

# REMAX VS. COLDWELL BANKER



11.7

Transaction Sides Per Agent<sup>1</sup>



5.5

Transaction Sides Per Agent<sup>1</sup>

110+

Countries and Territories<sup>2</sup>



45

Countries and Territories<sup>2</sup>

36.4%

Unaided awareness among current  
and future buyers and sellers.<sup>3</sup>



21.2%

Unaided awareness among current  
and future buyers and sellers.<sup>3</sup>

#1 Real Estate Franchisor Website<sup>4</sup>

100 Million+

Visits<sup>5</sup> on remax.com



87% Fewer Visits<sup>6</sup>  
on coldwellbanker.com

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

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a REMAX franchise. It is for informational purposes only. We or our designated regional franchisor will not offer you a franchise in states or other jurisdictions where registration is required unless and until we or our designated regional franchisor have complied with applicable pre-sale registration requirements in your state (or have been exempted therefrom) and a Franchise Disclosure Document has been delivered to you before the sale in compliance with applicable law. New York residents: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. Minnesota Reg. No. F-9950. RE/MAX, LLC and RE/MAX Integrated Regions, LLC 5075 S. Syracuse Street, Denver, CO 80237, 1.303.770.5531. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated.

<sup>1</sup>Source: U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac report. It also cites 2024 transaction sides and agent counts, some of which it estimates when company elected not to provide. <sup>2</sup>Data is year-end 2024 based on information shared publicly by the company. Coldwell Banker data is as reported by Anywhere Real Estate Inc. on SEC 10-K, Annual Report for 2024. <sup>3</sup>Source: 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? <sup>4</sup>More visits than any other national real estate franchisor website, according to ComScore report of 2024 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. <sup>5</sup>Source: REMAX first-party data for full-year 2024. <sup>6</sup>Based on ComScore report of 2024 data for U.S. real estate franchisor among website visits in the "Business and Consumer Services/Real Estate" category. ©2025 REMAX, LLC. Each REMAX Office Independently Owned and Operated. 25\_311