



# REMAX<sup>®</sup> vs. Real Brokerage

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## WHO THEY ARE: REAL BROKERAGE FASTEST-GROWING CLOUD-BASED BROKERAGE

eXp Realty created a new category of competitor when it ditched bricks and mortar and incentivized agents to recruit other agents with revenue share and company stock. Now there are nearly a half dozen “copycats,” as eXp founder Glenn Sanford calls them.

While none of the copycats can rival eXp’s agent count of more than 85,000, **Real Brokerage** is the largest of the wannabees and is outshining the original in the eyes of industry analysts.

Founded in 2014 — five years after eXp — Real Brokerage is in all 50 states, the District of Columbia and four Canada provinces. It entered Canada in 2021. Real’s first Canada recruit was an agent in Calgary, Alberta. Today, it is present in Alberta, British Columbia, Manitoba and Ontario.

### A brief timeline:

- Aug. 30, 2021 - Dan Stante becomes Real’s first agent in Canada. Today, he is Real’s provincial broker for Alberta.
- Jan. 27, 2022 - Real launches operations in Ontario.
- Nov. 03, 2022 - Real acquires Redline Real Estate Group in British Columbia.
- May 4, 2023 - Real Brokerage opens in Manitoba.

## Year-End 2024 Canada Stats

METRIC	REMAX <sup>®</sup>	Real Brokerage
Average Transaction Sides Per Agent <sup>2</sup>	14.1	10.1
Transaction Sides <sup>1</sup>	316,377	16,054
Agents	25,171	2,400+
Offices	938	N/A
Countries & Territories	110+	2
Total Brand Awareness <sup>3</sup>	95.3%	12.7%

### See **REMAX vs. Real Brokerage head-to-head comparison**

Unlike eXp and others in the revenue-share category, Real has not expanded beyond the U.S. and Canada and has not added another province in more than two years.

In 2024, Real Brokerage closed the ninth-most transaction sides of any real estate brand in Canada. It equaled about 5% of the total production of REMAX franchisees in Canada.

Recently increased, **Real’s fees** are patterned closely after eXp:

- Real offers an 85%/15% commission split — eXp’s is 80%/20%.
- Real Brokerage’s annual commission cap is \$15,000 CAD compared to eXp’s \$16,000. Real’s team members pay \$7,500.
- Monthly fee - Real does not have one while eXp charges \$139.
- Real’s broker review fee is \$40 while eXp’s is just \$29.

Both are publicly traded on the Nasdaq stock exchange. Real Brokerage agents can enroll to automatically have 5% of each commission paid to them in stock.

## HEAD TO HEAD

### REMAX — Canada’s Market Share Leader

REMAX: 316,377 transaction sides

Real Brokerage: 16,054 transaction sides<sup>1</sup>

### Less Than 15% of Buyers & Sellers Know of Real Brokerage

REMAX: 95.3%

Real Brokerage 12.7%<sup>3</sup>

### Five Weaknesses That Undermine Competitors Like Real Brokerage

From subpar brand awareness to subpar support

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### The REMAX Value Proposition Shows What Real Brokerage Lacks

An impressive list of REMAX offerings for comparison

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Real's revenue share downlines have five tiers instead of the seven that eXp has. Every recruit who the agent sponsors can generate up to \$4,000 in revenue share for the sponsoring agent before that recruit reaches their commission cap. Recruits on the other four tiers are the recruits of the sponsoring agent's recruits and generate less for the sponsoring agent than direct recruits.

## RECRUITING OPPORTUNITY

There are instances of Real Brokerage 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 brokerage brand with the highest brand awareness among Canadian buyers and sellers.

## STRENGTHS

- 1. Ability to expand to multiple markets:** Because Real Brokerage is one brokerage, agents and teams can use it to access multiple markets throughout the four provinces where Real operates. 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 Real Brokerage stock:** With Real Brokerage being a "publicly-traded" company, it uses its stock to reward agents for achievements. Agents need to remain with the company for 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 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 Real's five-tier system, tier one is made up of agents recruited directly by the agent. The other four tiers are made up of agents recruited by the recruits of the agent. The number of direct recruits the agent has determines how many tiers of revenue share that they have access to:
  - a. Tier 2 = five direct Tier 1 recruits
  - b. Tier 3 = 15 direct Tier 1 recruits
  - c. Tier 4 = 20 direct Tier 1 recruits
  - d. Tier 5 = 25 direct Tier 1 recruits

When a Tier 1 recruit leaves Real Brokerage, it can drop the sponsoring agent below the number they need to access other tiers, effectively breaking the agent's downline. Limit on revenue share: Agents stop generating revenue share for their sponsors when they reach their annual commission cap.

## WEAKNESSES

- 1. Agent count is growing rapidly but not staff:** A metric that Real Brokerage touts to investors is called "Headcount Efficiency Ratio." At mid-year 2025, Real reported there was one staff member for every 88 agents. The brokerage's intention is to continually increase the number of agents per staff member.
- 2. AI handles calls from agents:** To reduce costs, Real is using AI to handle nearly half of transactions and answer almost one-third of calls from agents. The Real Brokerage Support section online provides examples of how heavily Real relies on automation to serve agents, including [How do I contact my broker?](#) and [How to get paid – Canada.](#)
- 3. Agents collect fewer commission checks on average:** Real Brokerage Canada agents averaged just 10.1 transaction sides in 2024. REMAX agents, by comparison, averaged 14.1 sides. For REMAX agents, that's nearly one-third more commission payments than Real Brokerage agents.<sup>2</sup>
- 4. Selling real estate IS NOT JOB ONE at Real Brokerage; Recruiting IS JOB ONE:** Real Brokerage is a hybrid company — part real estate brokerage and part "network marketing" platform, similar to companies like Amway, Mary Kay, Avon and Tupperware. Revenue share appears to be lucrative for a relative few. For most Real Brokerage agents, revenue share is a shiny object that detracts from the agent being able to focus on their real estate sales and income.

