

RealNex & RE/MAX Commercial FAQ

What is RealNex?

It's the new platform RE/MAX Commercial Brokers are gaining access to at no additional cost. RealNex is a leading commercial real estate technology company with cutting-edge tools and resources.

Who will have access to RealNex?

Those who have the specialties of COMM or COMRES will have access. Specialties can be updated in MAX/Center. If a brokerage or office has an Admin who needs access, they can contact engageRE Tech Assist.

When do RE/MAX Commercial Brokers gain access to RealNex?

Beginning in April, RE/MAX Commercial Brokers have access to the RealNex Marketplace Pro platform at no additional cost. In many ways, this offering represents an upgrade from the Buildout platform, which will no longer be offered to RE/MAX Commercial Brokers starting September 30, 2024.

RealNex Marketplace Pro includes:

- List & Search Tool
- Real Campaigns (5 designs included) – 1,000 free sends per month
- Customizable Agent Profiles
- Listing Syndication
- Lead Metrics
- Client Watch List (saved search functionality for website visitors)
- Marketplace (MP) Direct – provides a listing feed into a personal website. *(This does not include a website – just the feed.)*

From April to September 30, 2024, RE/MAX Commercial Brokers will also receive a free trial of RealNex Navigator, a suite of products with upgraded functionality.

What is RealNex Navigator?

RealNex Navigator is a more robust version of the Marketplace Pro platform, featuring a suite of products including Marketplace Pro, RealNex CRM, RealNex Transaction Manager, and the RealNex MarketEdge. [Click here for a detailed explanation of what's included in RealNex Navigator.](#)

All RE/MAX Commercial Brokers will have free access to the full RealNex Navigator suite until September 30, 2024.

How much does RealNex Navigator cost?

Access to RealNex Navigator is free for RE/MAX Commercial Brokers until September 30, 2024. Users who sign up for continuing RealNex Navigator service by June 30, 2024, will pay a discounted fee of \$99/month after the free trial ends. The price after June 30, 2024, will be determined by October 1, 2024, and will not exceed \$149/month.

If you'd like to sign up for RealNex Navigator, it will be available on the RealNex page in the RE/MAX Marketplace beginning the week of April 22.

How do RE/MAX Commercial Brokers log in to RealNex?

RE/MAX Commercial Brokers will access the system via the MAX/Tech Commercial powered by RealNex tile in MAX/Center.

Where can RE/MAX Commercial Brokers learn more about RealNex?

[For more information, please visit the RealNex website.](#)

Will there be any trainings available for RealNex?

Yes. RealNex will host virtual open office hours beginning on April 26. [Those can be accessed here.](#)

RE/MAX University will also have six training sessions for Commercial Brokers. The first one is at 2 p.m. ET on April 23. You can register below. These will all be recorded and posted to RE/MAX University.

- [RealNex | Getting Started](#)

More training videos and webinars will be available via RE/MAX University in the coming weeks. Those include:

- Marketing From Within RealNex - April 30, 2024
- Analyzing your Market with RealNex - May 7, 2024

- Planning + Engaging with Prospects in RealNex - May 14, 2024
- Listing a Property - May 21, 2024
- Lead Management - May 28, 2024

What happens if a RE/MAX Commercial Brokers was already using RealNex?

Accounts will automatically switch over and any existing designs for campaigns and presentations will be transferred over to a RE/MAX Branded design.

If someone is paying for RealNex, can they lock in the \$99/month discount?

Yes. Starting the week of April 22, they can sign up through the RealNex page in RE/MAX Marketplace.

Will existing RealNex customers get credit if they sign up or are paying for the Marketplace Pro platform?

Yes. They will be credited for their current account.

What is happening with Buildout platform currently offered to RE/MAX Commercial Brokers?

Free Buildout marketing and listing subscriptions for RE/MAX Commercial Brokers will end September 30, 2024.

What will happen to RE/MAX listings currently on Buildout?

RE/MAX Commercial Brokers' listings on Buildout will automatically begin transferring over to RealNex in May. These listings will also remain in Buildout.

What do RE/MAX Commercial Brokers need to do when the listings transfer over?

They should audit their listings that are now in RealNex to ensure they are correct and up to date. To do this, follow these instructions once in the RealNex platform:

1. From Listing Manager, they will find a list of all their properties.
2. On each property, select the "Edit" button.
3. Review the information and update where needed.
4. Ensure the appropriate attachments are there; if needed, reorder by selecting "Manage Photos/Videos".
5. Agree to the content terms and save.
6. When ready, check the "Searchable" box at the top then save the listing.

Why has Buildout been offering RE/MAX Commercial Brokers \$60/month promotions?

RealNex provides what RE/MAX Commercial Brokers currently get through RE/MAX for no additional cost.

RE/MAX Commercial Brokers who opt to stay with Buildout will need to pay for the service after September 30, 2024.

Will there be a new RE/MAX Commercial website?

Yes, a new RE/MAX Commercial website, powered by RealNex, will launch in the coming months. Listings put into the RealNex platform will feed into the new remaxcommercial.com site and be accessible to prospective buyers and tenants around the world.

When will RealNex listings begin showing on remaxcommercial.com?

RealNex listings will begin to show on remaxcommercial.com on May 1.

What is happening with Reliance Network?

The Reliance Network, which previously powered the RE/MAX Commercial website, will no longer do so as of April 30, 2024.

What actions do users of Reliance Network or Commercial LeadStreet need to take?

Reliance and Leadstreet users will need to export their contacts before April 30, 2024.

Here are directions for exporting contacts from Commercial LeadStreet:

1. Login to the LeadStreet Commercial account
2. Click on the 3-bar menu at the top-left
3. Select Clients > Contact List
4. Click the checkbox to select all the contacts
5. Click the Export button at the bottom of the screen

Here are directions for importing contacts into the RealNex CRM:

1. Login to MAX/Tech Commercial powered by RealNex tile.
2. At the top of the page, locate and select the "Tools" button.
3. From the dropdown menu, select the "Import" option.
4. Select "Contacts" from the list of import options.
5. From the modal, select the Import Map dropdown
6. Select the Reliance Contact Import option
7. Add your file then select Next
8. Use the tool to map your file for import

For any questions or issues, contact **engageRE Tech Assist** at techassist@engageREMarketing.com or visit www.MAXTech.me/Assistance.