












2020

CANADA

RE/MAX THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	BRAND AWARENESS (TOTAL) ¹	AGENTS CANADA	AGENTS WORLDWIDE	OFFICES WORLDWIDE	COUNTRIES & TERRITORIES
	91.3%	21,357	130,889	8,629	110+
	85.1%	10,178	131,800	11,600	84
	81.5%	18,919	18,919	600+	1
	59.5%	6,673	6,673	200	1
	50.7%	2,507	96,300	3,100	43
	34.8%	699	23,300	1,000	70
	25.6%	10,456	10,500+	175+	2
	18.9%	800	23,000	500	2
	18.6%	3,801	169,317	1,060	44
	12.9%	541	11,000	800	30
	6.4%	1,053	24,557	4	4

©2020 RE/MAX, LLC. Each office independently owned and operated. Data in "Agents Canada" column is as of April 30, 2020 for RE/MAX and as of April 2020 for all other competitors. All other data is year-end 2019. Coldwell Banker, Century 21 and Sotheby's worldwidedata is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2019; all other data is from company websites, the Canadian Real Estate Association and industry reports. IMMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell. 20_302525

