

2025 REMAX[®] vs. THE INDUSTRY

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



ONTARIO

National, Full-Service Brokerage Brands

	Canadian Total Transaction Sides ¹	Sides Per Agent ²	Total Brand Awareness ³	Countries & Territories ⁴	Offices in Canada ⁴	Offices Worldwide ⁴	Agents in Canada ⁴	Agents Worldwide ⁴
REMAX	316,377	14.1	95.3%	110+	938	8,735	25,171	146,627
ROYAL LePAGE	169,247	10.9	85.3%	1	650+	600	20,000+	20,000+
CENTURY 21	68,918	9.3	86.3%	79	400+	11,000	10,500+	130,200
exp REALTY	54,935	9.9	9.1%	27	N/A	N/A	6,800+	85,000+
Sutton	34,701	8.1	58.6%	1	200 +/-	200 +/-	6,000 +/-	6,000 +/-
kw	29,119	9.5	21.3%	60	125 +/-	1,000 +/-	4,600 +/-	165,000
CB	23,193	10.3	50.6%	45	177	2,900	2,900 +/-	96,300
HOMELIFE	17,385	3.4	26.0%	9	143 +/-	160+	12,350 +/-	N/A ⁵
real	16,054	10.1	12.7%	2	N/A	N/A	2,400 +/-	26,000+
EXIT	10,618	11.2	16.7%	2	45 +/-	550+	1,000 +/-	24,000 +/-
RIGHT AT HOME	10,610	3.7	N/A	1	10	10	6,000+	6,000+
ENGEL & VÖLKERS	9,918	11.9	16.0%	35	55 +/-	1,000+	930 +/-	16,700+
REVEL	3,869	10.8	0.3%	1	35+	35+	500+	500+

N/A = Data not publicly available.

/// The *greatness* in you.™ ///

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¹Canadian Total Transaction Sides for 2024 obtained from third party data and is +/- 2% in major markets. Includes residential transactions only, and does not include commercial, new homes, private, exclusive, pocket, rentals, farms, vacant land, and co-listings. Does not include Yukon and Nunavut due to low reported transactions. Data from Sault Ste Marie, ON is from January to August 2024 only. ²Sides per Agent data calculated by dividing Canadian Total Transaction Sides by number of agents who closed at least one transaction in 2024, not including co-listing or co-buying agents, as obtained from third-party data. ³MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. ⁴Office, agent, and countries and territories data collected March 2025, based on latest available statistics from various sources. Coldwell Banker and Century 21 data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2024 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources; data for all other competitors is from company websites, CREA and other industry sources. Actual transaction sides, office count, and agent count may differ. RE/MAX office, agent, and countries and territories is internal data as of 12/31/2024. ⁵Data not publicly available. ©2025 RE/MAX, LLC. Each office independently owned and operated. 25_311_CAN