











2021

CANADA

RE/MAX[®] (vs.) 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
RE/MAX[®]	95.8%	21,947	137,792	8,664	110+
	89.6%	10,249	144,700	13,222	84
	88.4%	19,399	19,399	1,225	1
	66.8%	6,589	6,589	359	1
	53.8%	2,454	98,600	3,100	40
	39.8%	737	24,000	1,000	75
	30.5%	11,036	12,000+	300+	5+
	22.5%	4,003	176,467	1,070	51
	20.8%	856	22,400	500	2
	17.4%	663	13,500	800	30
	7.6%	2,216	41,313	NA	9

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