



# Agent Quick Start Guide

Your step-by-step guide for accessing RE/MAX tools and services through MAX/Center.

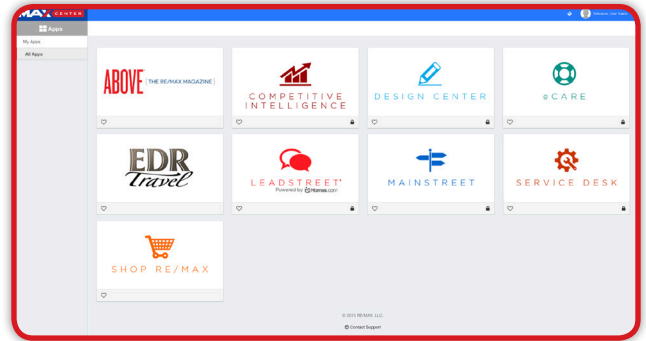




# Welcome to RE/MAX

Your RE/MAX affiliation gives you access to an incredible assortment of tools and services to help you grow your business.

You'll find many of these resources on MAX/Center. Here are 10 MAX/Center activities to do right away.



## Action Item

## Page

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This guide doesn't cover all the benefits and resources available through RE/MAX. For additional information, or if you have questions on any of the topics covered, please contact eCare at [ecare@remax.net](mailto:ecare@remax.net) or (888) 398-7171.



Featuring an incredible array of services, information, products and resources, MAX/Center is a vital component of your RE/MAX affiliation. This members-only site provides access to RE/MAX University, Mainstreet, LeadStreet, the RE/MAX Design Center, social media outlets and much more.

**Sign up for RE/MAX Mainstreet**

**Getting started:**

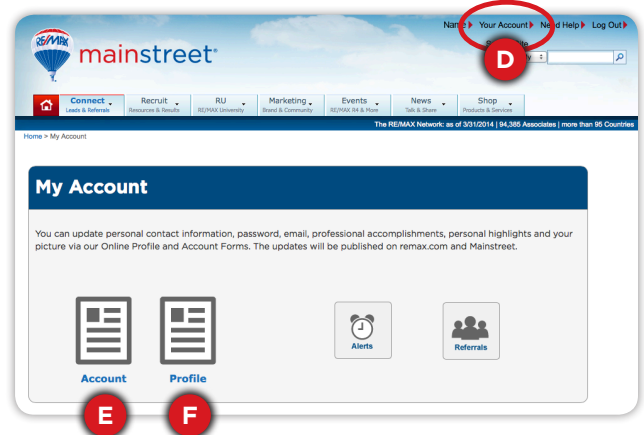
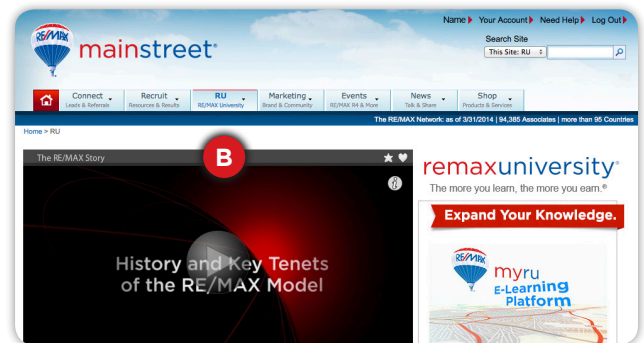
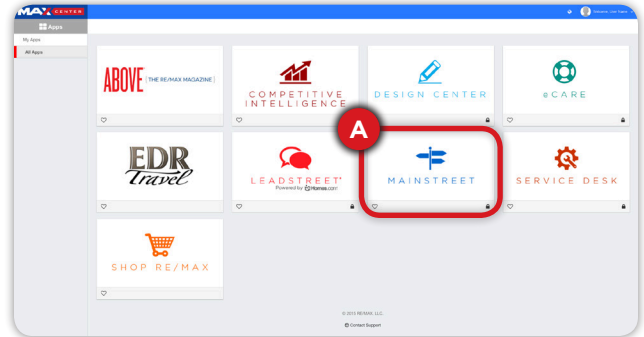
1. Upon joining RE/MAX, you should receive an email with a link to register for Mainstreet.
  - If you didn't receive an email, speak with your office manager or contact an eCare customer service representative - [ecare@remax.net](mailto:ecare@remax.net) or (888) 398-7171.
2. Click the registration link and enter the requested information.
3. Set up your password and security information. Click "Submit" to finalize the process.
4. Access Mainstreet through MAX/Center by going to [remax.com](http://remax.com), clicking on the "RE/MAX Affiliate Login" link at the bottom of the homepage.
5. Log in with your username (new@remax.net email address) and password.
6. From MAX/Center click the Mainstreet app to access Mainstreet.<sup>A</sup>
7. Watch [The RE/MAX Story](#) to learn more about the founding of RE/MAX.<sup>B</sup>
8. View the [Quick Start Video](#) for more information on getting started with RE/MAX.<sup>C</sup>

