RE/MAX Results Briefing Document: Source of Truth & Operational Architecture

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Executive Summary & Identity of Record

This briefing document establishes the canonical Sourcing of Truth for the RE/MAX Results estate as documented on October 25, 2026. The estate encompasses two distinct brands operating under a single real-estate brokerage framework: **RE/MAX Results** (the brokerage operated by Kenny Lewandowski) and **The Results System** (the platform and product suite developed for the estate). Every CRM instance, site, page, form, and storage repository sits strictly under one of these two brands or is classified as an internal tool.

This document synthesizes core records, structural rules, system inventory, CRM architecture, decision logs, and staged buildout plans. Where discrepancies arise between high-level summaries and dated underlying technical records, the dated underlying record serves as the definitive authority.

Evidence Grading Standard

Load-bearing claims within the estate architecture are graded according to three verification tiers:

- **VERIFIED**: Read live or parsed on disk during the October 24, 2026 audit pass or a subsequent dated verification.
- **RECORD**: Asserted in a dated project record and carried forward without direct re-verification in the latest audit pass.
- **OPEN**: A decision, fact, or parameter not yet established. Stated plainly without speculation or placeholder values.

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