

# THE RE/MAX MIRACLE HOME® & MIRACLE PROPERTY PROGRAM **GUIDEBOOK** **2020-21**



**CHLOE, 14**  
TOXIC SHOCK SYNDROME PATIENT

**RE/MAX**®



**CHANGE KIDS' HEALTH**  
**CHANGE THE FUTURE**



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“We are a company that gives back. That’s just a part of what we do. We prioritize giving back to our local community to sick and injured children that live right here at home. We are immensely proud to have our money stay local and help the kids that need it most.”

- *Stephenie Flood, Vice President of Operations, RE/MAX Gold Fair Oaks, CA*

“I was so impacted by my visit to a NICU unit where I saw how our money makes it possible for babies to survive.”

- *Brandi Minchillo, RE/MAX Southern Shores, Myrtle Beach, SC*

ALEXIS, 16  
TRAUMATIC BRAIN  
INJURY PATIENT



## RE/MAX & Children’s Miracle Network Hospitals®

Since 1992, RE/MAX agents help Children’s Miracle Network Hospitals® support millions of kids each year. By making a donation after each closed transaction, participating RE/MAX Offices and Agents are setting themselves apart in their communities by giving back to their local CMN Hospital.



# WELCOME TO THE MIRACLE HOME & MIRACLE PROPERTY PROGRAM

On behalf of the thousands of RE/MAX Associates that support our partnership with Children’s Miracle Network Hospitals, thank you!

Over the past 28+ years, RE/MAX Associates have touched the lives of millions of families through their generous financial support, creative fundraising events, volunteer programs at local CMN Hospitals, and through our unique Honor Card program.

When a RE/MAX agent shares the Miracle Home story with a client, it engages them in our commitment to change kids’ health and change the future. Throughout the U.S. and Canada, RE/MAX Associates support over 170 CMN Hospitals and have raised millions of dollars since 1992.

As you will see in this guidebook, 100% of the funds generated by our Associates stay in their local communities to impact the lives of their friends, families, and client’s children. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment, and charitable care.

RE/MAX has a culture of giving and being involved in improving the lives of our community. All over the world, RE/MAX agents make a difference in their communities – volunteering, donating money, contributing time, and ultimately changing lives.

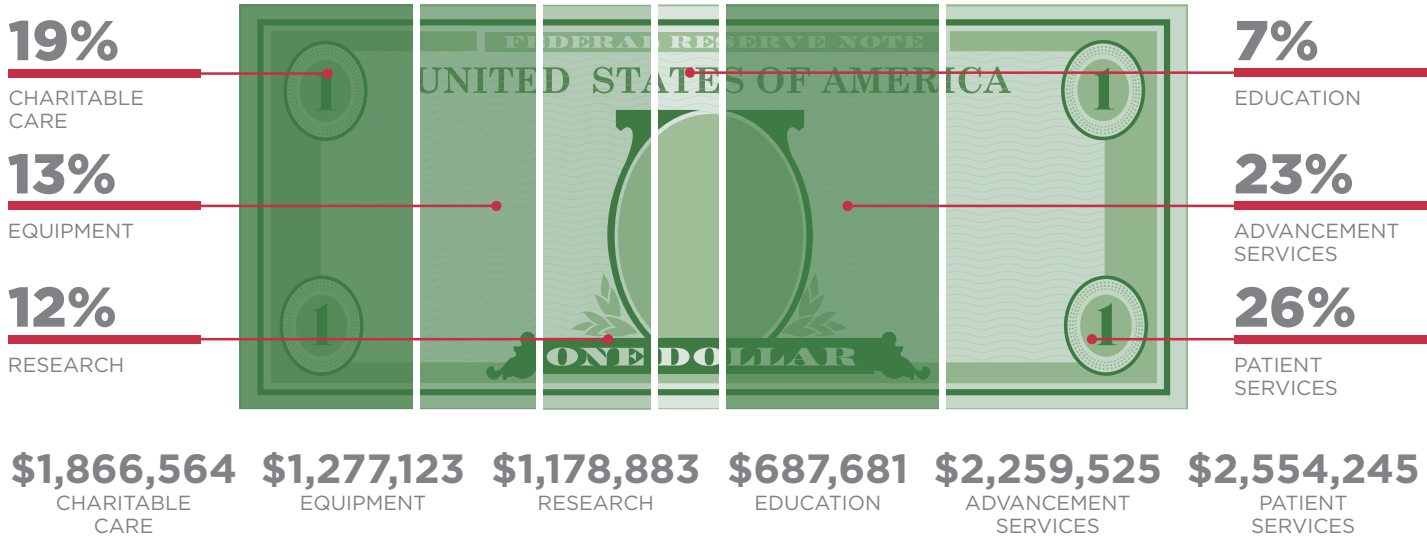
In partnership with Children’s Miracle Network Hospitals, we are making a difference in the lives of our children.

