

2023 RE/MAX® vs. THE INDUSTRY

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

NATIONAL, FULL-SERVICE BROKERAGE BRANDS						
	TRANSACTION SIDES PER U.S. AGENT ¹	U.S. TRANSACTION SIDES	U.S. BRAND AWARENESS (UNAIDED) ²	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	13.3	781,377	34.0%	110+	9,175	144,014
	8.9	56,099	0.1%	6	500	8,000
COMPASS	7.4	210,365	1.2%	1	502	28,237
	6.9	91,606	2.1%	35	2,400	42,300
Weichert REALTORS	6.7	96,400	1.9%	1	500	14,400
	6.4	608,728	16.3%	39	2,900	103,400
CENTURY 21	6.2	298,562	25.3%	85	13,600	148,600
	6.2	1,047,548	12.7%	60	1,100	191,877
BERKSHIRE HATHAWAY HOMESERVICES	6.1	307,235	6.0%	13	1,500	50,775
	5.9	132,230	2.3%	81	1,100	26,300
	5.9	72,053	1.7%	6	400	12,400
REALTYONEGROUP	5.5	100,374	0.3%	13	400	18,000
	5.4	397,138	0.9%	24	NA	87,000
	3.3	80,200	0.5%	1	200	24,000

Data is full-year as of year-end 2022, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate on SEC 10-K, Annual Report for 2022; Realty Executives, Compass, Weichert, Keller Williams, Berkshire Hathaway HomeServices, Realty ONE Group, HomeSmart and eXp Realty data is from company websites and industry reports. ¹U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It cites 2022 residential transaction sides and agent counts, some of which it estimates when company elected not to provide. ²MMR 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? ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_368





Agent Productivity By Brand

T3 Sixty Real Estate Almanac

Among national U.S. brands, RE/MAX® agents average more sales than agents at any other national real estate brand.

RE/MAX

13.3



8.9

COMPASS

7.4



6.9

Weichert
REALTORS

6.7



6.4

CENTURY 21

6.2

kw
KELLERWILLIAMS

6.2

BERKSHIRE
HATHAWAY
HOMESERVICES

6.1

Sotheby's
INTERNATIONAL REALTY

5.9

Better
Homes
and Gardens
REAL ESTATE

5.9

REALTYONEGROUP

5.5

exp
REALTY

5.4

HOME SMART

3.3

2023
**NATIONAL
BRANDS**

RANKED BY TRANSACTION
SIDES PER AGENT

Unstoppable Starts HereSM

*U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report, citing 2022 transaction sides, some of which are estimated by T3 Sixty.
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T H E

REALTRENDS

F I V E H U N D R E D

2023

Among the country's largest real estate brokerages, RE/MAX® agents continue to outperform the competition in both transaction sides and sales volume.*

Double The Others

RE/MAX agents averaged more than twice as many transaction sides as competitors.



Higher Volume By Far

RE/MAX agents averaged 67% more sales volume than the average for competitors.



Unstoppable Starts HereSM

*Based on 2023 RealTrends 500 data, citing 2022 transaction sides for the 1,561 largest participating U.S. brokerages, excluding 42 who did not report active licensees. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_332



2021 SNAPSHOT

UNITED STATES

#1
NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

WE'RE EXPERIENCED

15.3
YEARS

9.2
YEARS

AVERAGE YEARS IN REAL ESTATE

AVERAGE YEARS WITH RE/MAX

WE'RE PRODUCTIVE

16.0

AVERAGE RESIDENTIAL TRANSACTION SIDES PER AGENT

WE'RE THRIVING

3,534 | **61,327**

OFFICES

AGENTS

WE GET RESULTS

988,480

RESIDENTIAL TRANSACTION SIDES

**RE/MAX: A POWERFUL NETWORK OF OVER
140,000 AGENTS WHO HELP MILLIONS
OF FAMILIES BUY AND SELL THEIR HOMES**



RE/MAX[®] vs. Berkshire Hathaway HomeServices

RE/MAX[®]

Berkshire Hathaway HomeServices

AGENT PRODUCTIVITY

16.1

Transaction Sides

VS.

