



REMAX[®]

vs. Sotheby's

Published 2/2026

WHO THEY ARE: SOTHEBY'S IS ONE OF SIX FRANCHISORS OWNED BY ANYWHERE RE

Founded in 1976, Sotheby's International Realty is among the six franchises operated by U.S. based Anywhere Real Estate has been purchased by Compass. To boost the marketing clout of this luxury brand, Anywhere licenses the name from Sotheby's, best known for its fine arts auction house in London dating back to the 1700s.

Sotheby's International Realty Canada is owned by Peerage Realty Partners which operates offices of multiple real estate brands in Canada and the U.S., primarily Sotheby's franchisees.

Year-End 2024 Canada Stats

METRIC	REMAX [®]	Sotheby's
Average Transaction Sides Per Agent ²	14.1	7.3
Transaction Sides ¹	316,377	5,449
Agents	25,171	750
Offices	938	30
Countries & Territories	110+	84
Total Brand Awareness ³	95.3%	38.4%

Worldwide, Sotheby's has 26,000 agents in 1,100 offices across 84 countries and territories. Entering Canada in 2004, Sotheby's ranks among the top 20 real estate brands in the country, based on 2024 transaction sides. Its **30 offices** and **750+ agents** are spread across five provinces: British Columbia, Quebec, Ontario, Alberta and Nova Scotia.

While Sotheby's did not release data for Canada, its average U.S. sales price in 2024 was \$1.2 million, more than double the national average sales price.

RECRUITING OPPORTUNITY

In Canada, Sotheby's has a luxury presence but falls short in helping agents maximize their careers. For every Sotheby's strength, REMAX arguably has an even stronger hand as attested by the end result: agent productivity.

STRENGTHS

- 1. A well-known brand but for what?** "Sotheby's" is a famous brand the world over. Unfortunately, far less than half of Canadian buyers and sellers associate it with real estate. By contrast, 95% of buyers and sellers know of REMAX.³
- 2. Vast worldwide presence:** Sotheby's International Realty is in 84 countries and territories, led by nearly 22,000 agents in the U.S. and 750+ in Canada. That compares with 145,000+ REMAX affiliates in 120+ countries and territories around the globe.
- 3. Selling "Prestige" as top strength:** "The prestige of Sotheby's" and "unrivaled global marketing" are touted to recruits as the brand's top strengths of the Sotheby's Canada **"Join Our Team"** web page. And for agents who need more than that, "dedicated sales and marketing support" is also listed, specifying "full-time, non-competing managing brokers."

HEAD TO HEAD

REMAX — Canada's Market Share Leader

REMAX: 316,377 transaction sides

Sotheby's: 5,449 transaction sides¹

Fewer Buyers & Sellers Know of Sotheby's

REMAX: 95.3%

Sotheby's: 38.4%³

Five Weaknesses That Undermine Competitors Like Sotheby's

From subpar brand awareness to subpar support

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The REMAX Value Proposition Shows What Sotheby's Lacks

An impressive list of REMAX offerings for comparison

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WEAKNESSES

- 1. Fewer average transaction sides per agent:** Among major brands, the average of Sotheby's agents of 7.3 is near the back of the pack. REMAX agents averaged nearly twice as many transaction sides with 14.1.
- 2. A small presence in Canada:** Sotheby's has less than 1,000 agents in Canada. REMAX has a Canadian agent network of 25,000+, far surpassing Sotheby's.
- 3. Is Sotheby's tech good enough?** Under the "technology and innovation" heading of the "**Join Our Team**" web page, "Every agent receives a branded real estate website" and "free access to our digital open house sign-in and lead generation platform, Guestbook, and access to Folio, an online property marketing reporting dashboard for clients." The lack of more specifics on technology leaves open the question of how it compares to the **MAXTech® powered by BoldTrail** platform provided to REMAX agents at no extra cost.

By contrast, the list of REMAX strengths is long:

- As a business that builds businesses, REMAX continues to invest in multi-channel marketing efforts to get the brand name out there. REMAX sports sponsorships with the NBA and WHL as well as sports teams from NHL and MLS help reach new demographics and keep the brand top of mind with consumers.
- REMAX offers international, local and specialized events where agents can network and learn from top producers and industry leaders. These include REMAX R4® in Las Vegas, the Activate Canadian National Conference in Canada, Luxury Forum, Commercial Symposium, and Ultimate Teams. 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, like: 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. © 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. SOTHEBY'S INTERNATIONAL REALTY