Make every home a Miracle Home.

*Mike Reagan*

Mike Reagan  
Senior Vice President

# HOW YOUR DOLLAR MAKES MIRACLES AT CHILDREN’S HOSPITALS



**In 2019, RE/MAX raised \$9,824,021 for Children’s Miracle Network Hospitals.**



When Vincent’s mom, Amanda, started a toy drive for pediatric patients at the children’s hospital, she had no idea her son would eventually benefit from donations through Children’s Miracle Network Hospitals.

Vincent had a rough start. As a baby, he was often sick and saw several doctors and specialists in an effort to get to the bottom of his health issues, many of which involved respiratory issues such as respiratory syncytial virus (RSV) and breathing issues.

At the age 7, Vincent was diagnosed with cystic fibrosis along with a pancreatic insufficiency. Cystic fibrosis is a genetic disease that causes a thick buildup of mucus in the lungs, pancreas and other organs. In those with a pancreatic insufficiency, food isn’t properly digested, usually resulting in the person having extreme weight loss or difficulty gaining weight. Vincent needs to take in 10,000 calories a day to counteract the energy his body expends in trying to breathe.

On an average day, Vincent can take on average 40-60 enzyme capsules a day to manage his cystic fibrosis and related conditions. Even though Vincent has a lot of health challenges, he’s involved in a running club and other sports-related activities at his elementary school. He’s also an accomplished artist and has plans of working for Marvel one day. After Vincent’s diagnosis, Children’s Miracle Network Hospitals helped the family purchase a special vest which vibrates at a high frequency to help break up the mucus in Vincent’s chest. The family also receives funds, directly from Children’s Miracle Network Hospitals donations, which allow them to travel to the hospital to see a specialist.

**HOW DONATIONS HELPED VINCENT:**  
*After Vincent’s diagnosis, Children’s Miracle Network Hospitals helped the family purchase a special vest which vibrates at a high frequency to help break up the mucus in Vincent’s chest. The family also receives funds, directly from Children’s Miracle Network Hospitals donations, which allow them to travel to the hospital to see a specialist.*

# ABOUT CHILDREN’S MIRACLE NETWORK HOSPITALS®

More than 10 million kids enter a children’s hospital across U.S. and Canada every year. To provide the best care for kids, children’s hospitals rely on donations and community support, as Medicaid and insurance programs do not fully cover the cost of care. Since 1983, Children’s Miracle Network Hospitals has helped fill those funding gaps by raising more than \$7 billion, most of it \$1 at a time. Its various fundraising partners and programs support the nonprofit’s mission to save and improve the lives of as many children as possible.

### Why do we need your support?

CHILDREN'S MIRACLE NETWORK HOSPITALS PROVIDE

**32 MILLION**

PATIENT VISITS FOR 10 MILLION KIDS EVERY YEAR.

EVERY HOUR

675 KIDS WITH TRAUMA

39 KIDS FOR DIABETES

92 KIDS FOR CANCER

39 BABIES IN NICU

97 KIDS FOR SURGERIES

EVERY DAY

161 KIDS WITH TRAUMA

935 KIDS FOR DIABETES

2,218 KIDS FOR CANCER

925 BABIES IN NICU

2,329 KIDS FOR SURGERIES

CHILDREN'S MIRACLE NETWORK HOSPITALS MEMBERS PROVIDE

**\$3.4 BILLION**

IN CHARITY CARE ANNUALLY.

**62 CHILDREN**

ENTER A CHILDREN'S MIRACLE NETWORK HOSPITAL FOR TREATMENT EVERY MINUTE.

SINCE 1983, CHILDREN'S MIRACLE NETWORK HOSPITALS HAS RAISED MORE THAN

**\$7 BILLION,**

MOST OF IT A DOLLAR AT A TIME.

