

2025 REMAX[®] vs. THE INDUSTRY

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



NEW JERSEY

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
exp	5.4	350,119	1.6%	27	N/A	85,000
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
Weichert	5.2	61,900	1.6%	2	500	18,000
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
HOME SMART	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, ERA, 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. 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