RE/MAX vs. Century 21

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WHO THEY ARE: ONE OF SIX FRANCHISORS OWNED BY ANYWHERE RE

Founded in 1971, **Century 21** was once the largest real estate franchise in the U.S. but today is the sixth largest. Now it is the U.S.-based franchise with the second-most agents outside the U.S. Of C21's 130,200 agents at 2024 year-end, 86,259 were outside the U.S. and 43,941 were in the U.S.

The model, used by all six Anywhere RE franchises, pays agents a graduated commission split that adjusts the agent's split upward as their sales volume increases.

A 70%-30% commission split is typical.

2024 U.S. Stats[1]: 219,329 transaction sides, 43,941 agents

RECRUITING OPPORTUNITY

C21 has been shrinking in size for nearly two decades, having lost more than 50% of its U.S. offices since 2006. Agent count has suffered as a result:

- In the last five years, C21 has posted a net loss of nearly 6,500 agents - from 50,423 (2020) to 43,941 (2024).
- From 2023 to 2024 alone, C21 recorded a net loss of 4% of its agents.
- Through the first seven months of 2025, C21 appears to have a net loss of more than 2,000 agents based on **its online roster showing a U.S. total of 41,589 on July 14.**

What Agents Pay: 6% royalty, plus 0.5% marketing fee

In addition to the commission split, C21 deducts a 6 to 8% royalty from the agent's share of the commission split. In addition, there are other office and technology fees that agents must pay, including a 0.5% brand marketing fee.

STRENGTHS

1. A well-known brand: In the past, C21 was a major TV advertiser. In 2012, it purchased a Super Bowl commercial that Donald Trump, Deion Sanders and Apolo Ohno appeared in. The brand continues to have the second-most unaided awareness among buyers and sellers at 30.9%. REMAX® has 36.4%.[2]
2. Vast worldwide presence: C21 is in 79 countries and has large numbers of agents in France and Japan. It reports more than 11,000 offices worldwide – more than any other brand.
3. Agents access a wide range of support programs: Agents have access to **C21 University, the MoxiWorks tech platform** and marketing tools such as "Boost" which helps agents promote their listings and themselves on Facebook, Instagram and Nextdoor.

WEAKNESSES

1. Not the family favorite of franchises: Century 21 is perhaps the fourth most valued franchise among Anywhere's six franchises. That means it is low on the priority list for resources as Anywhere is budget-cutting to payoff massive debt. Coldwell Banker is the flagship brand and about half its offices are company owned. Sotheby's is at the forefront of Anywhere's emphasis on luxury and is its growth leader. While small, Corcoran is a luxury brand that Anywhere wants to grow. Century 21 seems to be in caretaker status as its decline continues.
2. Agents pay top dollar: Franchise fees can provide valuable support that non-franchisees don't have access to. But the 6% royalty levied from every agent commission is among the highest in the industry. The 0.5% brand marketing fee brings royalties to a total of 6.5%.

HEAD TO HEAD

REMAX agents outproduce C21 agents more than 2 to 1[3]

11.7 transaction sides
VS
5.0 transaction sides

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Century 21 is middle of the pack

Agent efficiency shows how big the gap is from REMAX

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Five weaknesses that undermine competitors like Century 21

From subpar brand awareness to subpar support

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The REMAX Value Proposition shows what C21 lacks

An impressive list of REMAX offerings for comparison

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3. Agents collect fewer commission checks on average: Century 21 agents averaged just 5 transaction sides in 2024 for a total sales volume of $1.8 million. REMAX agents, by comparison, averaged 11.7 sides for $4.7 million in volume. On average, REMAX agents received twice as many commission payments as C21 agents.[1]

4. Is C21 technology platform just good enough? C21 utilizes **MoxiWorks,** a mainstream platform widely used by brokerages and agents in the industry. Many consider it inferior to the BoldTrail platform that powers the **MAXTech**® platform provided to REMAX agents at no extra cost.

[1]T3 Sixty 2025 Real Estate Almanac. [2]MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. [3]Transaction sides per agent calculated by REMAX based on data from 2025 RealTrends Verified Best Brokerages, citing 2024 transaction sides for the 1,256 participating U.S. brokerages that closed 500 transaction sides and reported agent count. ©RE/MAX, LLC Confidential & Proprietary. Use of this material is limited to REMAX Owners and Managers, and to regional and corporate staff for their efforts in recruiting or retaining agents to the REMAX network. Information and documents are for informational purposes only. The use, reproduction, or display of documents created by sources other than REMAX World Headquarters staff (or the creation of derivative works from them) may not be authorized and may be a violation of law. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25_531

REMAX
VS. CENTURY 21

2025

REMAX		CENTURY 21
11.7 Transaction Sides Per Agent[1]	(Large Brokerages) AGENT PRODUCTIVITY	5.0 Transaction Sides Per Agent[1]
110+ Countries and Territories[2]	GLOBAL PRESENCE	79 Countries and Territories[2]
36.4% Unaided awareness among current and future buyers and sellers.[3]	BRAND AWARENESS	30.9% Unaided awareness among current and future buyers and sellers.[3]
#1 Real Estate Franchisor Website[4] **100 Million+** Visits[5] on remax.com	ONLINE PRESENCE	86% Fewer Visits[6] on century21.com

