



# 2024 Year in Review

## JANUARY

### Spring Brand Campaign

IMPRESSIONS  
**1.09B**  
CLICKS  
**1.5M**  
LEADS  
**36K**



### Tax & Canadian Real Estate Report

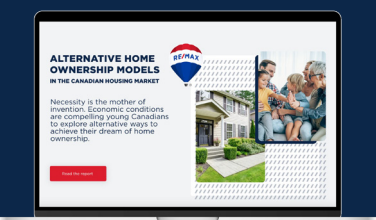
PR IMPRESSIONS  
**83M+**  
NEWS FEATURES  
**301**  
BLOG PAGE VIEWS  
**7,936**  
with 85% engagement rate



## FEBRUARY

### Alternative Home Ownership Report

PR IMPRESSIONS  
**44.4M+**  
NEWS FEATURES  
**200+**  
BLOG PAGE VIEWS  
**14,730**  
with 76.4% engagement rate



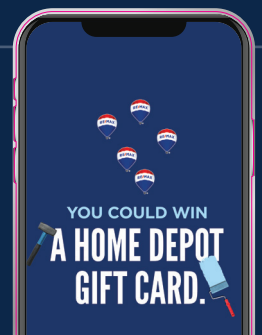
### Social Influencer Amplification

IMPRESSIONS  
**1.5M+**  
ENGAGEMENTS  
**2,600+**



### MAX Wins Contest #1

IMPRESSIONS  
**16.9M**  
ENTRIES  
**7,540**



## MARCH

### Pet Valu Welcome Home Package Launched

IMPRESSIONS  
**6.6M**  
GIVEAWAY  
**2000+**  
Gift Boxes



### RE/MAX VIP Ticket Program

NATIONAL HOME SHOW IMPRESSIONS  
**204M**  
OTTAWA HOME SHOW IMPRESSIONS  
**40M**



### Whitecaps Season Starts

ESTIMATED IMPRESSIONS  
**2.6M**



### Blue Jays Season Starts

ESTIMATED IMPRESSIONS  
**1.02B**



## APRIL

### Spotlight on Luxury Report

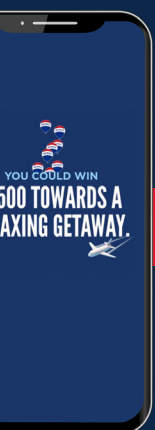
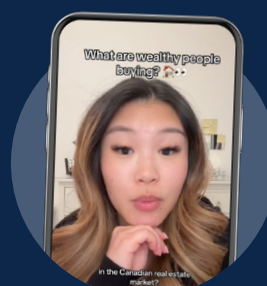
PR IMPRESSIONS  
**54M+**  
NEWS FEATURES  
**223**  
BLOG PAGE VIEWS  
**45K**  
with 94% engagement rate



Market	Q1 2024 Sales	Q2 2024 Sales	Q3 2024 Sales	Q4 2024 Sales
Greater Toronto Area	\$1,234,567	\$1,345,678	\$1,456,789	\$1,567,890
Calgary	\$987,654	\$1,098,765	\$1,209,876	\$1,320,987
Edmonton	\$765,432	\$876,543	\$987,654	\$1,098,765
Winnipeg	\$543,210	\$654,321	\$765,432	\$876,543
Manitoba	\$321,098	\$432,109	\$543,210	\$654,321
Saskatchewan	\$210,987	\$321,098	\$432,109	\$543,210
Alberta	\$109,876	\$210,987	\$321,098	\$432,109

### Social Influencer Amplification

IMPRESSIONS  
**904K**  
ENGAGEMENTS  
**2,456**



## MAY

### Cottage Trends Report

PR IMPRESSIONS  
**67M+**  
NEWS FEATURES  
**246**



BLOG PAGE VIEWS  
**79K**  
with 98% engagement rate

RE/MAX President Talks  
Cottage Trends and Capital  
Gains Tax on Tiktok  
IMPRESSIONS  
**1.69M**  
ENGAGEMENTS  
**6,187**

Report referenced in parliament  
twice



### Hot Air Balloon Season Starts

ESTIMATED IMPRESSIONS  
**15M+**



## JUNE

### Commercial Real Estate Report

PR IMPRESSIONS  
**28M**  
NEWS FEATURES  
**53**  
BLOG PAGE VIEWS  
**46K+**  
with 95% engagement rate

