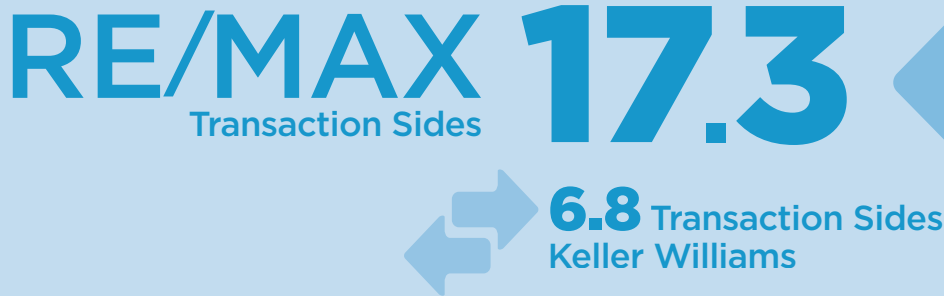




RE/MAX vs. Keller Williams

PRODUCTIVE AGENTS AND A STRONG BRAND COME OUT ON TOP

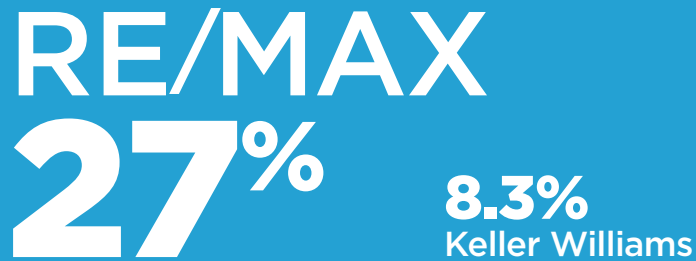
RE/MAX agents average more than double the transaction sides of Keller Williams agents among the largest U.S. brokerages



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



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

31.6 Million Visits kw.com



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

Global presence:

RE/MAX Nearly 100 Countries

13 Countries Keller Williams



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