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Competitor Update For Recruiting

June 2025

Sides Per Agent: REMAX Owns Top 100, KW Anchors Bottom 100

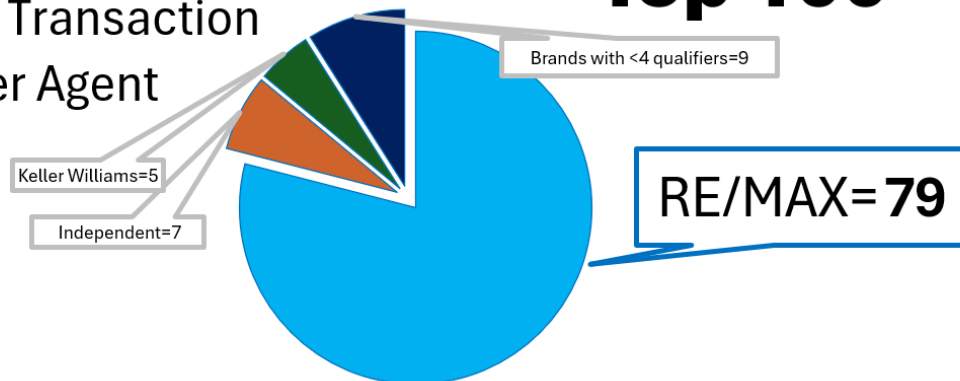
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While being recognized nationally is a noteworthy accomplishment, U.S. rankings reward brokerages for closing a large number of transaction sides, not for having productive agents.

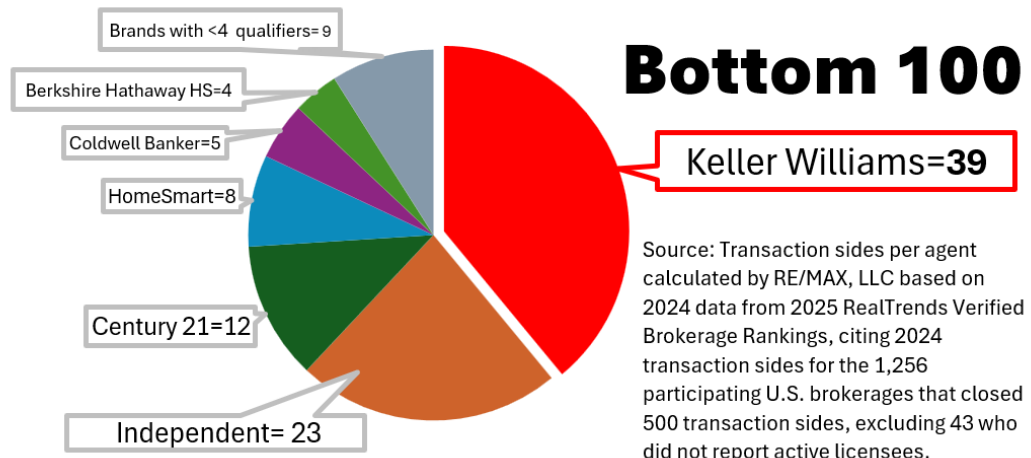
RE/MAX brokerages are an exception. The [2025 RealTrends Verified Brokerages rankings](#) illustrate the contrast between big-vs.-productive.

Brokerages with Highest/Lowest
Average Transaction
Sides Per Agent

Top 100



Bottom 100



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For the 17th consecutive year, RE/MAX agents at participating large U.S. brokerages outsold competitors by more than 2 to 1 in 2024, according to the 2025 RealTrends rankings.

Many of the 1,256 brokerages that qualified as RTV brokerages based on transaction sides got there by virtue of enormous agent rosters – although RE/MAX firms qualified through high per-agent productivity.

Qualifying Keller Williams franchisees, for example, had an average of 340 agents. Qualifying RE/MAX franchisees averaged less than a third of that: 110 agents. That disparity underscores the vast difference in per-agent productivity within the two brands.

Top 100 – RE/MAX claims 79 spots

The difference is even more apparent when the RealTrends 500-side qualifiers are ranked by average transaction sides per agent. As they have year after year, RE/MAX franchisees dominated, comprising 79 of the 100 brokerages with the highest agent productivity. They averaged 19.0 sides per agent.

Bottom 100 – KW collects 39

When a similar calculation is used to determine the "bottom 100" brokerages with the lowest sides per agent, Keller Williams claimed 39 of the spots followed by Century 21 with 12. An assortment of non-franchise brokerages claimed 22 spots. No RE/MAX brokerages were among the bottom 100.

Agents in the bottom 100 averaged 2.6 transaction sides each. That is just 13% of the 19.9 sides averaged by agents in the top 100.

**Transaction sides per agent calculated by RE/MAX based on 2024 data from 2025 RealTrends Verified Brokerage Rankings, citing 2024 transaction sides for the 1,256 participating U.S. brokerages that closed 500 transaction sides, excluding 43 who did not report active licensees. RE/MAX average: 11.9. Competitors: 5.3.*

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