**Update your Mainstreet Profile**

Take full advantage of the RE/MAX agent-to-agent referral system by filling in as much information as possible in your Mainstreet user profile. The more information you provide, the more attention you'll attract from others looking to refer out business.

**Getting started:**

1. To quickly access and update your profile, click "Your Account" on the upper right side of the Mainstreet home page.<sup>D</sup>
2. Access and update your email forwarding and agent profile information by clicking the "Account"<sup>E</sup> and "Profile"<sup>F</sup> buttons.
  - The most important items are your picture, website and email address.





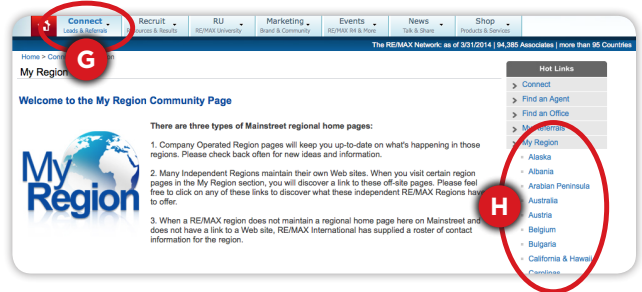
# mainstreet®

## Visit Your Regional Page

Each RE/MAX region has its own webpage where you can find useful charts, graphs, market data, announcements and more. Check your region page regularly for the latest news, events and updates.

### Getting Started:

1. On the Mainstreet home page, click “My Region” in the Connect drop-down menu.<sup>G</sup> Find your region on the right side of the page to access.<sup>H</sup>
2. You can also access your regional page by clicking “My Region” on the left side of the Mainstreet home page.

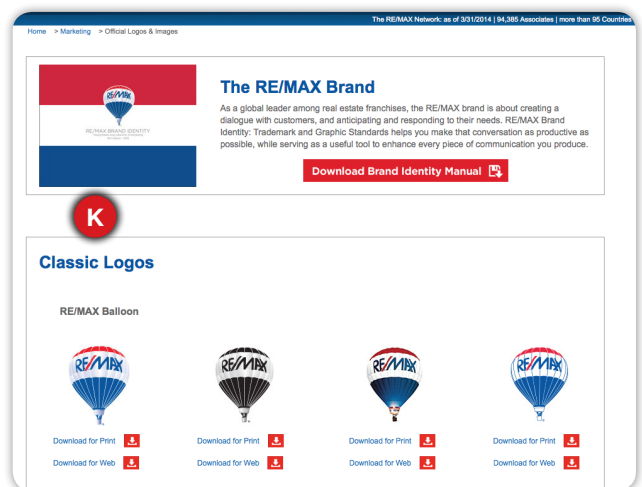
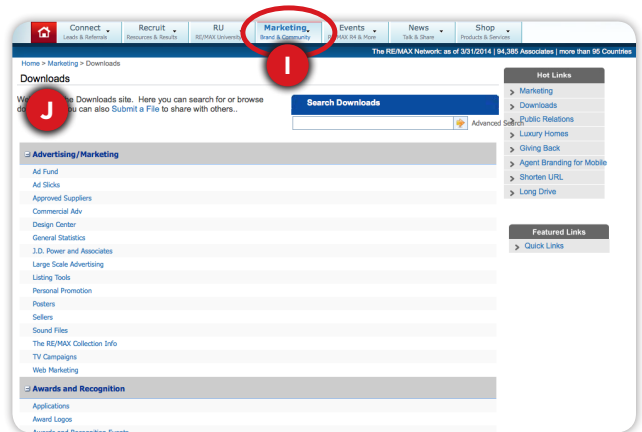


