is easier for clients to remember, looks more professional, and reinforces your brand.*

### Why the RE/MAX URL Shortener is Good for Branding

- Professional Appearance: Short, clean links look more polished in marketing materials, emails, and social media.
- Memorability: Easier for clients to recall and type.
- Brand Consistency: Keeps your brand visible while promoting your unique brand identity.
- Tracking: Many shortener tools offer analytics to see how many clicks your link receives.

### How to Utilize the RE/MAX URL Shortener

1. Log into **REMAX.NET** and in **MAXCENTER** click **APPS**. Navigate to the URL shortener tool.



2. Copy the original long link (e.g., your listing or personal site).
3. Click 'Create Link' to generate your branded short link. It is located top right corner.
4. Customize the URL ending to reflect your name, listing address, or campaign (e.g., remax.com/123MainStreet or remax.com/AgentJane).
5. Copy and paste your new branded link into emails, social media posts, flyers, and business cards.

### Editing Your Short URL to Make It Unique

Once the short URL is generated, look for the 'Edit' or 'Customize' option. Replace the random string of characters with something relevant to your audience and campaign. For

example, instead of [remax.com/abc123](#), you could use [remax.com/CozyLakeHome](#) or [remax.com/JaneSells](#).

### Using the QR Code Feature in the URL Shortener

The QR code feature instantly generates a scannable code linked to your shortened URL.

This is great for:

- Property flyers: Clients can scan and view the listing instantly.
- Open house signs: Passersby can scan for details without entering the property.
- Business cards: Give clients a quick way to access your website or listings.
- Social media graphics: Include the QR code in your posts for mobile users.

### NOTE FOR SAVING QR CODE FILE TYPE

To choose the best file format for QR codes, consider the following differences between PNG and SVG:

- PNG: A raster image format that uses pixels, making it less scalable without losing quality.
- SVG: A vector image format that uses mathematical expressions, allowing for infinite scalability without quality loss
- File Size: PNG files can be larger due to pixel data, while SVG files are often smaller and more efficient for simple graphics.
- Editability: SVG files can be easily edited with vector graphic software, while PNG files require raster editing tools.
- Compatibility: PNG is widely supported across all platforms, while SVG may have limited support in some older browsers.
- Best for QR Codes: SVG is generally better for QR codes due to its scalability and clarity at any size.

**If you need additional help please contact Gina or Karen directly.**