



# REMAX<sup>®</sup>

## vs. Royal LePage

Published 1/2026

### WHO THEY ARE: THE SECOND LARGEST REAL ESTATE BRAND IN CANADA WITH 112-YEAR HISTORY

**Royal LePage** is the second-largest real estate brokerage brand in Canada with more than 20,000 agents in 600 offices nationwide. The company is made up of franchisees except for **a company-owned brokerage** with 11 offices and 1,200 agents.

Founded in 1913, Royal LePage was Canada’s largest real estate brand until REMAX<sup>®</sup> surpassed it. Royal LePage tries to spin its lack of an international network into a positive by calling itself “Canada’s real estate company” and “an all-Canadian company.”

Royal LePage is owned by Toronto-based Bridgemark Real Estate Services, a public company listed on the Toronto Stock Exchange. The **“Royal LePage Network”** operated by Bridgemark also includes three other brands:

- Johnston & Daniel (175 agents) focused on luxury properties in southern Ontario.
- Via Capitale (900 agents) with 35 offices across Quebec.
- Proprio Direct real estate agency, a single office location in Greater Montreal Area with 700 agents.

Nearly 60% of Bridgemark’s real estate offices are located in Ontario.

### Year-End 2024 Canada Stats

METRIC	REMAX	Royal LePage
Average Transaction Sides Per Agent <sup>2</sup>	14.1	10.9
Transaction Sides <sup>1</sup>	316,377	169,247
Agents	25,171	20,000+
Offices	938	600
Countries & Territories	110+	1
Total Brand Awareness <sup>3</sup>	95.3%	85.3%

### RECRUITING OPPORTUNITY

**Royal LePage recruiting materials** tout a storied brand, technology and training. For every Royal LePage strength, REMAX arguably has an even stronger hand as attested by the end result: agent productivity.

### SALES VOLUME PER AGENT

The **Bridgemark 2024 annual report** compares 2024 “transactional dollar volume” (sales volume) per agent for the Royal LePage Network agents and for Canadian agents who are “outside the company network.”

When REMAX is added to the Royal LePage comparison, the average sales volumes per agent look like this:

- Average Canadian Realtor: \$1.7 million (outside Royal LePage)
- Royal LePage Network Agents: \$2.9 million
- REMAX Canada Agents: \$8.0 million

### HEAD TO HEAD

#### REMAX — Canada’s Market Share Leader

REMAX: 316,377 transaction sides

Royal LePage: 169,247 transaction sides<sup>1</sup>

#### Fewer Buyers & Sellers Know of Royal LePage

REMAX: 95.3%

Royal LePage: 85.3<sup>3</sup>

#### Five Weaknesses That Undermine Competitors Like Royal LePage

From trailing in brand awareness to subpar support

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#### The REMAX Value Proposition Shows What Royal LePage Lacks

An impressive list of REMAX offerings for comparison

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## STRENGTHS

- 1. A well-known brand:** After more than a century in business, Royal LePage is recognized by 85.3% of buyers and sellers<sup>3</sup> and ranks third among all brands in Canada, while REMAX leads in brand awareness.
- 2. Respectable productivity:** Among major brands, Royal LePage agents averaged fourth in the highest average transaction sides per agent with 10.9. Royal LePage was second to REMAX in most transaction sides in Canada.
- 3. Support programs:** Royal LePage provides business planning, training and coaching to their agents. REMAX University® offers access to thousands of on-demand educational videos, and various live sessions and workshops, to help agents stay ahead of the curve. There are over 70 relevant designations, certifications and courses, including the Complete Agent Development course, to support growth and help agents stand apart from the competition.

## WEAKNESSES

- 1. Just over half the market share of REMAX:** Royal LePage is a distant second to REMAX in Canada. REMAX agents closed nearly twice as many transaction sides in 2024: 316,377 vs. 169,247.
- 2. Royal LePage has no presence outside of Canada:** REMAX has a presence in more countries and territories than any other real estate brand. That means that Royal LePage's networking opportunities are limited to Canada only. REMAX offers international, local and specialized events where agents can network and learn from top producers and industry leaders. These include The REMAX R4® Convention in Las Vegas, the Activate Conference in Canada, Luxury Forum, Commercial Symposium, Ultimate Teams and Kickstart. Agents get access to invaluable learning sessions and leave with new connections, potential referrals and the tools to help grow their business. Agents can also join one of REMAX Canada's exclusive networking groups, dedicated to career growth and industry leadership.
- 3. Similar tech but not the same value:** Royal LePage's tech offering, rlpSphere, is also a BoldTrail platform. Agents at REMAX receive MAXTech® powered by BoldTrail to seamlessly run their business, at no additional cost. From smart CRM, listing management and customizable brand materials to social media marketing tools, REMAX has the resources to help agents take their business to the next level.

