



RE/MAX[®]

vs. Royal LePage

Published October 2024



Overview

Royal LePage is the second-largest real estate brokerage brand in Canada with more than 20,000 agents in 650+ offices nationwide. The company is made up of franchisees except for a company owned brokerage with 11 offices and 1,200 agents.

Founded in 1913, Royal LePage was Canada's largest real estate brand until RE/MAX surpassed it. Royal LePage tries to spin its lack of an international network into a positive by calling itself "Canada's real estate company" and "an all-Canadian company."

Royal LePage is owned by Toronto-based Bridgemark Real Estate Services, a public company listed on the Toronto Stock Exchange. The "Royal LePage Network" operated by Bridgemark also includes three other brands:

- Johnston & Daniel (200 agents) focused on luxury properties in southern Ontario
- Via Capitale (910 agents) with 47 offices across Quebec
- Proprio Direct real estate agency, a single office location in Greater Montreal Area with 750 agents

Nearly 60% of Bridgemark's real estate offices are located in Ontario.

Recruiting Themes

This Royal LePage recruiting video includes agent testimonials that tout a storied brand, technology (including rlpSphere) and training. For every Royal LePage strength, RE/MAX arguably has an even stronger hand as attested by the end result: agent productivity.

Sales Volume Per Agent

The Bridgemark 2023 annual report compares 2023 "transactional dollar volume" (sales volume) per agent for the Royal LePage Network agents and for Canadian agents who are "outside the Company Network."

When RE/MAX[®] is added to the Royal LePage comparison, the average sales volumes per agent look like this:

- Average Canadian Realtor (outside Royal LePage) \$1.7 million
- Royal LePage Network¹ \$2.9 million
- RE/MAX Canadian Agents \$7.5 million

Royal LePage By the Numbers (2023)

- Worldwide presence: In Canada only (RE/MAX: Over 110 countries and territories)
- Sales force in Canada: 20,000+ agents, 650+ offices (RE/MAX has 25,168 agents, 956 offices)

Talking Points

- Royal LePage is a distant second to RE/MAX in Canada. RE/MAX agents closed nearly twice as many transaction sides: 280,766 vs. 148,297.²
- Royal LePage has no presence outside of Canada. RE/MAX is in more countries and territories and has the largest global footprint of any real estate brand.
- Royal LePage's tech offering rlpSphere is also a BoldTrail platform. Agents at RE/MAX receive MAXTechSM powered by BoldTrail to seamlessly run their business, **at no additional cost**. From smart CRM, listing management and customizable brand materials to social media marketing tools such as Photofy and Hustle, RE/MAX has the resources to help agents take their business to the next level.
- Royal LePage provides business planning, training and coaching to their agents. RE/MAX University[®] offers access to thousands of on-demand educational videos, and various live sessions and workshops, to help agents stay ahead of the curve. There are over 70 relevant designations, certifications and courses, including the Complete Agent Development course, to support growth and help agents stand apart from the competition.

- Royal LePage's networking opportunities are limited to Canada only. RE/MAX offers international, local and specialized events where agents can network and learn from top producers and industry leaders. These include RE/MAX R4® in Las Vegas, the Activate Conference in Canada, Luxury Forum, Commercial Symposium, Ultimate Teams and Kickstart. Agents get access to invaluable learning sessions and leave with new connections, potential referrals and the tools to help grow their business. Agents can also join one of RE/MAX Canada's exclusive networking groups, dedicated to career growth and industry leadership.
- Royal LePage's charitable venture 'Royal LePage Shelter Foundation' is dedicated towards funding women's shelters across Canada. RE/MAX is a big brand with an even bigger heart that offers support to its agents and the community. From a network that believes in sharing knowledge to initiatives that give back including: Treat Accessibly (supporting inclusive trick or treating), the Quest for Excellence scholarship program and a long standing partnership with Children's Miracle Network (CMN). Since 1992, RE/MAX agents in Canada have raised over \$100M for CMN.
- As a business that builds businesses, RE/MAX continues to invest in multi-channel marketing efforts to get the brand name out there. RE/MAX is expected to receive an estimated 3 billion brand impressions this year.³ RE/MAX sports sponsorships with the Toronto Blue Jays™, NBA, WHL, PWHL as well as sports teams from NHL and MLS help reach new demographics and keep the brand top of mind with consumers.
- Nobody in the world sells more real estate than RE/MAX based on residential transaction sides. That's the culmination of billions of advertising impressions, learn-more-to-earn-more education and the most productive agents in the industry.



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RE/MAX

Royal LePage

AGENT PRODUCTIVITY

280,766
Total Transaction Sides

vs.

148,297
Total Transaction Sides

Canadian Total Transaction Sides for 2023 obtained from third party data and is ±1% in major markets. Includes residential transactions only, and does not include commercial, new homes, private, exclusive, pocket, rentals, farms, vacant land, and co-listings. Does not include Yukon and Nunavut due to low reported transactions. Actual transaction sides may differ.

BRAND AWARENESS

More buyers and sellers think of RE/MAX than any other real estate brand.*

95.3%

vs.

85.3%

Source: MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell.
*Source: 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?

GLOBAL PRESENCE

110+
Countries and Territories

vs.

1
Countries and Territories

Countries and territories data collected March 2024, based on latest available statistics from various sources. Data is from company websites, CREA and other industry sources. Actual countries and territories count may differ. RE/MAX countries and territories is internal data as of 12/31/2023.

AGENT COUNT

25,168
Agents in Canada

vs.

20,000+
Agents in Canada

Agent count data collected March 2024, based on latest available statistics from various sources. Data is from company websites, CREA and other industry sources. Actual agent count may differ. RE/MAX agent count is internal data as of 12/31/2023.

OFFICE COUNT

956
Offices in Canada

vs.

650+
Offices in Canada

Office count data collected March 2024, based on latest available statistics from various sources. Data is from company websites, CREA and other industry sources. Actual office count may differ. RE/MAX office count is internal data as of 12/31/2023.

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

Unstoppable Starts Here