

REMAX CANADA VS. KELLER WILLIAMS



2025



316,377

Total Transaction Sides¹



AGENT PRODUCTIVITY

29,119

Total Transaction Sides¹

95.3%

Unaided awareness among current
and future buyers and sellers.²



BRAND AWARENESS

21.3%

Unaided awareness among current
and future buyers and sellers.²

110+

Countries and Territories³



GLOBAL PRESENCE

60

Countries and Territories³

25,171

Agents in Canada⁴



AGENT COUNT

4,600+

Agents in Canada⁴

938

Offices in Canada⁵



OFFICE COUNT

125+/-

Offices in Canada⁵

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

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¹Canadian Total Transaction Sides for 2024 obtained from third party data and is +/- 2% 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. Data from Sault Ste Marie, ON is from January to August 2024 only. ²MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. ³Countries and territories 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 countries and territories is internal data as of 12/31/2024. ⁴Agent 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. ⁵Office 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