



WHAT'S HAPPENING IN 2023

4.6

BILLION TOTAL MEDIA IMPRESSIONS

BALLOON



75M Total Impressions
1,500 Balloon Appearances

LEADS

450K Unique Leads

APP DOWNLOADS



80K Total App Downloads from paid media

PUBLIC RELATIONS

115K Media Mentions

250+ Regional PR Placements

60+ Press Releases Created and Distributed

20K+ Press Release Pickups on Web and Social Media

PUBLIC RELATIONS REPORTS

- Future of Real Estate
- RE/MAX National Housing Report
- Industry Survey Results

PRINT



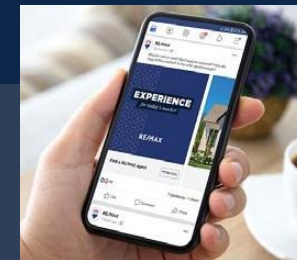
5.3M Total Impressions
16 Print Ads

COMMUNITY



Since 1992, RE/MAX® Associates have donated nearly \$200 million to Children's Miracle Network Hospitals in the US and Canada

SOCIAL



1.3B Total Impressions National & Local

WHAT'S NEXT



- Disney+
- YouTube TV
- Hot on Hulu

CLICKS



8.4M Total Clicks



2.5M Email Impressions

with Inman from Four Quarterly Episodes of Keepin' it Real with Nick Bailey

Satellite/Radio Media Tour

SWNS Consumer Insights Survey

Controlled PR Tactics to Increase Share of Voice

RE/MAX NEWS



1M+ Pageviews

180+ Total Articles

50+ Consumer-Facing Articles

SPONSORED CONTENT

15+ Sponsored content articles in industry publications

3.5M+ Email Impressions from sponsored content

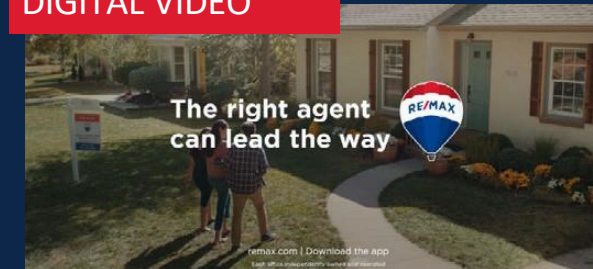
OUT OF HOME



1.69B Total Impressions
11,656 Total Signs

Billboards, digital boards, transit shelters, train stations, bus signage, taxi tops and so much more.

DIGITAL VIDEO



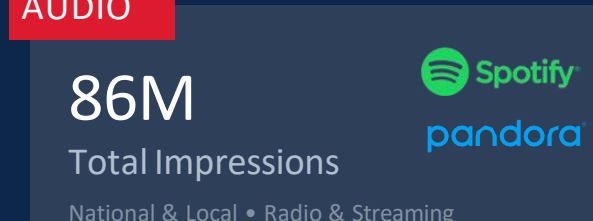
413M Total Impressions National & Local

TV/CABLE



441M Total Impressions National & Local
8,511 Total Spots

AUDIO



86M Total Impressions National & Local • Radio & Streaming

DISPLAY



415M Total Impressions National & Local