



# RE/MAX®

## vs. Coldwell Banker

Published October 2024



### Overview

Coldwell Banker is considered the flagship brand among the six franchises operated by Anywhere Real Estate. Its agent commission splits, like most Anywhere brands, can average 70% to 80%. While they have access to many services, Coldwell agents are typically receptive to the value proposition of RE/MAX, which focuses on agent productivity.

### By the Numbers (2023)<sup>1</sup>

- Markets: Over 40 countries and territories (RE/MAX: Over 110 countries and territories)
- Sales Force (worldwide): 101,000 agents and 2900 offices (RE/MAX: 140,000+ agents and 9,000+ offices)
- Sales Force (Canada): 2,805± agents and 176 offices (RE/MAX: 25,168 agents and 956 offices)
- 2023 Production (Canada): 19,435 total transaction sides (RE/MAX: 280,766)
- Total Brand Awareness: In Canada, RE/MAX has 95.3% total brand awareness amongst buyers, sellers and those planning to buy and sell. Meanwhile, only 50.6% know of Coldwell Banker.

**Who They Are:** Coldwell Banker is the oldest national real estate brand in the United States, founded in 1906. About half of Coldwell Banker's U.S. agents work with Coldwell franchisees. The other half work in offices operated by Anywhere subsidiary Anywhere Advisors which is consistently ranked among the largest brokerages in the U.S. by production. These offices are branded "Coldwell Banker Realty."

The Coldwell Banker brand made its way to Canada in 1989, during the company's first international expansion. In 1992, the brand entered a joint venture with Canada Trust Realty. In 2021, Realogy Holdings (now Anywhere Real Estate) sold the rights to the master franchise for Canada to entrepreneurs Steve Houle and Karim Kennedy. Their head office is located in St. Albert, Alberta. Unlike in the U.S., there are no corporate-run Coldwell Banker brokerages in Canada.

### Talking Points

- Agent productivity is much lower on average at Coldwell Banker than at RE/MAX, where agents also average higher commission splits.
- Their leads tend to carry high fees and may be directed to agents by insiders.
- RE/MAX generated over 1.37 million fee-free leads worldwide in 2023.<sup>8</sup>
- Nobody in the world sells more real estate than RE/MAX.<sup>2</sup>
- RE/MAX agents sell more real estate than any other Canadian brand.<sup>3</sup>
- RE/MAX is agent-centric, not broker-centric. At RE/MAX, the agent is widely supported, not closely managed.

## Key Areas

### Internet Leads

Coldwell: Agents are charged 25% to 35% fee for leads. Some franchisees don't subscribe to the brand's online lead system. And in offices that do, some may only distribute leads to designated agents.

RE/MAX: Online leads are distributed referral fee free and equitably using specially designed algorithms.

### Brand

Coldwell: Though more than a century old, the "Coldwell Banker" name is often mistaken for that of a bank.

RE/MAX: The #1 name in real estate.<sup>4</sup>

Unaided brand awareness: When asked to name real estate brands, more buyers and sellers think of RE/MAX than any other real estate brand.<sup>5</sup>

### Competition for In-House Resources

Anywhere has five other franchise brands that compete with it internally for resources: Century 21, Sotheby's, ERA, Better Homes & Gardens and Corcoran. The newest franchise is Corcoran which now competes with Coldwell and Sotheby's for support as a luxury brand. Meanwhile, Anywhere may be focused on cutting costs.

While the debt affects Anywhere's ability to provide support and services to all six franchises, agents at the sizable number of Coldwell Banker offices owned by Anywhere face a double-whammy. Their support structures have become the focal point of cost-cutting.

### Market Share Vulnerability

For the Anywhere brand, slashing support budgets makes staying competitive harder. Meanwhile, RE/MAX holds the #1 market share in Canada, year after year.<sup>6</sup>

### Placing Agent Referrals

Coldwell: The brokerage places the referrals and may tack an additional fee onto the referral fee.

RE/MAX: Agents choose the agent who will receive their referral, and then negotiate the referral rate.

### Commissions

Coldwell Banker agents work under a scale of graduated commission splits, with 70/30 to 80/20 being the most common.

Penalized for leaving: When an agent leaves the company, Coldwell Banker often keeps all of the listings and buyer brokerage agreements. In addition, the agent's split is reduced to 50/50 on any remaining transactions. Encourage agents to endure the short-term pain for long-term gain of joining RE/MAX.

### Technology

To stay in the technology conversation, Anywhere has converted its brands to the MoxiWorks platform which includes a CRM, agent marketing and agent websites.

Agents at RE/MAX receive MAXTech™ 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.

### Education

Coldwell Banker provides new agent learning along with continued education through the Coldwell Banker University Learning Centre.

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.

### Networking

Coldwell Banker hosts their annual national Gen Blue conference for agents from coast to coast.

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.

### Giving Back

Coldwell Banker started the Homes for Dogs Project, whose mission is to find loving homes for dogs in need.

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.

### Marketing

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>7</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.

<sup>1</sup>Data collected March 2024. Coldwell Banker data is either as reported by Anywhere Corporation on SEC10-K, Annual Report for 2023 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources. Actual count may differ. RE/MAX countries and territories, agents and office counts is internal data as of 12/31/2023. Canadian Total Transaction Sides for 2023 for Coldwell Banker and RE/MAX 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 metrics for Coldwell Banker and RE/MAX are sourced from MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. <sup>2</sup>As measured by residential transaction sides. <sup>3</sup>Source: RE/MAX, CREA. <sup>4</sup>Source: MMR Strategy Group study of unaided awareness. <sup>5</sup>Source: MMR Strategy Group study of unaided awareness. <sup>6</sup>Source: RE/MAX, third-party data. <sup>7</sup>2024 performance estimates based on third-party projection data as well as past performance data. RE/MAX, LLC does not guarantee, and is not in any way responsible for, the accuracy of estimates and third-party data. Data is current as of March 2024. <sup>8</sup>Internal data, Google Marketing Platform, full-year 2023. ©RE/MAX, LLC Confidential & Proprietary. Use of this material is limited to RE/MAX Owners and Managers, and to regional and corporate staff for their efforts in recruiting or retaining agents to the RE/MAX network. Information and documents are for informational purposes only. The use, reproduction, or display of documents created by sources other than RE/MAX World Headquarters staff (or the creation of derivative works from them) may not be authorized and may be a violation of law. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24\_591



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## AGENT PRODUCTIVITY

**280,766**  
Total Transaction Sides

**vs.**

**19,435**  
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.**

**50.6%**

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.**

**40**  
Countries and Territories

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## AGENT COUNT

**25,168**  
Agents in Canada

**vs.**

**2,805±**  
Agents in Canada

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## OFFICE COUNT

**956**  
Offices in Canada

**vs.**

**176**  
Offices in Canada

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

**Unstoppable Starts Here**