LOCAL CHILDREN'S HOSPITALS

USE THE FUNDS HOWEVER THEY NEED THEM MOST.

EVERY MINUTE, CHILDREN'S MIRACLE NETWORK HOSPITALS PROVIDE

**\$6,500**

TO HELP SAVE KIDS' LIVES.

## OUR NETWORK HOSPITALS

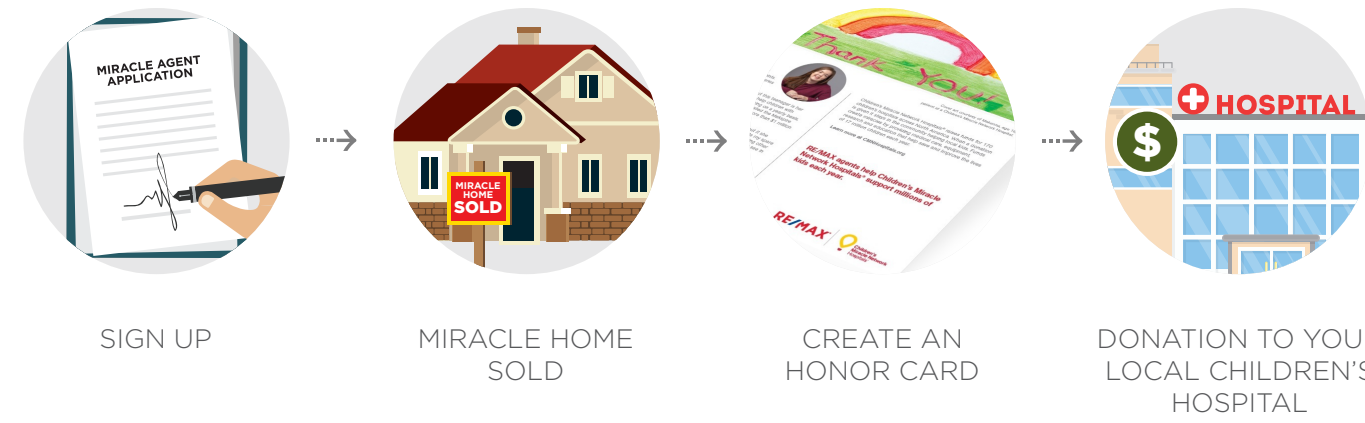
Children’s Miracle Network Hospitals raise funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care.



# HOW THE MIRACLE HOME & MIRACLE PROPERTY PROGRAM WORKS

Participating in the Miracle Home (residential) and Miracle Property (commercial) programs give RE/MAX Associates and Offices the opportunity to make regular donations to their local CMN Hospital after each closed transaction and through fundraising events – from a business perspective, the program also allow them to easily promote charitable involvement to gain exposure with their community.

How does it work:



Anyone affiliated with a RE/MAX Office can participate in the Miracle Home or Miracle Property program, either at the office-wide or individual level.

## MIRACLE HOME & MIRACLE PROPERTY GOALS & ACHIEVEMENTS



- Agents: Donate \$500 in a calendar year to receive special recognition as a Miracle Agent.
- Offices: Donate \$2,000 in a calendar year to receive special recognition as a Miracle Office.



WHAT IS AN HONOR CARD?

An Honor Card is a completely unique marketing opportunity that represents a tax-deductible donation and takes the guesswork out of choosing a closing gift for buyers and sellers! *A minimum \$25 donation is required when creating an Honor Card for a client.*

The Honor Card includes your name and information, your hospital's logo, a message you can personalize, and the photo and story of a local Miracle Child who is helped by donations like yours.



ENVELOPE



In 2019, 85% of honor cards were created for agents by another Miracle System user, typically an office administrator, making the donation and Honor Card process even easier for agents.



# MOST COMMON WAYS TO IMPLEMENT THE MIRACLE HOME & MIRACLE PROPERTY PROGRAM IN YOUR OFFICE

Welcome to the family! Now that you’re familiar with the Miracle Home Program and its benefits, the next step is to implement it across your brand and office. Here are a few of the most common ways to do so.

