



RE/MAX vs. ERA Real Estate

PRODUCTIVE AGENTS AND A STRONG BRAND COME OUT ON TOP

RE/MAX agents average nearly double the transaction sides of ERA Real Estate agents among the largest U.S. brokerages

RE/MAX 17.3
Transaction Sides

9.4 Transaction Sides
ERA Real Estate



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%

1.9% ERA Real Estate



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

2.2
Million Visits
era.com

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

Global presence:

RE/MAX

Nearly **100** Countries

25 Countries
ERA Real Estate



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