



## Over half of Canada's largest brokerages are RE/MAX

### Agent productivity is the key



If this were hockey, they'd call it a dynasty. For the third consecutive year since the report debuted in 2010, RE/MAX dominated the REAL Trends rankings of Canada's largest and most productive brokerages.

RE/MAX placed 161 brokerages in the 2012 REAL Trends Canadian 250, and led all franchises in agent productivity. The closest competitor, Royal LePage, qualified 23 brokerages.

### RE/MAX AGENTS VS. ALL COMPETITORS

- **RE/MAX agents** closed **59%** of the 475,000 transaction ends in the survey, and **52%** of the \$172 billion sales volume.
- **RE/MAX agents** averaged **15.8** transaction ends, compared to an average of 11.3 for other agents.
- With the survey expanded by 50 brokerages this year, **RE/MAX** picked up **24 more slots** than last year.
- In the Up-and-Comers category, **RE/MAX** brokerages claimed **23** of the **29** slots.

### 2012 REAL Trends Canadian 250

Brokerages from Canadian Franchise Brands



#### Brokerages Qualifying for Report (% of Brokerages)

#### Total Sales Volume (Billions of \$)

#### Average Transaction Ends Per Agent

Franchise Brand	Average Transaction Ends Per Agent	Total Sales Volume (Billions of \$)	Number of Brokerages (%)
<b>RE/MAX®</b>	<b>15.8</b>	<b>\$89.7</b>	<b>161 (64%)</b>
Royal LePage	12.5	29.5	23 (9%)
Prudential	12.0	4.0	5 (2%)
Coldwell Banker	10.2	7.1	21 (8%)
Century 21	9.5	2.5	6 (2%)
Sutton Group	8.7	11.4	5 (2%)
Keller Williams	8.6	5.1	12 (5%)
Sotheby's	6.2	1.4	1 (.4%)
Exit Realty	NA	1.3	6 (2%)

### HEAD-TO-HEAD COMPARISONS

- **Twenty-three Royal LePage** brokerages are among Canada's top brokerages, compared to **seven times that many for RE/MAX**.
- **Coldwell Banker agents** sold **54% less than RE/MAX agents** in both transactions ends and sales volume.
- **Prudential agents** closed **less than 7,000** of the transaction ends in the survey, while **RE/MAX agents closed more than 280,000**.
- **Keller Williams agents**, on average, sold **83% fewer transaction ends** than RE/MAX agents. In sales volume, the gap was **\$2.3 million less per agent for Keller Williams**.
- **Century 21 agents**, on average, saw **RE/MAX agents outsell them by 66% in ends and 77% in volume**.
- **Exit Realty** accounted for **less than 3%** of the survey's brokerages and **less than 1%** of the sales volume.

Source: REAL Trends Canadian 250 report containing 2011 data provided by participating Canadian brokerages. Average-transaction-ends-per-agent comparisons include only brokerages for which agent counts were reported, including 74 RE/MAX brokerages. When agent counts and corresponding transaction ends for all 161 RE/MAX brokerages are included, the RE/MAX ends-per-agent average is 16.8 (28,172 transaction ends completed by 16,795 agents). © 2012 RE/MAX, LLC. Each RE/MAX office is independently owned and operated.