## Use RE/MAX Marketing Resources

At RE/MAX, you have the No. 1 name in real estate behind you. Use the brand and RE/MAX marketing materials to connect with consumers, advance your image, promote community involvement and attract more listings.

### Getting started:

1. Click on the Marketing tab to access Branding, Public Relations, Downloads, Ad Campaign, and other marketing and community building tools.<sup>I</sup>
  - Click “Public Relations” to learn how to incorporate media strategies, public relations tactics and social media into your business.
  - Visit the “Downloads” section to find files and resources covering business development.<sup>J</sup>
  - Access RE/MAX Balloon logos and other images by clicking “Official Logos and Images”.<sup>K</sup>
2. Explore all the different marketing resources available by clicking through the links throughout the Marketing pages.





## ✔ Set up Leadstreet

Exclusive to RE/MAX, LeadStreet manages leads, listings and clients, while also offering a Single Page Agent Website (also known as SPAW). It's available free as part of your RE/MAX membership. This is where you receive, import and manage all your leads from remax.com.

### Getting started:

1. To access LeadStreet, sign in to MAX/Center and click on the “LeadStreet powered by Homes.com” app icon to start the LeadStreet Welcome Setup Page.<sup>L</sup>
2. To update your profile or SPAW, and set up your text notifications, click “Apps,” and then select “My Profile” under the “My Profile” app icon.
  - Add a high resolution agent photo that will display on your new SPAW site.

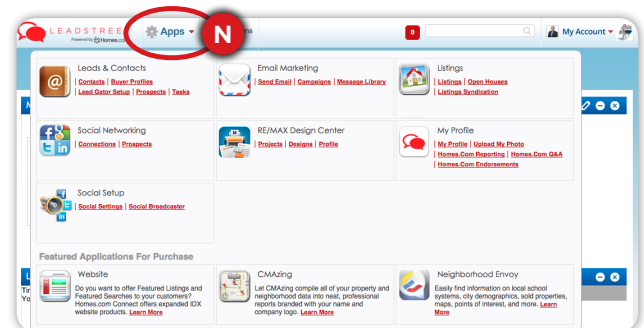
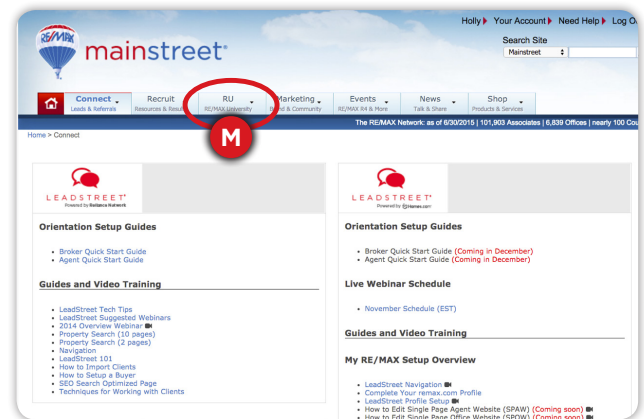
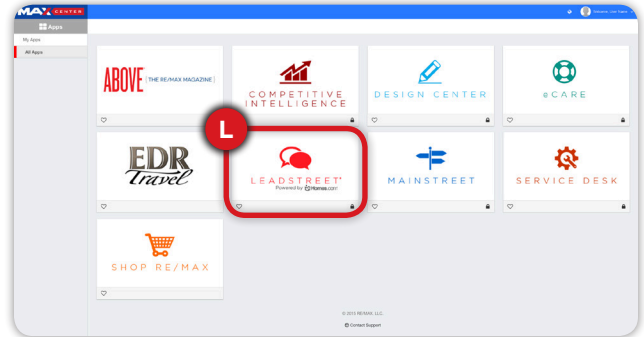
For additional Leadstreet information, visit the [LeadStreet Training](#) page, located on Mainstreet in the drop-down menu under the RU tab.<sup>M</sup>