*Before you get started, check with your office administrator or broker/owner to see if there is already a process in place.*

## 1. PROGRAM LED BY OFFICE ADMINISTRATOR OR MANAGER

Simply put, this is the most common way offices roll out the Miracle Home Program partnership with CMN Hospitals. One person in the office, usually the office administrator or manager, takes the lead on creating Honor Cards on behalf of agents, pulling fundraising reports and managing the office’s Miracle System account.

### HOW TO GET STARTED

- Designate an Associate to spearhead fundraising efforts and engagement with CMN Hospitals
- Engage with your local hospital Program Director to receive resources and support with your efforts
- Log in to the Miracle System portal to set up account details (primarily payment settings)
- Organize contribution details (Honor Card minimum donation amount, frequency of donations - after each closing / monthly, etc.)
- Announce Miracle Home Program at the next staff meeting or distribute an email to your team

## 2. INDIVIDUAL AGENT PARTICIPATION

This is the second most common way for offices and agents to participate in the Miracle Home Program. This format allows for each Associate to create their own Honor Cards, while still having an office administrator process the actual donation. If coordination with an administrator is not possible, agents can manage both their Honor Card creation and donation processing individually.

### HOW TO GET STARTED

- Set up Miracle System training with your administrator
- Log in to the Miracle System portal through MAX/Center to set up your account details
- Create and personalize your Honor Card(s)
- For instructions how to create Honor Cards, [click here](#)
- Set bi-weekly reminders in your email calendar to create Honor Cards, check payments, and check your Miracle Status progress.



**NATE**  
VULNERABLE  
PATIENT

**KIDS  
CAN'T  
WAIT**  
FOR A VACCINE.

**RE/MAX**



**CHANGE KIDS' HEALTH  
CHANGE THE FUTURE**



# 7 STEPS FOR MIRACLE OFFICE SUCCESS

## STEP 1: COMMIT TO BECOME A MIRACLE OFFICE

- A. Designate an Associate to spearhead fundraising efforts and engagement with CMN Hospitals. We suggest an office administrator. An office administrator is able to manage the Miracle System, process donations, and create Honor Cards on behalf of agents, helping to easily implement this program.
- B. Decide how this program is best implemented in your office. To see the two most common methods of setup, reference page 10 in this document.
- C. Contact your local hospital Program Director for support, resources and recommendations for goal setting.

## STEP 2: STAY CONNECTED WITH YOUR LOCAL HOSPITAL

- A. Invite your local hospital Program Director to a staff meeting for your office to learn more about the lifesaving impact you are making through your participation in the Miracle Home Program.
- B. Make sure each participating agent pledges their support on **beamiracleagent.com**. By doing this, participating RE/MAX Associates will be connected with their local hospital Program Director, who can guide them through their fundraising journey and celebrate progress along the way.



## STEP 3: SET AN OFFICE GOAL

- A. Create an office wide goal that all Associates can rally behind. This could be an overall fundraising goal or a challenge for each agent to donate a certain amount on behalf of their clients after each closed transaction. Remember, agents can send an Honor Card to their client with a \$25 minimum donation.

## STEP 4: ONBOARD AGENTS

- A. Have new agents fill out the participation form found on the [Resources](#) site during onboarding so the office administrator can input this information into the Miracle System.
- B. Take new agents through the Miracle System. Show them how a donation is processed after a closed transaction and how an Honor Card is created. Reference these [how to videos](#) on the Resources site to help you master using the Miracle System.
- C. Share information about the history of the CMN Hospitals and RE/MAX partnership.

## STEP 5: SPREAD THE WORD ABOUT YOUR MIRACLE OFFICE

- A. Access social media resources on the Miracle Home Program resources site [here](#) for you to share and promote your participation.
- B. Encourage agents to list their homes or commercial listings as Miracle Homes or Miracle Properties on remax.com

## STEP 6: SEND HONOR CARDS TO CLIENTS LETTING THEM KNOW A DONATION WAS MADE ON THEIR BEHALF

- A. Reference the step by step documents found on the [Resources](#) site for assistance on sending Honor Cards for both administrators and individual agents.
- B. Administrators are able to process per-transactions and create honor cards on behalf of agents.

## STEP 7: CELEBRATE YOUR AGENT AND OFFICE SUCCESSES!

- A. Include CMN Hospitals fundraising highlights in your staff meetings. How many agents donated and sent honor cards that recently? What is your office fundraising total so far? Keep everyone excited to continue their great work!