Royal LePage's charitable venture, 'Royal LePage Shelter Foundation' is dedicated towards funding women's shelters across Canada. REMAX is a big brand with an even bigger heart that offers support to its agents and the community. From a network that believes in sharing knowledge to initiatives that give back including: Treat Accessibly (supporting inclusive trick or treating), the Quest for Excellence scholarship program and a long standing partnership with Children's Miracle Network® (CMN). Since 1992, REMAX agents in Canada have raised over \$100M for CMN.

As a business that builds businesses, REMAX continues to invest in multi-channel marketing efforts to get the brand name out there. REMAX achieved 2.6 billion branding impressions in 2025, which generated 89k leads for agents.<sup>4</sup> REMAX is the only real estate brand that is the official sponsor of the Blue Jays™, WHL, Canucks, Flames, Whitecaps, Oilers and also the Official Real Estate Agents of the NBA in Canada. This helps reach new demographics and keeps the brand top of mind with consumers.

Nobody in the world sells more real estate than REMAX based on residential transaction sides. That's the culmination of billions of advertising impressions, learn-more-to-earn-more education and the most productive agents in the industry.

<sup>1</sup>Canadian 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. <sup>2</sup>Sides per Agent data calculated by dividing Canadian Total Transaction Sides by number of agents who closed at least one transaction in 2024, not including co-listing or co-buying agents, as obtained from third-party data. <sup>3</sup>MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. <sup>4</sup>2025 performance estimates based on third-party projection data as well as past performance data. © RE/MAX, LLC Confidential & Proprietary. Use of this material is limited to REMAX Owners and Managers, and to regional and corporate staff for their efforts in recruiting or retaining agents to the REMAX network. Information and documents are for informational purposes only. The use, reproduction, or display of documents created by sources other than REMAX World Headquarters staff (or the creation of derivative works from them) may not be authorized and may be a violation of law.



# REMAX CANADA

## VS. ROYAL LEPAGE



2025



**316,377**

Total Transaction Sides<sup>1</sup>



**169,247**

Total Transaction Sides<sup>1</sup>

**95.3%**

Unaided awareness among current and future buyers and sellers.<sup>2</sup>



**85.3%**

Unaided awareness among current and future buyers and sellers.<sup>2</sup>

**110+**

Countries and Territories<sup>3</sup>



**1**

Countries and Territories<sup>3</sup>

**25,171**

Agents in Canada<sup>4</sup>



**20,000+**

Agents in Canada<sup>4</sup>

**938**

Offices in Canada<sup>5</sup>



**650+**

Offices in Canada<sup>5</sup>

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

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<sup>1</sup>Canadian 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. <sup>2</sup>MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. <sup>3</sup>Countries and territories data collected March 2025, based on latest available statistics from various sources. Data is from company websites, the Canadian Real Estate Association (CREA) and other industry sources. Actual count may differ. REMAX countries and territories is internal data as of 12/31/2024. <sup>4</sup>Agent count data collected March 2025, based on latest available statistics from various sources. Data is from company websites, the Canadian Real Estate Association (CREA) and other industry sources. Actual count may differ. REMAX agent count is internal data as of 12/31/2024. <sup>5</sup>Office count data collected March 2025, based on latest available statistics from various sources. Data is from company websites, the Canadian Real Estate Association (CREA) and other industry sources. Actual count may differ. REMAX office count is internal data as of 12/31/2024. ©2026 REMAX, LLC. Each Office Independently Owned and Operated. 25\_767



