



# RE/MAX<sup>®</sup> vs. ERA

#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 **9.2**  
transaction sides for  
ERA 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

**36** ERA

## ONLINE PRESENCE 2019: remax.com

# #1

 Real Estate  
Franchisor Website

**1054%** More traffic than  
era.com

Source: Hitwise data, Jan.-Dec. 2019

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

# 32.5%

**1.4%**  
ERA

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?