



REMAX[®]

vs. Century 21

Published 1/2026

WHO THEY ARE: ONE OF SIX FRANCHISORS OWNED BY ANYWHERE RE

Founded in 1971, **Century 21** was once the largest real estate franchise in the U.S. but today is the sixth largest. It has the third-most agents worldwide behind KW and REMAX[®] with 130,200.⁴ C21 has the fourth-most agents in Canada with over 10,500.⁴

Among the six franchises operated by Anywhere Real Estate, Century 21 has the most agents globally. Century 21 Canada is owned by the Vancouver-based **Charlwood Pacific Group** which also owns CENTUM Financial Group, REAL Property Management Canada and Uniglobe Travel International.

Founder U. Gary Charlwood and his son, Martin Charlwood, oversee the business. Martin Charlwood is the CEO. U. Gary Charlwood also owns majority shares in Century 21 Asia Pacific, excluding Japan.

Year-End 2024 Canada Stats

METRIC	REMAX	Century 21
Average Transaction Sides Per Agent ²	14.1	9.3
Transaction Sides ¹	316,377	68,918
Agents	25,171	10,500+
Offices	938	400+
Countries & Territories	110+	79
Total Brand Awareness ³	95.3%	86.3%

RECRUITING OPPORTUNITY

In Canada, Century 21 has a strong brand but falls short in helping agents maximize their careers. For every Century 21 strength, REMAX arguably has an even stronger hand as attested by the end result: agent productivity.

STRENGTHS

- A well-known brand:** Century 21 was founded in 1971 in California and entered Canada in 1975 - two years ahead of REMAX. Half a century later, C21 has the second-highest total brand awareness in Canada with 86.3%. REMAX has the most at 95.3%.³
- Vast worldwide presence:** C21 is in 79 countries, led by over 40,000 agents in the U.S. and 10,500+ in Canada. Portugal has more than 4,000 agents while Japan and Mexico each have more than 3,000.
- Support programs run the gamut:** Agents have access to **Hub21** powered by MoxiWorks that provides customizable websites, a CRM and marketing tools. **Campus 21 TV** taps a library of on-demand training videos as well as live streaming. C21 hosts networking conferences such as **as OneC21**, which is local to Canada, and their global counterpart One21. **C21 raises money for Easter Seals Canada** to help children with disabilities.

WEAKNESSES

- Ninth-place agent productivity:** Among major brands, Century 21 Canada agents averaged the ninth-most transaction sides per agent with 9.3. REMAX agents averaged 52% more sides with 14.1.

HEAD TO HEAD

REMAX — Canada's Market Share Leader

REMAX: 316,377 transaction sides
Century 21: 68,918 transaction sides¹

Fewer Buyers & Sellers Know of Century 21

REMAX: 95.3%
Century 21: 86.3%³

Five Weaknesses That Undermine Competitors Like Century 21

From trailing in brand awareness to subpar support

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The REMAX Value Proposition Shows What Century 21 Lacks

An impressive list of REMAX offerings for comparison

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2. Declining base franchise: These days, Century 21 is perhaps the fourth-most valued franchise among Anywhere's six franchises. That means it is likely low on the priority list for resources as parent Anywhere is budget-cutting to pay off massive debt. This likely limits the base franchise upon which Century 21 Canada tailors its program.

3. Is the C21 technology platform just good enough? In Canada as well as in the U.S., C21 utilizes **MoxiWorks**, a mainstream platform widely used by brokerages and agents in the industry. Many consider it inferior to the BoldTrail platform that powers the **MAXTech**[®] platform provided to REMAX agents at no extra cost.

The list of REMAX strengths goes on:

- 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.
- 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.
- Nobody in the world sells more real estate than REMAX based on residential transaction sides. That's the culmination of billions of advertising impressions and learn-more-to-earn-more education that focuses on increasing agent productivity.

¹Canadian 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. ²Sides 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. ³MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. ⁴As of year-end 2024. © REMAX, 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.

