

REMAX CANADA VS. COLDWELL BANKER



2025



316,377

Total Transaction Sides¹



AGENT PRODUCTIVITY

23,193

Total Transaction Sides¹

95.3%

Unaided awareness among current
and future buyers and sellers.²



BRAND AWARENESS

50.6%

Unaided awareness among current
and future buyers and sellers.²

110+

Countries and Territories³



GLOBAL PRESENCE

45

Countries and Territories³

25,171

Agents in Canada⁴



AGENT COUNT

2,900+/-

Agents in Canada⁴

938

Offices in Canada⁵



OFFICE COUNT

177

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. ³Data collected March 2025. Coldwell Banker data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2024 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 12/31/2024. ⁴Data collected March 2025. Coldwell Banker data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2024 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources. Actual count may differ. RE/MAX agent count is internal data as of 12/31/2024. ⁵Data collected March 2025. Coldwell Banker data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2024 or from company websites, the Canadian Real Estate Association (CREA) or 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