












2024 RE/MAX® vs. THE INDUSTRY

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

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	Canadian Total Transaction Sides ¹	Total Brand Awareness ²	Countries & Territories ³	Offices in Canada ³	Offices Worldwide ³	Agents in Canada ³	Agents Worldwide ³
	280,766	95.3%	110+	956	9,022	25,168	144,835
	148,297	85.3%	1	650+	650+	20,000+	20,000+
	63,143	86.3%	84	400±	12,000	10,600±	135,000
	40,134	9.1%	24	N/A	N/A	6,795±	90,000
	34,387	58.6%	1	200	200	6000	6000
	28,661	21.3%	59	125±	1,100±	4,600+	189,000+
	19,435	50.6%	40	176	2,900	2,805±	101,000
	18,524	26.0%	9	143	N/A	12,250±	N/A
	11,091	12.7%	2	N/A	N/A	1,660±	16,000+
	10,133	16.7%	2	45±	N/A	970±	24,000±
	7,809	16.0%	35+	55±	1,000+	920±	16,000+

N/A = Data not publicly available.

¹Canadian Total Transaction Sides for 2023 obtained from third party data and is +/- 1% 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. ²MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. ³Office, agent, and countries and territories data collected March 2024, based on latest available statistics from various sources. Coldwell Banker and Century 21 data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2023 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources; data for all other competitors is from company websites, CREA and other industry sources. Actual transaction sides, office count, and agent count may differ. RE/MAX office, agent, and countries and territories is internal data as of 12/31/2023. ⁴Data not publicly available. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24_315



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