## 2025 REMAX vs. THE INDUSTRY



Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS*					
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RFMAX	11.7	597,770	36.4%	110+	8,735	146,627
COMPASS  orange properties	6.2	251,138	3.2%	1	400+	37,144
ERA	6.0	70,092	1.6%	37	2,300	43,200
kw.	5.7	828,875	14.5%	60	1,000	165,000
<b>G</b>	5.5	460,374	21.2%	45	2,900	96,300
BERKSHIRE HATHAWAY HOMESERVICES	5.4	239,787	7.3%	11	1,500	50,000
Sotheby's INTERNATIONAL REALTY	5.4	117,860	3.3%	84	1,100	26,100
exp <sup>®</sup>	5.4	350,119	1.6%	27	N/A	85,000
Weichert REALTORS	5.2	61,900	1.6%	2	500	18,000
Better Hand Gardens. REALESTATE	5.2	58,230	2.2%	6	400	11,200
CENTURY 21	5.0	219,329	30.9%	79	11,000	130,200
REALTYONEGROUP	4.7	95,181	0.5%	25+	450	20,000
Геэл	3.7	90,298	0.1%	2	N/A	26,000
Home\$MART.	2.6	64,500	0.1%	1	223	25,000

N/A = Data not publicly available. \*Major full-service brokerage brands that report production data and agent counts.

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a REMAX franchise. It is for informational purposes only. We or our designated regional franchisor will not offer you a franchise in states or other jurisdictions where registration is required unless and until we or our designated regional franchisor have complied with applicable pre-sale registration requirements in your state (or have been exempted therefrom) and a Franchise Disclosure Document has been delivered to you before the sale in compliance with applicable law. New York residents: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. Minnesota Reg. No. F-9950. RE/MAX, LLC and RE/MAX Integrated Regions, LLC 5075 S. Syracuse Street, Denver, CO 80237, 1.303.770.5531. Data is full-year or as of year-end 2024, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate on SEC 10-K, Annual Report for 2024; other competitor data is from company websites and industry reports. "U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2024 transaction sides and agent counts, some of which it estimates when company elected not to provide. "The transaction totals of some brands include a small number of commercial sides, in addition to residential sides. "MIMR 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? ©2025 RE/MAX, LLC. Each office independently owned and operated. 25\_311\_US