## Becoming the banker for its agents

Real Brokerage created "[Real Wallet](#)" in late 2024 to essentially become the banker for its agents, including checking accounts, loans and debit cards. As of mid-2025, Real Wallet had extended \$4 million in lines of credit to 250 Canadian agents.

<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. © 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. REAL BROKERAGE



2025



**316,377**

Total Transaction Sides<sup>1</sup>



**16,054**

Total Transaction Sides<sup>1</sup>

**95.3%**

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



**12.7%**

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

**110+**

Countries and Territories<sup>3</sup>



**2**

Countries and Territories<sup>3</sup>

**25,171**

Agents in Canada<sup>4</sup>



**2,400+/-**

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. <sup>SM</sup> ///

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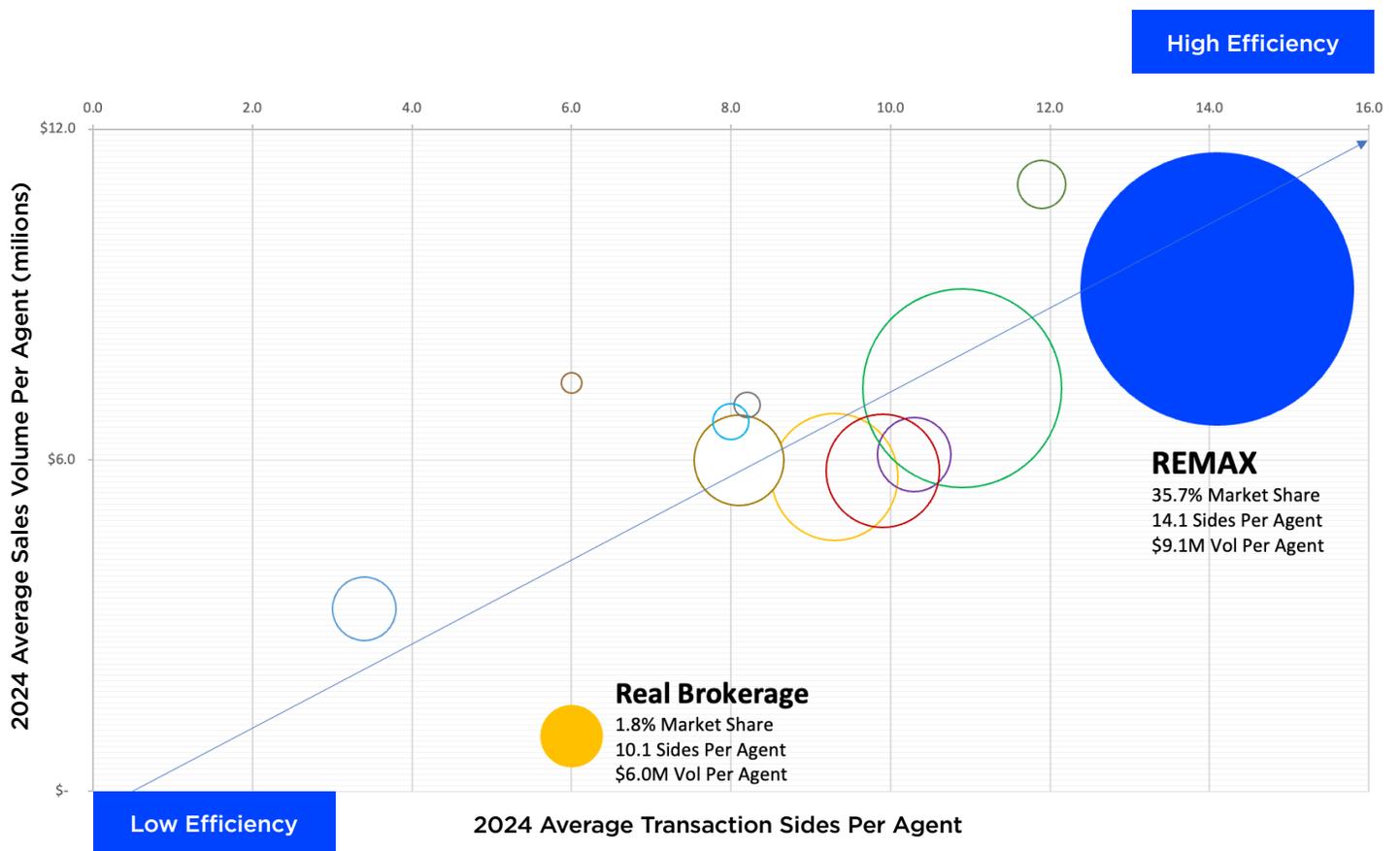
# Highly Efficient Agents

## REMAX vs Real Brokerage

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

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