



RE/MAX vs. Century 21

PRODUCTIVE AGENTS AND A STRONG BRAND COME OUT ON TOP

RE/MAX agents average more than double the transaction sides of Century 21 agents among the largest U.S. brokerages



RE/MAX **17.3**
Transaction Sides

8.2 Transaction Sides
Century 21

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%**

20% Century 21



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

42.5
Million Visits
century21.com

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

Global presence:

RE/MAX
Nearly **100** Countries

63 Countries
Century 21



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