



Subject: Meta Impersonation Challenges

Hello RE/MAX Team,

We at Meta value the relationship and business engagement that our platform provides RE/MAX and its agents. We would like to provide an update regarding the challenges that you all have been experiencing with impersonation across the Facebook platform.

We understand that many of you have had your pages flagged for violating various policies, including false impersonation due to using RE/MAX's name and likeness. Please be assured that Meta is **not** maliciously removing agent pages. Our impersonation systems are designed to flag any potential violations of our [Community Standards on Account Integrity and Authentic Identity](#), which aims to protect users and businesses from impersonation and ensure the authenticity of accounts on the platform. While we are continuously investing in our technology to improve its effectiveness and reduce false positives, our zero-tolerance approach to impersonation could lead to agent pages being inadvertently removed that are using the RE/MAX name and likeness.

We understand that this may cause frustration, but we ask for your cooperation in ensuring that your pages comply with Meta's policies.

There are a series of steps that agents can take to decrease the risk of impersonation flags. Pages will have additional protections from inadvertent enforcements if ANY of the following are true:

- It (or its owning Business Manager) is a confirmed, authentic Page or Instagram account (i.e. [has a blue "verified" badge](#))
- It is part of a CRM organization that includes a confirmed, authentic Page/account
- It is part of a Locations structure whose "parent" Page is a confirmed, authentic Page
- It is part of "[Global Pages](#)" structure

Although the above may not mitigate platform policy flags indefinitely, these steps would help prevent and decrease the occurrence. If you have any questions or concerns, please reach out to us and we will do our best to assist you.

Thank you for your understanding and cooperation.

Best regards,

Tanaja Williams