











# 2024 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 (LARGE BROKERAGES) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>11.8</b>	<b>629,373</b>	<b>36.4%</b>	<b>110+</b>	<b>9,022</b>	<b>144,835</b>
	8.6	N/A	0.1%	5	500	8,000
	6.1	71,935	1.6%	39	2,400	43,400
<b>COMPASS</b>	6.0	177,716	3.2%	1	500	29,744
	5.8	N/A	7.3%	13	1,600	51,000
	5.6	N/A	14.5%	59	1,100	189,000
	5.3	112,582	3.3%	84	1,100	26,600
	5.0	486,273	21.2%	40	2,900	101,000
<b>CENTURY 21</b>	5.0	233,374	30.9%	84	12,000	135,000
	5.0	59,782	2.2%	6	400	12,000
	4.8	355,052	1.6%	24	N/A	90,000
	2.6	N/A	0.1%	1	200	26,000
<b>REDFIN</b>	N/A	46,549	11.4%	2	55	N/A
	N/A	N/A	1.6%	1	500	14,000
<b>REALTYONEGROUP</b>	N/A	N/A	0.5%	20	400	19,000

N/A = Data not publicly available.



## Unstoppable Starts Here

Data is full-year or as of year-end 2023, 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 Inc. on SEC 10-K, Annual Report for 2023; other competitor data is from company websites and industry reports. <sup>1</sup>Transaction sides per agent calculated by RE/MAX based on data from 2024 RealTrends Verified Best Brokerages, citing 2023 transaction sides for the 1,327 participating U.S. brokerages that closed 500 transaction sides, excluding 65 who did not report or publish active licensees. Coldwell Banker includes Anywhere Advisors Group. For the following competitors, averages were calculated by RE/MAX based on the 2024 RISMedia Power Broker Top 1,000, citing 2023 totals for residential transaction sides and agents for the 1,000 largest participating U.S. brokerages ranked by sales volume: Compass. <sup>2</sup>Totals for Sotheby's, Coldwell Banker, Century 21, ERA, Better Homes & Gardens and RE/MAX include commercial transactions. <sup>3</sup>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? ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24\_310