



# RE/MAX

# vs. Coldwell Banker

PRODUCTIVE AGENTS AND A STRONG BRAND COME OUT ON TOP

RE/MAX agents average more than double the transaction sides of Coldwell Banker agents among the largest U.S. brokerages

RE/MAX **17.3**  
Transaction Sides



**8.6** Transaction Sides  
Coldwell Banker

Source: Based on 2016 REAL Trends 500 data, citing 2015 residential transaction sides for the 1,605 largest participating U.S. brokerages.

More buyers and sellers think of RE/MAX than any other real estate brand

RE/MAX **27%**

**14%** Coldwell Banker



Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those intending to buy or sell; asked, when they think of real estate brands, which ones come to mind?

## And there's more...

Online presence:

remax.com

**62.1**

Million Visits

**20.6** Million Visits  
coldwellbanker.com



Source: Experian Marketing Services Hitwise data, Jan.-Dec. 2015.

Global presence:

RE/MAX

Nearly **100** Countries

**34** Countries  
Coldwell Banker



Source: Based on countries claimed at franchisor's website, excluding claimed locations that are not independent countries.