

REMAX VS. HOMESMART



11.7

Transaction Sides Per Agent¹



2.6

Transaction Sides Per Agent¹

110+

Countries and Territories²



1

Countries and Territories²

36.4%

Unaided awareness among current
and future buyers and sellers.³



0.1%

Unaided awareness among current
and future buyers and sellers.³

#1 Real Estate Franchisor Website⁴

100 Million+

Visits⁵ on remax.com



99% Fewer Visits⁶
on homesmart.com

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

¹Source: U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac report. It also cites 2024 transaction sides and agent counts, some of which it estimates when company elected not to provide. ²Data is year-end 2024 based on information shared publicly by the company. ³Source: MMR 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? ⁴More visits than any other national real estate franchisor website, according to ComScore report of 2024 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. ⁵Source: REMAX first-party data for full-year 2024. ⁶Based on ComScore report of 2024 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category.