



# RE/MAX<sup>®</sup> vs. Century 21

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

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

## AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX PROFESSIONALS  
AGENTS AVERAGE

**19.5**  
TRANSACTION SIDES

Compared to **7.6**  
transaction sides for  
Century 21 agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

## GLOBAL PRESENCE: RE/MAX

More than  
**110** Countries  
and  
Territories  
**80** Century 21

## ONLINE PRESENCE: remax.com

**#1** Real Estate  
Franchisor Website

**103%** More traffic than  
century21.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

## MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

**30.2%**

**21.0%**  
Century 21

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?