7.7

Transaction Sides

Source: U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2021 transaction sides and agent counts, some of which are estimated by T3 Sixty.

GLOBAL PRESENCE

110+

Countries and Territories

VS.

7

Countries and Territories

UNAIDED AWARENESS

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

34.0%

VS.

6.0%

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?

ONLINE PRESENCE: [remax.com](https://www.remax.com)

#1

Real Estate
Franchisor Website

1,453%

More Traffic than
[bhhs.com](https://www.bhhs.com)

Source: RE/MAX first-party data for full-year 2021. More visits than any other national real estate franchise website, according to SimilarWeb report of 2021 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category.

**Productive agents. Influential brand. Unmatched global presence. RE/MAX is the clear choice in real estate.
Unstoppable Starts Here**



RE/MAX[®] vs. Century 21

RE/MAX[®]

Century 21

AGENT PRODUCTIVITY

16.1

Transaction Sides

VS.

7.6

Transaction Sides

Source: U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2021 transaction sides and agent counts, some of which are estimated by T3 Sixty.

GLOBAL PRESENCE

110+

Countries and Territories

VS.

85

Countries and Territories

UNAIDED AWARENESS

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

34.0%

VS.

25.3%

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?

ONLINE PRESENCE: remax.com

#1

Real Estate
Franchisor Website

48%

More Traffic than
century21.com

Source: RE/MAX first-party data for full-year 2021. More visits than any other national real estate franchise website, according to SimilarWeb report of 2021 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category.

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RE/MAX[®] vs. eXp Realty

RE/MAX[®]

eXp Realty

AGENT PRODUCTIVITY

16.1

Transaction Sides

VS.

6.2

Transaction Sides

Source: U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2021 transaction sides and agent counts, some of which are estimated by T3 Sixty.

GLOBAL PRESENCE

110+

Countries and Territories

VS.

21

Countries and Territories

UNAIDED AWARENESS

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

34.0%

VS.

0.9%

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?

ONLINE PRESENCE: [remax.com](https://www.remax.com)

#1

Real Estate
Franchisor Website

362%

More Traffic than
[exprealty.com](https://www.exprealty.com)

Source: RE/MAX first-party data for full-year 2021. More visits than any other national real estate franchise website, according to SimilarWeb report of 2021 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category.

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RE/MAX[®] vs. Howard Hanna

RE/MAX[®]

Howard Hanna

AGENT PRODUCTIVITY

16.1

Transaction Sides

VS.

11.6

Transaction Sides

Source: U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2021 transaction sides and agent counts, some of which are estimated by T3 Sixty.

GLOBAL PRESENCE

110+

Countries and Territories

VS.

1

Countries and Territories

UNAIDED AWARENESS

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

34.0%

VS.

1.2%

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?

ONLINE PRESENCE: remax.com

#1

Real Estate
Franchisor Website

383%

More Traffic than
howardhanna.com

Source: RE/MAX first-party data for full-year 2021. More visits than any other national real estate franchise website, according to SimilarWeb report of 2021 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category.

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RE/MAX[®] vs. Keller Williams

RE/MAX[®]

Keller Williams

AGENT PRODUCTIVITY

16.1

Transaction Sides

VS.

7.5

Transaction Sides

Source: U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2021 transaction sides and agent counts, some of which are estimated by T3 Sixty.

GLOBAL PRESENCE

110+

Countries and Territories

VS.

53

Countries and Territories

UNAIDED AWARENESS

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

34.0%

VS.

12.7%

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?

ONLINE PRESENCE: [remax.com](https://www.remax.com)

#1

Real Estate
Franchisor Website

168%

More Traffic than
[kw.com](https://www.kw.com)

Source: RE/MAX first-party data for full-year 2021. More visits than any other national real estate franchise website, according to SimilarWeb report of 2021 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category.

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Unstoppable Starts Here**