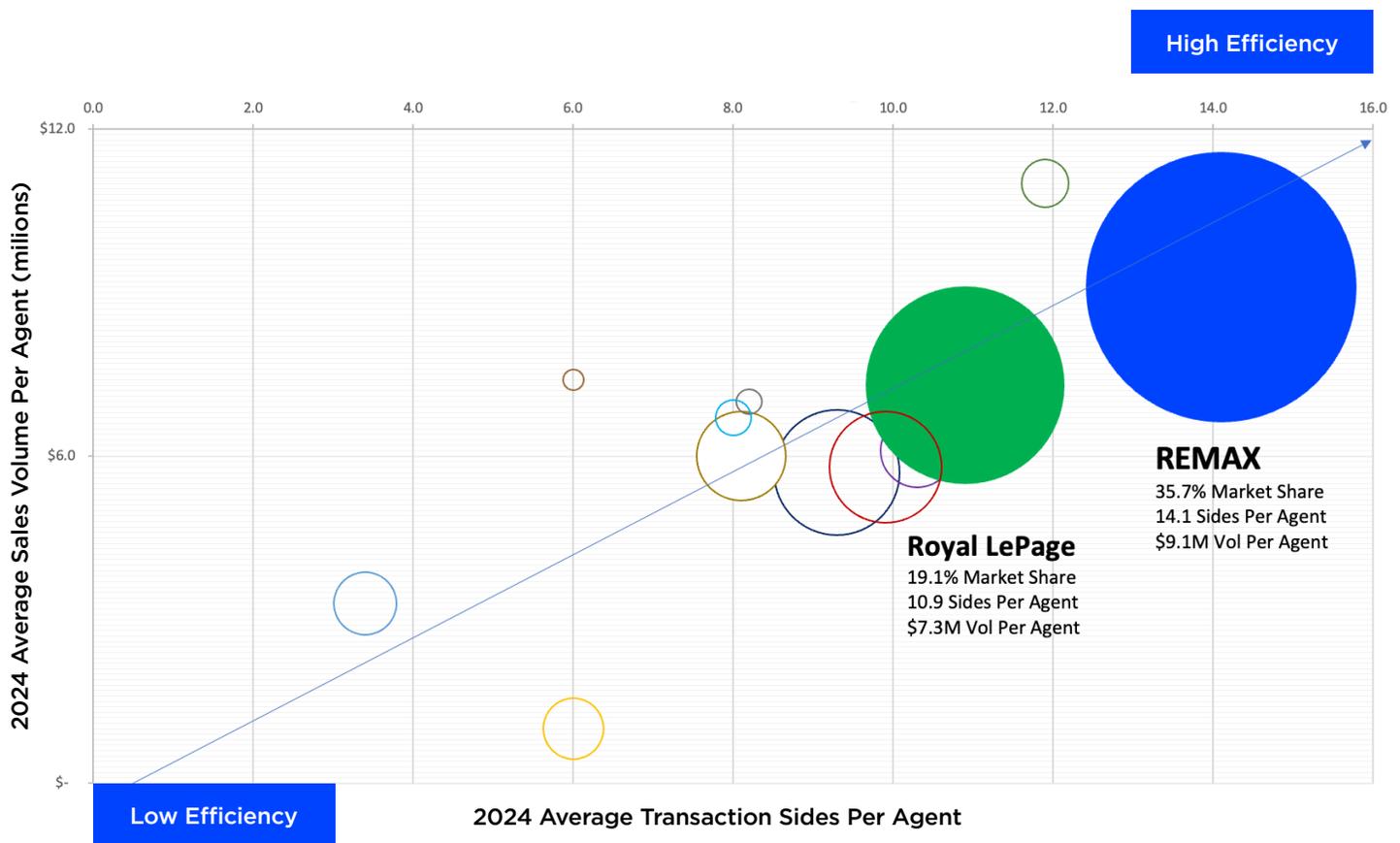
# Highly Efficient Agents

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Agent efficiency compares brands by their agents' annual averages for sales volume and transaction sides to measure production efficiency. In 2024, REMAX agents had far higher production efficiency than Royal LePage agents — and all other major Canada brands. The size of each brand's bubble is proportionate to share of Canada transaction sides. REMAX Canadian market share topped 35% of 2024 transaction sides.

### Agent Efficiency - 2024



- Century 21
- Coldwell Banker
- Sutton Group
- Royal LePage
- eXp Realty
- The Agency
- Homelife
- REMAX
- Sotheby's Realty
- Real Brokerage
- Engel & Volkers
- Christie's International

Source: Canadian 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. Sides per Agent data calculated by dividing Canadian Total Transaction Sides by number of agents who closed at least one transaction in 2024, not including co-listing or co-buying agents, as obtained from third-party data. Actual transaction sides may differ. ©2026 RE/MAX, LLC. Each Office Independently Owned and Operated. 25\_767