

2025 REMAX[®] vs. THE INDUSTRY

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



MINNESOTA

Major, Full-Service Brokerage Brands

| | Transaction Sides Per U.S. Agent (Large Brokerages) ¹ | U.S. Transaction Sides ² | U.S. Brand Awareness (Unaided) ³ | Countries & Territories | Offices Worldwide | Agents Worldwide |
|--|--|-------------------------------------|---|-------------------------|-------------------|------------------|
| REMAX | 11.7 | 597,770 | 36.4% | 110+ | 8,735 | 146,627 |
| COMPASS @properties | 6.2 | 251,138 | 3.2% | 1 | 400+ | 37,144 |
| ERA | 6.0 | 70,092 | 1.6% | 37 | 2,300 | 43,200 |
| kw | 5.7 | 828,875 | 14.5% | 60 | 1,000 | 165,000 |
| CB | 5.5 | 460,374 | 21.2% | 45 | 2,900 | 96,300 |
| Sotheby's | 5.4 | 117,860 | 3.3% | 84 | 1,100 | 26,100 |
| BERKSHIRE HATHAWAY HOMESERVICES | 5.4 | 239,787 | 7.3% | 11 | 1,500 | 50,000 |
| exp | 5.4 | 350,119 | 1.6% | 27 | N/A | 85,000 |
| Better Homes and Gardens | 5.2 | 58,230 | 2.2% | 6 | 400 | 11,200 |
| CENTURY 21 | 5.0 | 219,329 | 30.9% | 79 | 11,000 | 130,200 |
| REALTYONEGROUP | 4.7 | 95,181 | 0.5% | 25+ | 450 | 20,000 |
| HOMESMART | 2.6 | 64,500 | 0.1% | 1 | 223 | 25,000 |

N/A = Data not publicly available.

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

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Data is full-year or as of year-end 2024, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Better Homes & Gardens and Sotheby's 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. ¹Unless 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. ²The transaction totals of some brands include a small number of commercial sides, in addition to residential sides. ³MMR 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