



# RE/MAX<sup>®</sup> vs. Coldwell Banker

**#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 **8.0**  
transaction sides for  
Coldwell Banker 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

**44** Coldwell Banker

## ONLINE PRESENCE: remax.com

# #1

 Real Estate  
Franchisor Website

**97%** More traffic than  
coldwellbanker.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%

**15%**  
Coldwell Banker

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?