

# 2025 REMAX® vs. THE INDUSTRY

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



MASSACHUSETTS

## 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>LAMACCHIA REALTY</b>                     | 6.4  | 4,632                               | N/A   | 1                       | 22                | 719              |
| <b>COMPASS @properties</b>                  | 6.2  | 251,138                             | 3.2%  | 1                       | 400+              | 37,144           |
| <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>exp REALTY</b>                           | 5.4  | 350,119                             | 1.6%  | 27                      | N/A               | 85,000           |
| <b>Sotheby's INTERNATIONAL REALTY</b>       | 5.4  | 117,860                             | 3.3%  | 84                      | 1,100             | 26,100           |
| <b>BERKSHIRE HATHAWAY HOMESERVICES</b>      | 5.4  | 239,787                             | 7.3%  | 11                      | 1,500             | 50,000           |
| <b>Better Homes and Gardens REAL ESTATE</b> | 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>WILLIAM RAVEIS</b>                       | 4.5  | 19,683                              | 0.1%  | 1                       | 134               | 4,340            |
| <b>LAER REALTY PARTNERS</b>                 | 3.7  | 2,866                               | N/A   | 1                       | 34                | 776              |

N/A = Data not publicly available.

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Data is full-year or as of year-end 2024, as applicable. Except as noted, Coldwell Banker, Sotheby's, Better Homes & Gardens and Century 21 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: Lamacchia Realty, LAER Realty, Williams Raveis. <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