## ✔ Customize Leadstreet

Attract people searching for properties – and prompt them to engage with your site – by adding a bio, YouTube video and social posts to your SPAW.

### Getting started:

1. Click “Apps” in the header of LeadStreet.<sup>N</sup>
2. Click the “My Profile” link under the “My Profile” app in the drop-down menu.
  - Add your SPAW headline and bio under the “My Profile” tab.
  - Add your contact information and Zillow screen name under the “Contact Info” tab. This will show Zillow reviews on your SPAW.
  - Add your social network profiles and your own YouTube video that will show on your SPAW under the “Social Networks” tab.





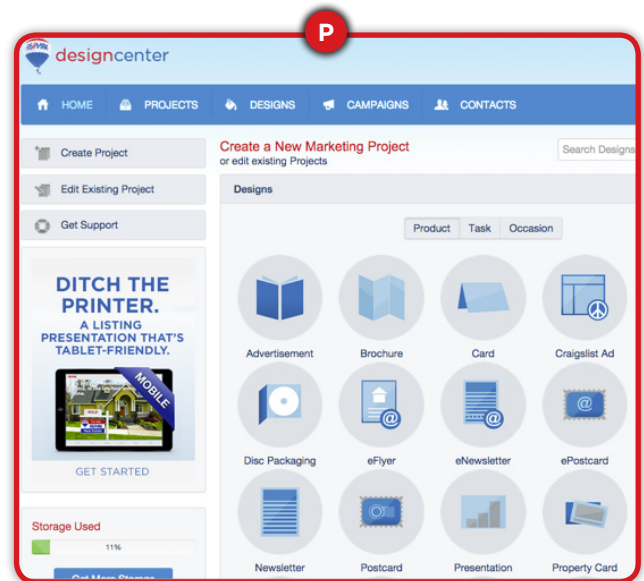
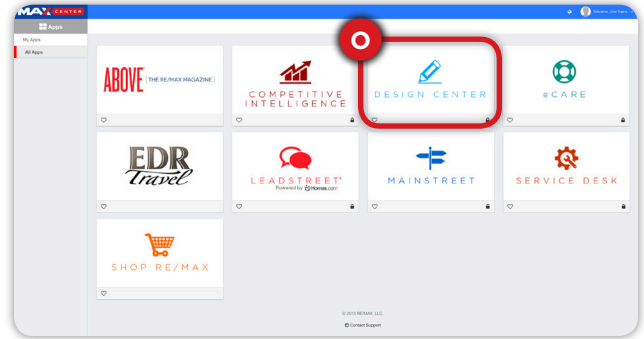
# DESIGN CENTER

## ☑ Access the RE/MAX Design Center

The RE/MAX Design Center offers thousands of free, customizable templates for print, online, video and more. All the designs are instantly branded with your photo, logo and contact information from your profile – and listing materials populate with property details and images.

### Getting started:

1. Access Design Center by going to MAX/Center and clicking the “Design Center” app.<sup>o</sup>
2. Click your name in the top right corner and select “Profile.” Fill out all of your contact information so that your projects are updated with the correct information.
3. Choose a design type to create a new project.<sup>p</sup>