2025



Sotheby's
INTERNATIONAL REALTY

316,377

Total Transaction Sides¹



5,449

Total Transaction Sides¹

95.3%

Unaided awareness among current and future buyers and sellers.²



38.4%

Unaided awareness among current and future buyers and sellers.²

110+

Countries and Territories³



84

Countries and Territories³

25,171

Agents in Canada⁴



750+

Agents in Canada⁴

938

Offices in Canada⁵



30

Offices in Canada⁵

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

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¹Canadian Total Transaction Sides for 2024 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. Actual transaction sides may differ. ²MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. ³Data collected March 2024. Coldwell Banker 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. Actual count may differ. RE/MAX countries and territories is internal data as of 12/31/2023. ⁴Agent 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. RE/MAX agent count is internal data as of 12/31/2024. ⁵Office 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. RE/MAX office count is internal data as of 12/31/2024. ©2025 REMAX, LLC. Each Office Independently Owned and Operated. 25_311



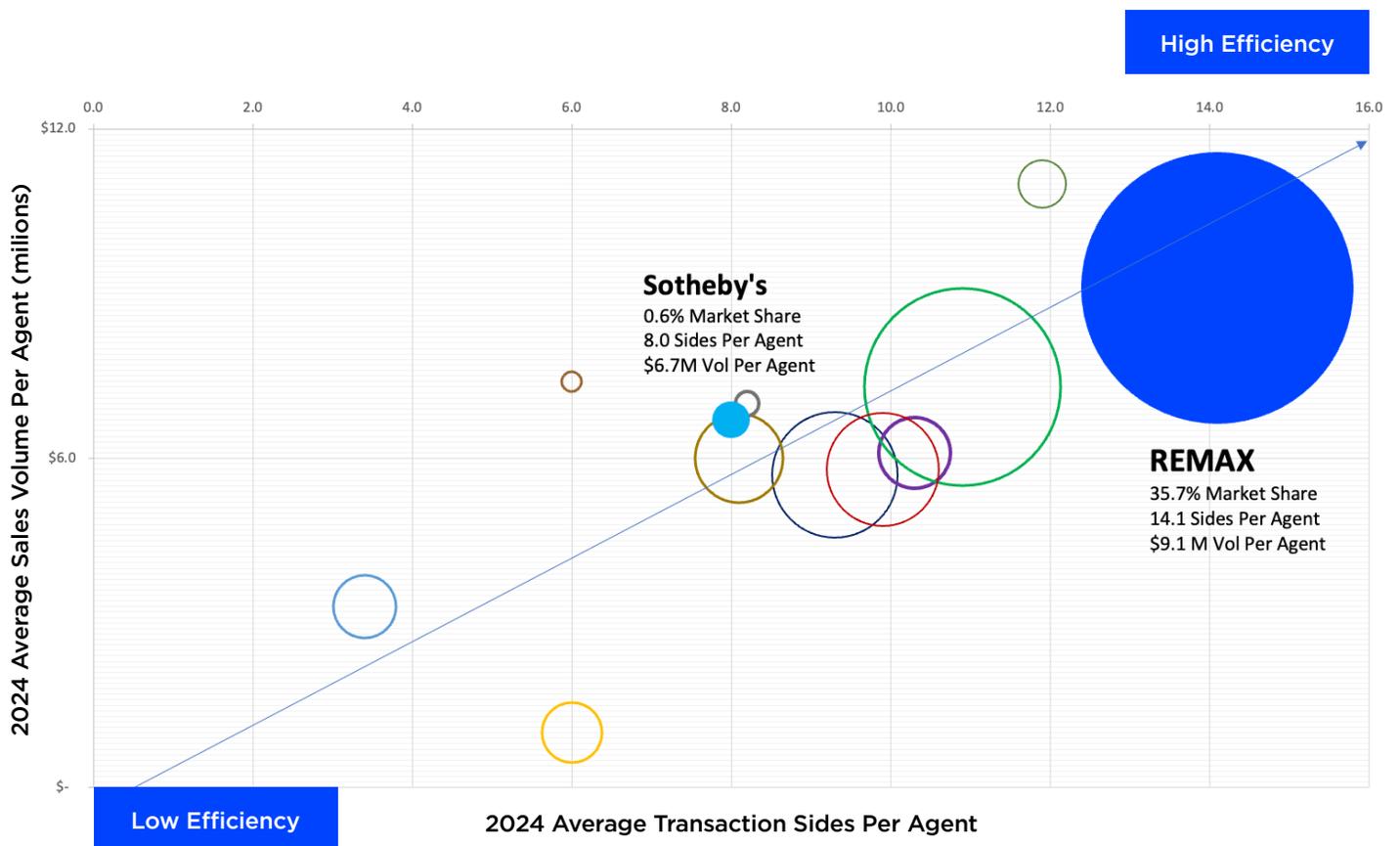
Highly Efficient Agents

REMAX vs. Sotheby's

Published 2/2026

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 Sotheby's 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