- B. Publicly recognize agents who become Miracle Agents by raising \$500 annually.
- C. Host an office lunch party after reaching your \$2,000 milestone to become a Miracle Office.
- D. Promote your amazing work on social media. Don't forget about all the resources found [here](#) for your use.

**Administrators:** Share a monthly update report with your broker/owner to track your office's fundraising. This report can be pulled directly from the Miracle System by following [these](#) steps.

**Broker/Owners:** Offer incentives for Associate participation. Here are some ideas:

- Prize for top fundraiser each month and when an agent reaches Miracle Status (raises \$500)
- Institute office challenges or competitions to encourage Miracle Home listings
- Prize drawings for agents who participate in the Miracle Home program



MAKENNA, 16  
LARSEN SYNDROME  
PATIENT

## ESSENTIAL RESOURCES

Below are key resources available for your use at [resources.miraclehomeprogram.org](https://resources.miraclehomeprogram.org). Visit the site to explore all the material available.

### SHOP RE/MAX AND CMN HOSPITALS

- Hospital-specific sign riders (U.S. and Canada)

### SOCIAL MEDIA

- Social media calendar and posting recommendations
- Shareable social media graphics for engagement with clients and to compel action
- Miracle Office & Miracle Agent email signature logos
- Social banners
- Miracle Home overlay for Instagram & Facebook
- Co-branded zoom backgrounds for client calls

### FAQS AND HOW-TOS FOR AGENTS/OFFICES

- Instructions and FAQs made specifically for administrators, broker/owners, and agents
- Anatomy of an Honor Card
- Participation Form

### PROMOTIONAL MATERIAL

- Honor Card artwork
- Listing Presentations
- Kids Can't Wait messaging materials
- Miracle Maker certificates for office celebrations

### LOGOS & BRANDING

- Power of Partnership Course on RE/MAX University
- Co-branded RE/MAX logos with CMN Hospitals

### THE MIRACLE SYSTEM

- Direct Link to The Miracle System



# DID YOU KNOW?

Having a cause marketing strategy is a good for communities and good for business.

- 91% of U.S. consumers and 93% of U.S. Millennials have a more positive image of a company that supports a social or environmental cause
- 84% of U.S. consumers and 86% of U.S. Millennials consider a company's social and environmental commitments before deciding what to buy or where to shop
- 85% of U.S. consumers and 91% of U.S. Millennials are likely to switch brands to one that's linked to a good cause
- 78% of U.S. consumers and 81% of U.S. Millennials consider a company's social and environmental commitments when recommending products and services to others (Source: 2015 CONE Communications Millennial CSR Study)

Knowing what giving back can mean to your current and potential client base and kids in your community, you can accomplish so much by participating in the Miracle Home or Miracle Property program for RE/MAX Associates and Offices.

Donate a certain amount to your local Children's Miracle Network Hospital on behalf of your clients after each closed transaction.

- Show you're a socially responsible local professional
- Give back to your local community and change kids' lives
- Attract more repeat and referral business
- Make your listings stand out in the community and on **remax.com**
- Earn the Miracle Agent distinction by donating at least \$500 each year
- Help make your office a Miracle Office when total donations reach \$2,000 each year

# THANK YOU

for your support in helping kids live better



BELLA, 16  
BIPOLAR DISORDER  
PATIENT

## COSTS OF CARE



**\$0.37**

One preemie sized diaper, for premature babies weighing up to 4 pounds.



**\$12,000**

One patient to participate in a therapeutic pediatric cancer clinical trial.



**\$1.10**

One baby blanket in the neonatal and infant critical care unit.



**\$44,000**

Art therapist for one year to help children coping with a hospital experience.



**\$6,500**

One medical grade swinging light for a pediatric trauma room.



**\$2.3 Million**

One child bone marrow transplant.



**CHANGE KIDS' HEALTH**  
**CHANGE THE FUTURE**



**“I’m a parent, I’m a mother, and I can’t even imagine the helplessness that the families feel, the parents feel, the children feel. If I can have just one small piece in giving them comfort and some support, and giving them hope, then why wouldn’t I?”**

*– Kendall Bonner, RE/MAX Capital Realty, Lutz, FL*

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For more information about the Miracle Home  
or Miracle Property program, visit  
**[miraclehomeprogram.org](http://miraclehomeprogram.org)**