

2025 REMAX® vs. THE INDUSTRY

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



NORTHERN
CALIFORNIA

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
side	7.5	28,298	N/A	1	N/A	3,756
COMPASS @properties	6.2	251,138	3.2%	1	400+	37,144
kw	5.7	828,875	14.5%	60	1,000	165,000
CB	5.5	460,374	21.2%	45	2,900	96,300
BERKSHIRE HATHAWAY HOMESERVICES	5.4	239,787	7.3%	11	1,500	50,000
exp REALTY	5.4	350,119	1.6%	27	N/A	85,000
Windermere REAL ESTATE <small>WINDERMERE SIGNATURE PROPERTIES</small>	5.1	3,015	N/A	1	15	732
CENTURY 21	5.0	219,329	30.9%	79	11,000	130,200
PMZ REAL ESTATE	4.1	2,269	0.1%	1	15	550
HOMESMART	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 and Century 21 data is as reported by Anywhere Real Estate Corporation 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. 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: PMZ Real Estate, Windermere Signature Properties (formerly Lyon Real Estate) and Side Real Estate. 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