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CENTURY 21

316,377

Total Transaction Sides¹



68,918

Total Transaction Sides¹

95.3%

Unaided awareness among current and future buyers and sellers.²



86.3%

Unaided awareness among current and future buyers and sellers.²

110+

Countries and Territories³



79

Countries and Territories³

25,171

Agents in Canada⁴



10,500

Agents in Canada⁴

938

Offices in Canada⁵



400

Offices in Canada⁵

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

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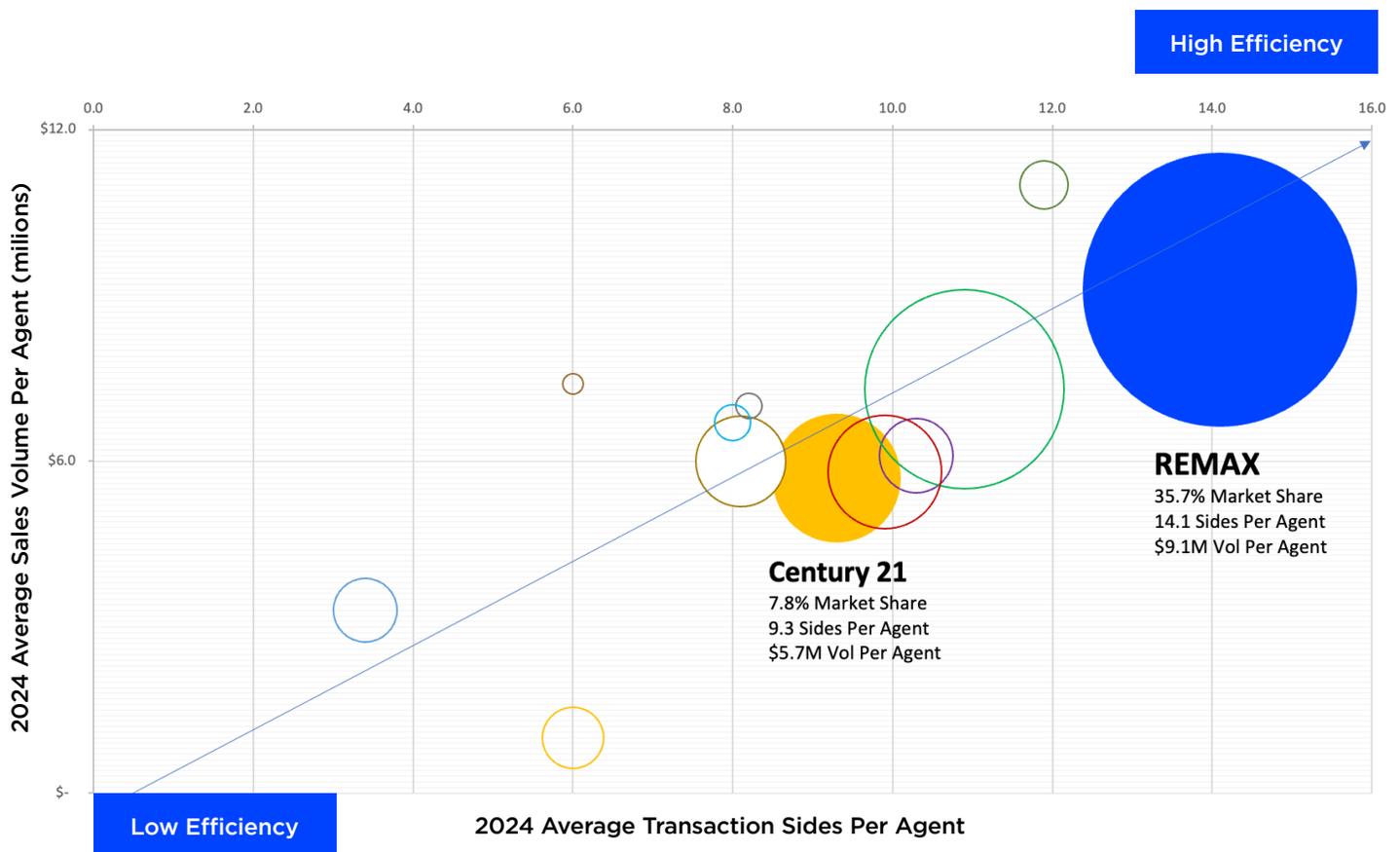
Highly Efficient Agents

REMAX vs Century 21

Published 11/2025

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 Century 21 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. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25_767