



RE/MAX[®] 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?