



2014

REALTrends

500

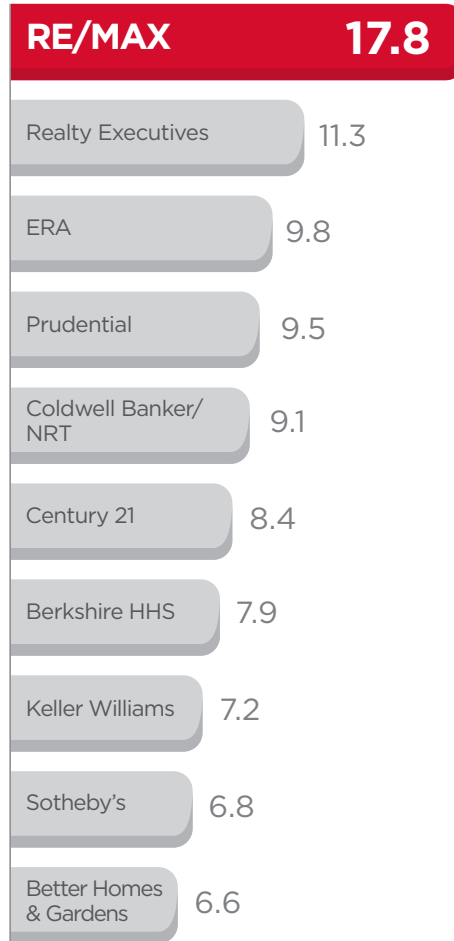
RE/MAX agents sell more homes than anyone in the U.S., and 2013 data from the RealTrends 500 survey explains how. RE/MAX agents average more than twice as many residential transaction sides per agent as all competitors.*

*Rankings calculated by RE/MAX based on 2014 REAL Trends 500 data, citing 2013 transaction sides for the 1,451 largest participating U.S. brokerages. Prudential, Berkshire and Real Living do not include HomeServices of America. ©2014 RE/MAX, LLC. All rights reserved. Each RE/MAX office is independently owned and operated. 140429

RE/MAX AGENTS AVERAGE TWICE THE HOME SALES

TRANSACTION SIDES: AVERAGE PER AGENT

RE/MAX agents averaged 17.8, compared to 8.4 sides for all competitors.

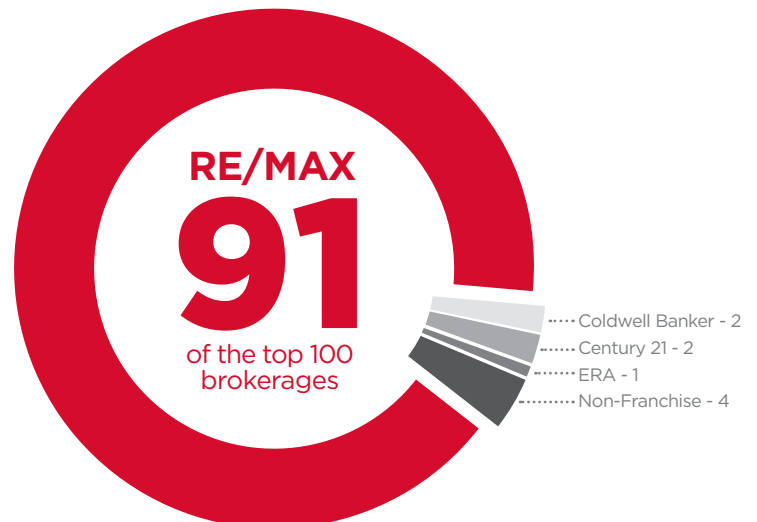


SALES VOLUME: AVERAGE PER AGENT

RE/MAX agents averaged 60% more than the average for all competitors.



TOP 100 BROKERAGES: WHEN RANKED BY MOST TRANSACTION SIDES PER AGENT





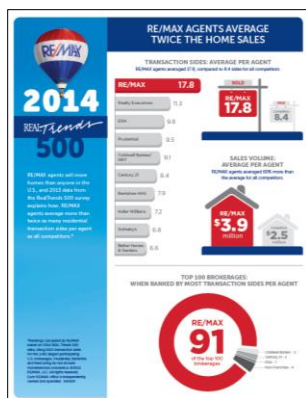
May 13, 2014

RE/MAX CEO,
Margaret Kelly

[High-Res Photo](#)



[Survey data summary](#)



RE/MAX #1 in National Brokerage Surveys

Agents Average Twice the Home Sales of Other National Brands

DENVER, CO – Once again, real estate agents affiliated with RE/MAX rank among the most productive in the United States. Data contained in two national surveys show that, among the national franchise brands, RE/MAX had the highest per-agent home sales in 2013. The [REAL Trends 500](#) data shows RE/MAX agents averaged 17.8 transaction sides compared to an average of 8.4 for all other agents in the survey. Similar results were found in the [RISMedia Power Broker Report](#) where the difference was 17.5 vs. 8.4.

“These respected industry surveys regularly show that RE/MAX agents perform at a very high level,” said [RE/MAX CEO Margaret Kelly](#). *“Real estate is a highly competitive industry, but it’s clear that when consumers choose an agent, they look for an experienced person they can trust with a complex financial transaction.”*

RE/MAX has held #1 market share in the United States and Canada every year since 1999. Agents affiliated with RE/MAX regularly earn high scores for their productivity in these annual surveys of the country’s largest brokerages.

Data from the 2014 REAL Trends 500 shows that RE/MAX agents averaged a significantly higher number of transaction sides compared to agents at the other national franchise brands. Based on performance in 2013, the RE/MAX average of 17.8 home sales was about twice as high as the averages posted by agents with many competitors, such as Coldwell Banker/NRT (9.1), Century 21 (8.4), Berkshire Hathaway HomeServices (7.9) and Keller Williams (7.2). Nearly identical results were reported earlier in the 2014 RISMedia Power Broker Report.

When all brokerages in the 2014 REAL Trends 500 survey are ranked by home sales per agent, RE/MAX brokerages claim 91 of the top 100 spots. RE/MAX agents also averaged \$3.9 million in sales volume, 60% higher than the \$2.5 million average of all other agents in the REAL Trends 500 survey.

In 2013, RE/MAX grew by a total of 710 new franchises, including an expansion to 14 countries. This made a year-end global footprint of 97 countries, an international presence greater than any real estate organization.

= more =

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NOTE: Rankings calculated by RE/MAX based on: 1) 2014 REAL trends 500 data, citing 2013 transaction sides for the 1,451 largest participating U.S. brokerages. Berkshire Hathaway HomeServices average does not include HomeServices of America; 2) 2014 RISMedia Power Broker Report listing 2013 transaction sides for the 500 largest participating brokerages.

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About the RE/MAX Network:

RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. Over 93,000 agents provide RE/MAX a global reach of more than 95 countries. Nobody sells more real estate than RE/MAX.

RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, is a wholly owned subsidiary of RE/MAX Holdings, Inc. (NYSE:RMAX). Each RE/MAX office is independently owned and operated.

With a passion for the communities where its agents live and work, RE/MAX is proud to have raised more than \$130 million for its longtime partner [Children's Miracle Network Hospitals](#)® and other deserving charities.

For more information about RE/MAX, to search home listings or find an agent in your community, please visit remax.com.