



RE/MAX[®] 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 AGENTS AVERAGE

15.6

TRANSACTION SIDES

Compared to **7.3**
transaction sides for
Coldwell Banker agents

Source: Calculated by RE/MAX based on 2020 REAL Trends 500 data, citing 2019 transaction sides for the 1,711 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

44 Coldwell Banker

ONLINE PRESENCE 2019: remax.com

#1

 Real Estate
Franchisor Website

106% More traffic than
coldwellbanker.com

Source: Hitwise data, Jan.-Dec. 2019

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

32.5%

18.5%
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?