



# RE/MAX®

## vs. Century 21

Published October 2024



### Overview

Once the largest real estate franchise in the world, Century 21 is the third-largest real estate brokerage brand in Canada while falling to fourth in the U.S. (based on 2023 total transaction sides).

Though many may not fit the production criteria of RE/MAX® Broker/Owners, C21 agents are typically receptive to the value proposition of RE/MAX, which focuses on agent productivity.

Among the six franchises operated by Anywhere Real Estate, Century 21 has the most agents globally. Century 21 Canada is owned by the Vancouver-based [Charlwood Pacific Group](#) which also owns CENTUM Financial Group, REAL Property Management Canada, and Uniglobe Travel International. Founder U. Gary Charlwood and his son, Martin Charlwood, oversee the business. Martin Charlwood is the CEO. U. Gary Charlwood also owns majority shares in Century 21 Asia Pacific, excluding Japan.

Century 21 Canada offices and agents annually rank among the most productive in the C21 worldwide network.

### Century 21 by the Numbers (Year End 2023)

- Markets: 84 countries and territories (RE/MAX: Over 110)
- Worldwide sales force: 135,000 agents, 12,000 offices (RE/MAX: 140,000+ agents, 9,000+ offices)
- In Canada: 10,600± agents, 400± offices (RE/MAX: 25,168 agents, 956 offices)

### Talking Points

- C21 is another face of the Anywhere family, struggling with corporate debt, office closures in the U.S. and focusing on growth outside North America as a consequence. While Century 21 Canada is an independently owned region, it shares the same brand and image.
- C21 is proud of its significant international presence, but RE/MAX has a presence in more countries and territories and has the largest global footprint of any real estate brand.
- C21 is partnered with MoxiWorks for their tech platform, BombBomb for video marketing and Back At You Media for social media marketing. Agents at RE/MAX receive MAXTech<sup>SM</sup> 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.
- C21 provides training and development to their agents through Campus 21<sup>®</sup>. RE/MAX University<sup>®</sup> 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.
- C21 hosts networking conferences such as OneC21, which is local to Canada, and their global counterpart One21. 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<sup>®</sup> 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.
- C21 supports and raises money for Easter Seals Canada to help provide life-changing, fully-accessible summer camp experiences for thousands of kids living with disabilities from coast to coast. 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.<sup>1</sup> RE/MAX sports sponsorships with the Toronto Blue Jays<sup>TM</sup>, 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 and learn-more-to-earn-more education that focuses on increasing agent productivity.

<sup>1</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. © 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.

**63,143**  
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.

**86.3%**

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.

**84**  
Countries and Territories

Data collected March 2024. Century 21 data is either as reported by Anywhere Real Estate 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 is internal data as of 12/31/2023.

## AGENT COUNT

**25,168**  
Agents in Canada

vs.

**10,600±**  
Agents in Canada

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## OFFICE COUNT

**956**  
Offices in Canada

vs.

**400±**  
Offices in Canada

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

**Unstoppable Starts Here**