

# 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 <sup>1</sup>	U.S. TRANSACTION SIDES	U.S. BRAND AWARENESS (UNAIDED) <sup>2</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>13.3</b>	<b>781,377</b>	<b>34.0%</b>	<b>110+</b>	<b>9,175</b>	<b>144,014</b>
 REALTY EXECUTIVES	8.9	56,099	0.1%	6	500	8,000
COMPASS	7.4	210,365	1.2%	1	502	28,237
 ERA REAL ESTATE	6.9	91,606	2.1%	35	2,400	42,300
WEICHERT REALTORS	6.7	96,400	1.9%	1	500	14,400
 CB	6.4	608,728	16.3%	39	2,900	103,400
CENTURY 21	6.2	298,562	25.3%	85	13,600	148,600
 kw KELLERWILLIAMS	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
 Sotheby's INTERNATIONAL REALTY	5.9	132,230	2.3%	81	1,100	26,300
 Better Homes and Gardens REAL ESTATE	5.9	72,053	1.7%	6	400	12,400
REALTYONEGROUP	5.5	100,374	0.3%	13	400	18,000
 eXp REALTY	5.4	397,138	0.9%	24	NA	87,000
 HOME SMART	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. <sup>1</sup>U.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. <sup>2</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? ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23\_368