The ***greatness*** in you.℠

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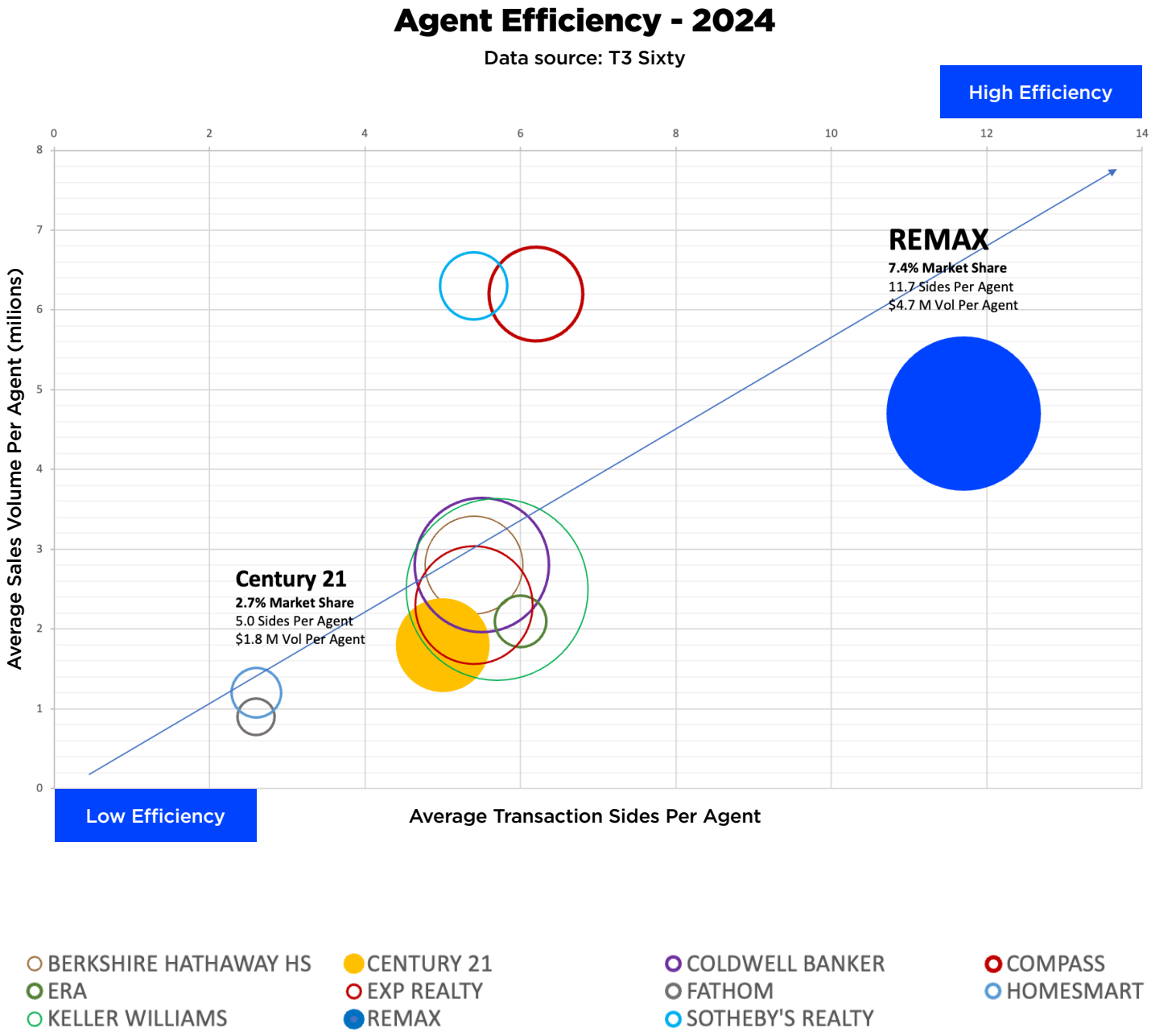
[1]Source: U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac report. It also cites 2024 transaction sides and agent counts, some of which it estimates when company elected not to provide. [2]Data is year-end 2024 based on information shared publicly by the company. Coldwell Banker data is as reported by Anywhere Real Estate Inc. on SEC 10-K, Annual Report for 2024. [3]Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? [4]More visits than any other national real estate franchisor website, according to ComScore report of 2024 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. [5]Source: REMAX first-party data for full-year 2024. [6]Based on ComScore report of 2024 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. ©2025 REMAX, LLC. Each REMAX Office Independently Owned and Operated. 25_311

Highly Efficient Agents

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Agent efficiency compares brands by their agents' annual averages for sales volume and transaction sides to measure production efficiency. In 2024, REMAX agents had far higher production efficiency than Century 21 agents — and all other major U.S. brands. The size of each brand's bubble reflects approximate U.S. market share: 7.4% for REMAX and 2.7% for Century 21.



2024 average transaction sides and sales volume per agent calculated by REMAX from the 2025 T3 Sixty RealEstate Almanac Franchise 20, and from the 2025 RISMedia Power Broker Top 1,000. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25_531