

# 2025 REMAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.



FLORIDA

## Major, Full-Service Brokerage Brands

	Transaction Sides Per U.S. Agent (Large Brokerages) <sup>1</sup>	U.S. Transaction Sides <sup>2</sup>	U.S. Brand Awareness (Unaided) <sup>3</sup>	Countries & Territories	Offices Worldwide	Agents Worldwide
<b>REMAX</b>	<b>11.7</b>	<b>597,770</b>	<b>36.4%</b>	<b>110+</b>	<b>8,735</b>	<b>146,627</b>
<b>WATSON</b>	6.3	6,121	0.1%	1	43	971
<b>kw</b>	5.7	828,875	14.5%	60	1,000	165,000
<b>CB</b>	5.5	460,374	21.2%	45	2,900	96,300
<b>BERKSHIRE HATHAWAY HOMESERVICES</b>	5.4	239,787	7.3%	11	1,500	50,000
<b>exp</b> REALTY	5.4	350,119	1.6%	27	N/A	85,000
<b>Sotheby's</b> INTERNATIONAL REALTY	5.4	117,860	3.3%	84	1,100	26,100
<b>Better Homes and Gardens</b> REAL ESTATE	5.2	58,230	2.2%	6	400	11,200
<b>CENTURY 21</b>	5.0	219,329	30.9%	79	11,000	130,200
<b>The Keyes Company</b>	2.9	10,390	0.1%	1	50	3,598
<b>HOME SMART</b>	2.6	64,500	0.1%	1	223	25,000

N/A = Data not publicly available.

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

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Data is full-year or as of year-end 2024, as applicable. Except as noted, Coldwell Banker, Century 21, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate Inc. on SEC 10-K, Annual Report for 2024; data for all other competitors is from company websites and industry reports. <sup>1</sup>Unless otherwise noted, U.S. transaction sides per agent are calculated from the T3 Sixty 2025 Real Estate Almanac, citing 2024 transaction sides and agent counts, some of which are estimated by T3 Sixty. For the following competitors, averages were calculated by REMAX based on the 2025 RISMedia Power Broker Top 1000 data, citing 2024 totals for residential transaction sides and agents for the 1,000 largest participating U.S. brokerages based on sales volume: Watson Realty, The Keyes Company. <sup>2</sup>The transaction totals of some brands include a small number of commercial sides, in addition to residential sides. <sup>3</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? ©2025 REMAX, LLC. Each Office Independently Owned and Operated. 25\_311