### Summer Brand Campaign

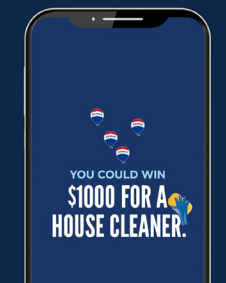
ESTIMATED IMPRESSIONS  
**158.7M**  
ESTIMATED CLICKS  
**1.3M**  
ESTIMATED LEADS  
**57K**



### Taylor Swift Eras Tour Giveaway



### Max Wins Contest #2



IMPRESSIONS  
**6.4M**  
ENTRIES  
**7,252**

## JULY

### Liveability Report

PR IMPRESSIONS  
**39.2M**  
NEWS FEATURES  
**154**  
BLOG PAGE VIEWS  
**232K**  
with 98.1% engagement rate

### Social Influencer Amplification

IMPRESSIONS  
**2.2M**  
ENGAGEMENTS  
**2,165**  
LINK CLICKS  
**17.5K**



### Toronto Blue Jays - Bases Covered Contest Launches

IMPRESSIONS  
**2.3M**  
ENTRIES  
**27,078**  
CLICKS  
**15,117**



## AUGUST

### Hot Pocket Communities Report

PR IMPRESSIONS  
**42.8M+**  
NEWS FEATURES  
**153**  
BLOG PAGE VIEWS  
**28.5K**  
with 98.2% engagement rate (blog results combined with 2024 Changing Landscapes Report)



### Mortgage Stress Test Byline in Globe And Mail

### CMN - Miracle Home Project Campaign Rolls Out

IMPRESSIONS  
**15.2M**  
CLICKS  
**22,590**



### Whitecaps Mystery Box Contest

ENTRIES  
**1,280**



## SEPTEMBER

### Fall Housing Market Outlook Report

PR IMPRESSIONS  
**42.3M**  
NEWS FEATURES  
**160**  
BLOG PAGE VIEWS  
**179K**  
(all outlooks YTD)  
with 83.5% engagement rate



### TT Creator Post Featuring Fall Market Outlook

VIEWS  
**1.1M**  
ENGAGEMENTS  
**963**

### Changing Landscapes Report

PR IMPRESSIONS  
**21M**  
NEWS FEATURES  
**102**  
BLOG PAGE VIEWS  
**28.5K**  
with a 98.2% engagement rate (blog results combined with 2024 Hot Pocket Communities Report)

### Quest for Excellence Opens

### Fall Brand Campaign

ESTIMATED IMPRESSIONS  
**412.6M**



## OCTOBER

### Max Wins Contest #3

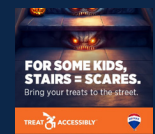
IMPRESSIONS  
**6.3M**  
ENTRIES  
**11,248**

### Canada Condominium Report

PR IMPRESSIONS  
**48.2M**  
NEWS FEATURES  
**256**  
PAGE VIEWS  
**9.68K**  
with 89% engagement rate

### Treat Accessibly Launches

IMPRESSIONS  
**327.8M**  
CLICKS  
**9.5K**



### NHL Season Starts

ESTIMATED IMPRESSIONS

**150M**  
Canucks

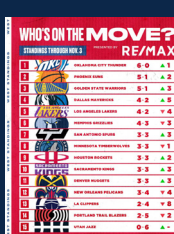
**47M**  
Flames

**113M**  
Oilers

### NBA Season Starts

ESTIMATED IMPRESSIONS  
**15M**

Featured on  
NBA Canada  
Social Channels



### WHL Season Starts

ESTIMATED IMPRESSIONS  
**11M**



## NOVEMBER

### 2025 Housing Market Outlook Report

PR IMPRESSIONS  
**79M**  
NEWS FEATURES  
**291**

PAGE VIEWS  
**178,868**  
(all outlooks YTD)  
with 84% engagement rate



### 2025 Sneak Peek

NHL superstar Connor McDavid teams up with RE/MAX® for new brand spots and TikToks, putting the importance of expert advice on the highlight reel and customers' minds. Oh, to add a little extra power on the slapshot, we'll be rolling out a hockey-themed contest that you can share with your network. See it all next year!



Connor McDavid



## Overall Brand

ESTIMATED IMPRESSIONS  
**5.66B**  
ESTIMATED CLICKS  
**3.1M**  
ESTIMATED LEADS  
**100K**