

# REMAX CANADA

## VS. SOTHEBY'S INTERNATIONAL REALTY



2025



**Sotheby's**  
INTERNATIONAL REALTY

**316,377**

Total Transaction Sides<sup>1</sup>



AGENT PRODUCTIVITY

**5,449**

Total Transaction Sides<sup>1</sup>

**95.3%**

Unaided awareness among current  
and future buyers and sellers.<sup>2</sup>



BRAND AWARENESS

**38.4%**

Unaided awareness among current  
and future buyers and sellers.<sup>2</sup>

**110+**

Countries and Territories<sup>3</sup>



GLOBAL PRESENCE

**84**

Countries and Territories<sup>3</sup>

**25,171**

Agents in Canada<sup>4</sup>



AGENT COUNT

**750+**

Agents in Canada<sup>4</sup>

**938**

Offices in Canada<sup>5</sup>



OFFICE COUNT

**30**

Offices in Canada<sup>5</sup>

/// The **greatness** in you. ///

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<sup>1</sup>Canadian Total Transaction Sides for 2024 obtained from third party data and is ±1% in major markets. Includes residential transactions only, and does not include commercial, new homes, private, exclusive, pocket, rentals, farms, vacant land, and co-listings. Does not include Yukon and Nunavut due to low reported transactions. Actual transaction sides may differ. <sup>2</sup>MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. <sup>3</sup>Data collected March 2024. Coldwell Banker data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2023 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources. Actual count may differ. RE/MAX countries and territories is internal data as of 12/31/2023. <sup>4</sup>Agent count data collected March 2025, based on latest available statistics from various sources. Data is from company websites, the Canadian Real Estate Association (CREA) and other industry sources. Actual count may differ. RE/MAX agent count is internal data as of 12/31/2024. <sup>5</sup>Office count data collected March 2025, based on latest available statistics from various sources. Data is from company websites, the Canadian Real Estate Association (CREA) and other industry sources. Actual count may differ. RE/MAX office count is internal data as of 12/31/2024. ©2025 REMAX, LLC. Each Office Independently Owned and Operated. 25\_311