



# REMAX<sup>®</sup>

## vs. eXp Realty

Published 1/2026

### WHO THEY ARE:

#### EXP IS THE BIGGEST VIRTUAL, REVENUE SHARE-BASED BROKERAGE

**eXp Realty** created one of the U.S. and Canada's largest single-brand brokerages by marrying the no-office concept to a revenue share downline and becoming publicly traded. eXp experienced explosive growth with this model until competitors it termed "copycats" (Real Brokerage, LPT and Epique Realty) began their own meteoric growth.

Entering the country in 2012, eXp operates across all 10 provinces. While there are no brokerage offices, many eXp teams have their own offices which can display signage with corporate approval.

Agents get their only support from the online eXp platform via an individual avatar (think '90s-style video game).

### Year-End 2024 Canada Stats

METRIC	REMAX	eXp Realty
Average Transaction Sides Per Agent <sup>2</sup>	14.1	9.9
Transaction Sides <sup>1</sup>	316,377	54,935
Agents	25,171	6,800+
Offices	938	N/A
Countries & Territories	110+	27
Total Brand Awareness <sup>3</sup>	95.3%	9.1%

See [REMAX vs. eXp head-to-head comparison](#)

In 2024, eXp closed the fourth-most transaction sides of any real estate brand in Canada. But that was less than 20% of the total production of REMAX franchisees in Canada.

eXp has posted a detailed [Canada presentation](#) covering fees and programs. A key attraction for agents is the seven-tier revenue share program which pays agents a set percentage of every transaction side their recruits close.

Agents are awarded shares of eXp stock for recruiting agents and selling real estate. In addition, they can enroll to automatically purchase shares of stock with 5% of each commission.

### RECRUITING OPPORTUNITY

There are instances of eXp agents who have built large downlines through recruiting and now generate large sums of revenue-share dollars. But for the majority of agents, REMAX offers the likelihood of greater productivity and support, including the power of the real estate brand buyers and sellers think of first.<sup>4</sup>

#### What Agents Pay: 80%/20% commission split up to a \$16,000 cap

It sounds simple enough: eXp agents pay an 80%/20% split until they "cap" at \$16,000 GCI annually. But this "cap" on fees does not cap new fees. A \$285 transaction fee kicks in after the commission cap. Once the agent has paid another \$5,700, the transaction fee is reduced to \$75.

That is in addition to a per-transaction broker review fee of \$29 and a \$139 monthly Cloud Brokerage Fee.

Team members pay lower cap but don't escape the post-capping fees.

### HEAD TO HEAD

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

REMAX: 316,377 transaction sides

eXp Realty: 54,935 transaction sides<sup>1</sup>

#### Less Than 10% of Buyers & Sellers Know of eXp

REMAX: 95.3%

eXp Realty: 9.1%<sup>3</sup>

#### Five Weaknesses That Undermine Competitors Like eXp Realty

From subpar brand awareness to subpar support

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#### The REMAX Value Proposition Shows What eXp Realty Lacks

An impressive list of REMAX offerings for comparison

[Download Flyer](#)



## STRENGTHS

- 1. Ability to expand to multiple markets:** Because eXp is one brokerage and licensed throughout Canada, agents and teams can use it to serve multiple markets, even multiple provinces. The agent must have the appropriate licensing for the markets they serve. This is especially attractive to so-called “expansion teams.”
- 2. Agents earn shares of eXp stock:** With eXp being a publicly traded company, it uses its stock to reward agents for achievements. Agents need to remain with the company three years in order to vest and receive the stock they’ve been awarded. Agents can also opt to receive 5% of each commission in eXp stock under the company’s stock purchase plan.
- 3. Revenue share can be lucrative for some:** Among eXp agents who receive revenue share, some have built downlines containing hundreds, even thousands, of agents. In the seven-tier system, an agent must directly recruit (sponsor) at least one agent to open up the first three tiers and five agents to open up the fourth tier. A minimum of 30 direct recruits are needed to open all seven tiers. The second tier is made up of agents recruited by agents in the sponsor’s first tier. Lower tiers contain agents recruited by the recruits of recruits. Limit on revenue share: Agents stop generating revenue share for their sponsors when they reach their annual commission cap.

## WEAKNESSES

- 1. Support is virtual, national staff is spread thin:** Agents are dependent on eXp’s virtual headquarters for all of their support, including access to their state’s designated broker. While there are often multiple designated brokers per province, analysis shows that the ratio of agents can be more than 100 to 1.
- 2. All agents pay for revenue share:** Revenue share requires eXp and other revenue-share brokerages to collect substantially more in commission fees than they would if they did not offer revenue share. The company keeps half of revenue share and pays agents the other half without disclosing how many agents earn revenue share (It is believed to be a small minority). There is not enough revenue share to provide meaningful income for the majority of agents. Last year, eXp paid out \$220 million companywide to agents in revenue share. That is an average of less than \$2,600 per agent.
- 3. Agents collect fewer commission checks on average:** eXp Canada agents averaged just 9.9 transaction sides in 2024. REMAX agents, by comparison, averaged 14.1 sides. For REMAX agents, that’s more than one-third more commission payments as eXp agents<sup>1</sup>.
- 4. Selling real estate IS NOT JOB ONE at eXp. Recruiting IS JOB ONE for eXp agents:** eXp is a hybrid company — part real estate brokerage and part “network marketing” platform (see U.S. SEC 10-K Annual Report for 2024, page 24 of the “Risk Factors” section), similar to companies like Amway, Mary Kay, Avon, Tupperware. Some eXp recruiters even use the MLM term “downline.” For the majority of eXp agents, revenue share is a shiny object that detracts from the agent being able to focus on their real estate sales and income.