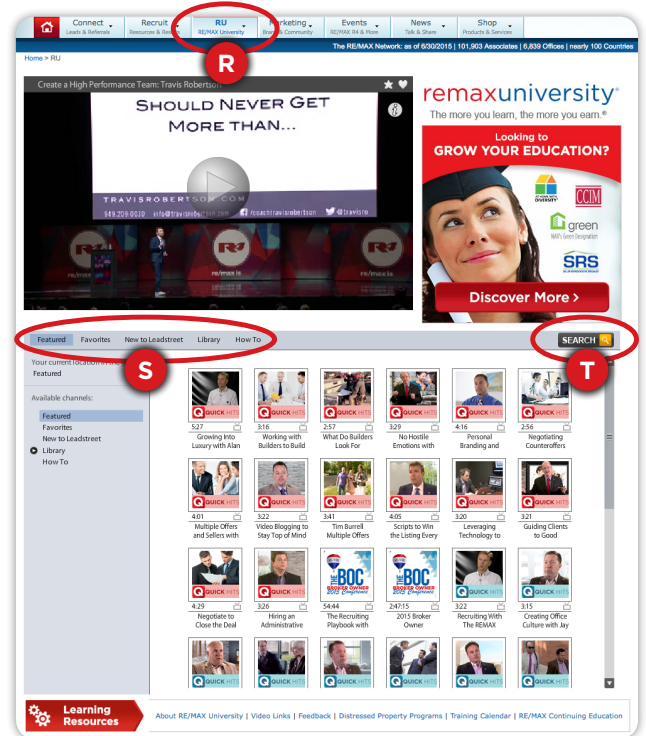
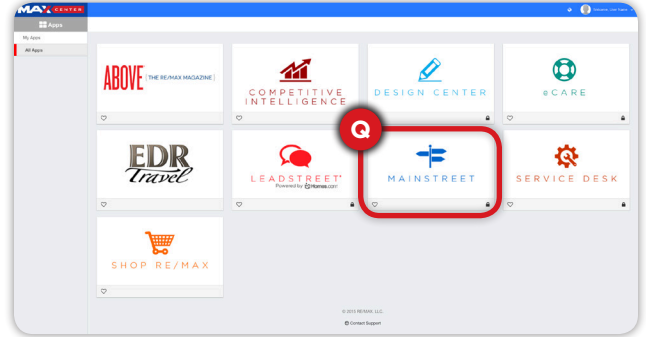
# RE/MAX UNIVERSITY®

## ✓ Familiarize Yourself with RE/MAX University

RE/MAX University (RU) offers industry-leading education in all areas of real estate. Through RU, you can take designation courses for ABR, CDPE, CLHMS and more. For a quick motivational or educational boost in under five minutes, there are hundreds of Quick Hit videos available. Or you can access in-depth training by top educators such as Brian Buffini and Tom Ferry.

### Getting Started:

1. Access Mainstreet by going to MAX/Center and clicking the “Mainstreet” app.<sup>Q</sup>
2. On the Mainstreet home page, click “Watch a Video,” located in the RU tab drop-down menu.<sup>R</sup> Browse the “Featured,” “Library” and “How To” video categories above the left column. Click the video of your choice.<sup>S</sup>
3. Search videos by keyword using the Search function on the right side of the screen.<sup>T</sup>
4. Click “Training Calendar” under the RU drop-down menu to register for webinars and live RE/MAX training events and conferences.
  - Click the links within the calendar for course descriptions and additional information.
5. Click Designation/Certification on the RU drop-down menu to sign up for a real estate designation or certification class.
6. Explore the links under the RU menu to discover other offerings.





## approved supplier

### Order Supplies and Services from RE/MAX Approved Suppliers

The RE/MAX Approved Supplier program gives you exclusive access to vendors offering products and services for virtually every real estate need. With more than 100 participating companies, it's one of the largest programs of its kind in the industry.

#### Getting started:

1. From MAX/Center click the “Shop RE/MAX” App.<sup>U</sup>

### Explore All That MAX/Center Offers!

The best way to discover all that MAX/Center offers is to start clicking through and exploring the site. You'll be amazed at the resources and tools available.

1. Click through each app for information and resources.
2. On the Mainstreet App you'll find information and resources on events, RE/MAX Commercial, The RE/MAX Collection, news and more.
3. Visit the [eCare Help Center](#) to find answers to the most frequently asked questions.<sup>V</sup>

