



# RE/MAX®

## vs. Sutton

Published October 2024



### Overview

Based in Vancouver, Sutton is the fourth-largest Canadian real estate brand brand, based on total transaction sides in 2023.

Founded in North Vancouver in 1983, Sutton's franchise network consists of approximately 6,000 agents in 200 offices across Canada.

Sutton was sold in December 2023 to Ross McCredie, the founder of Sotheby's International Realty Canada, real estate investment company Dundee 360 and wealth management platform RealWealth. A new logo has been created and technology changes are planned, including a revamped website.

The largest Sutton franchisee is Sutton West Coast Realty which has more than 1,100 agents and 14 offices in the Vancouver area.



### Sutton by the Numbers (2023)

- Worldwide presence: In Canada only (RE/MAX®: Over 110 countries and territories)
- Sales force in Canada: 6,000 agents, 200 offices (RE/MAX: 25,168 agents, 956 offices)

### Recruiting Themes

The Join Sutton website has been slightly modified since the ownership change. It focuses on six topics in its recruiting:

- Brand strength: "We've invested 30+ years in a brand Canadians know and trust."
- Technology: "Our goal? Make running your business easier!" That revolves around Sutton.com, a lead management system and a referral platform.
- Marketing: The Market Center "offers industry leading templates..."
- Training: Sutton University Professional Development touts "interactive online courses in sales and marketing, social media and much more!"
- Networking: National and local events are noted, plus production awards.
- Community involvement: The Sutton Spirit Program recognizes Sutton agents who raise funds for charities.

Sutton lists its competitive advantages as its "Canadian heritage, innovative nature, low-cost fixed-fee franchise model and entrepreneurial spirit."

### Talking Points

- Sutton trails RE/MAX in every major metric. In 2023, RE/MAX agents closed approximately eight times as many transaction sides (280,766 vs. 34,387)<sup>1</sup> and have much greater total brand awareness (95.3% vs. 58.6%)<sup>2</sup>.
- Sutton has no presence outside of Canada. RE/MAX has a presence in more countries and territories and has the largest global footprint of any real estate brand.
- **Brand Strength:** RE/MAX is the #1 name in real estate.<sup>3</sup> With over 50 years of expertise and global connections, RE/MAX helps agents continuously build upon the business they've developed.
- **Brand Awareness:** 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.<sup>4</sup> 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.
- **Technology & Marketing:** RE/MAX has the resources to help agents take their business to the next level. With MAXTech<sup>SM</sup> powered by BoldTrail, they have everything they need 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.



- **Education:** 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 out from the competition.
- **Networking:** 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.
- **Culture:** RE/MAX is a big brand with a big 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.
- 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 and learn-more-to-earn-more education that focuses on increasing agent productivity.



**RE/MAX<sup>®</sup>**  
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**RE/MAX**

**Sutton**

**AGENT PRODUCTIVITY**

**280,766**  
Total Transaction Sides

**vs.**

**34,387**  
Total Transaction Sides

Canadian Total Transaction Sides for 2023 obtained from third party data and is  $\pm 1\%$  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.**

**58.6%**

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.**

**6,000**  
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.**

**200**  
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**