<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>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? (first mention recorded). © 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. EXP REALTY



2025



**316,377**

Total Transaction Sides<sup>1</sup>



**54,935**

Total Transaction Sides<sup>1</sup>

**95.3%**

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



**9.1%**

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

**110+**

Countries and Territories<sup>3</sup>



**27**

Countries and Territories<sup>3</sup>

**25,171**

Agents in Canada<sup>4</sup>



**6,800+**

Agents in Canada<sup>4</sup>

**938**

Offices in Canada<sup>5</sup>



**N/A**

Offices in Canada<sup>5</sup>

/// The *greatness* in you.™ ///

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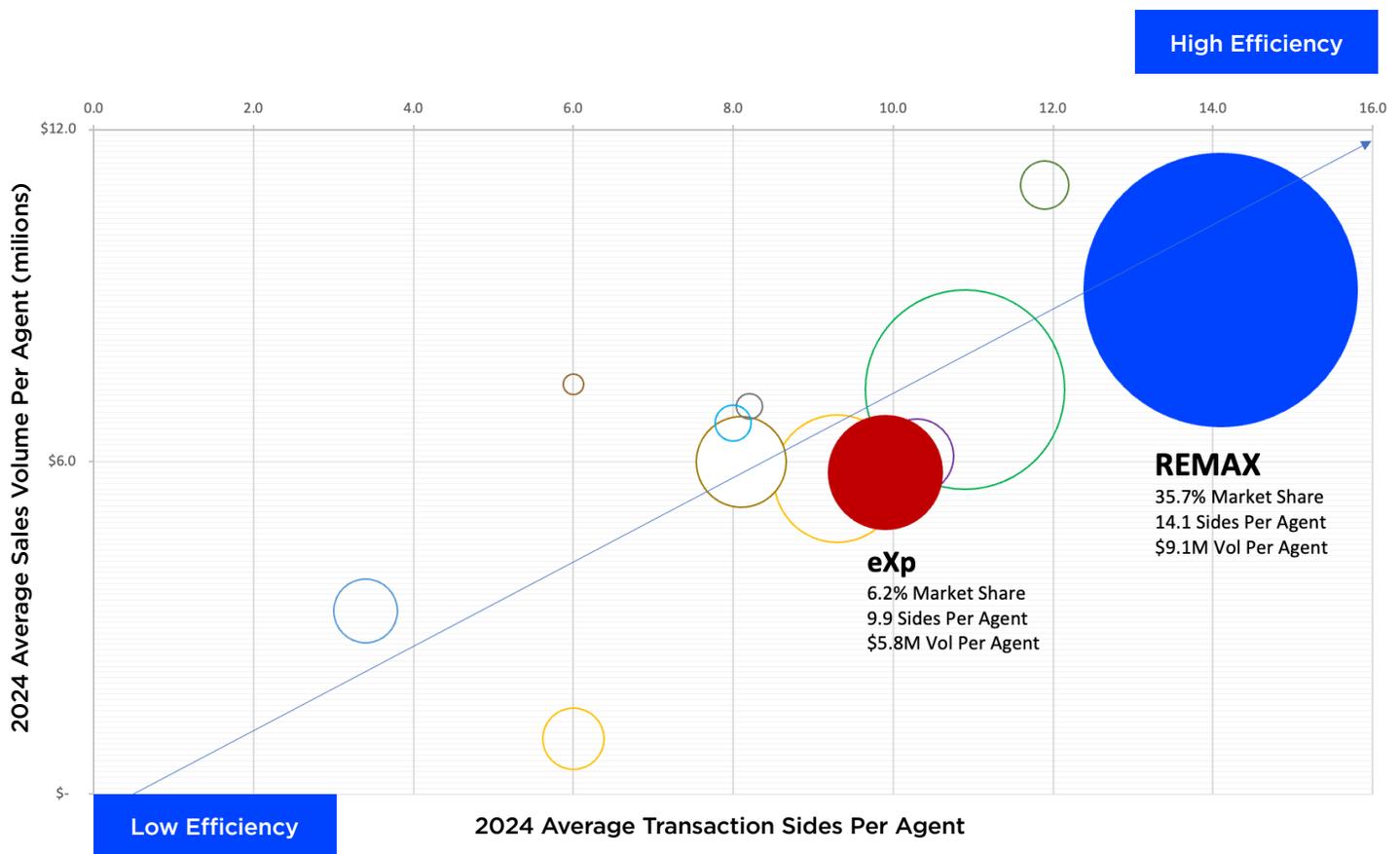
# Highly Efficient Agents

## REMAX vs eXp

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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 eXp 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