

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

| | Canadian Total Transaction Sides ¹ | Total Brand Awareness ² | Countries & Territories ³ | Offices in Canada ³ | Offices Worldwide ³ | Agents in Canada ³ | Agents Worldwide ³ |
|----------------------------|---|------------------------------------|--------------------------------------|--------------------------------|--------------------------------|-------------------------------|-------------------------------|
| RE/MAX | 280,766 | 95.3% | 110+ | 956 | 9,022 | 25,168 | 144,835 |
| ROYAL LEPAGE | 148,297 | 85.3% | 1 | 650+ | 650+ | 20,000+ | 20,000+ |
| CENTURY 21 | 63,143 | 86.3% | 84 | 400± | 12,000 | 10,600± | 135,000 |
| exp REALTY | 40,134 | 9.1% | 24 | N/A | N/A | 6,795± | 90,000 |
| Sutton | 34,387 | 58.6% | 1 | 200 | 200 | 6000 | 6000 |
| kw KELLER WILLIAMS | 28,661 | 21.3% | 59 | 125± | 1,100± | 4,600+ | 189,000+ |
| CB | 19,435 | 50.6% | 40 | 176 | 2,900 | 2,805± | 101,000 |
| BRIDGEMARK | 18,524 | 26.0% | 9 | 143 | N/A | 12,250± | N/A |
| real | 11,091 | 12.7% | 2 | N/A | N/A | 1,660± | 16,000+ |
| EXIT | 10,133 | 16.7% | 2 | 45± | N/A | 970± | 24,000± |
| ENGEL & VÖLKERS | 7,809 | 16.0% | 35+ | 55± | 1,000+ | 920± | 16,000+ |

N/A = Data not publicly available.

¹Canadian Total Transaction Sides for 2023 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. ²MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. ³Office, agent, and countries and territories data collected March 2024, based on latest available statistics from various sources. Coldwell Banker and 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; data for all other competitors is from company websites, CREA and other industry sources. Actual transaction sides, office count, and agent count may differ. RE/MAX office, agent, and countries and territories is internal data as of 12/31/2023. ⁴Data not publicly available. This advertisement is not an offering. The information in this advertisement is not an offer to sell, or a solicitation of an offer to buy, a franchise; it is for informational purposes only. A franchise is offered in many jurisdictions only by delivery of a franchise disclosure document to you in compliance with applicable franchise sales laws. Further, if you are currently affiliated with another franchisor, this material is not intended to offer a RE/MAX franchise or to solicit a change in affiliation. RE/MAX of Western Canada (1998), LLC and RE/MAX Ontario-Atlantic Canada, Inc., 639 Queen St. West, 6th Floor, Toronto, Ontario, M5V 2B7. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24_315



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