

# Outselling the Competition 2 to 1

That's what RE/MAX agents do year after year. RE/MAX agents are consistently the most productive among agents from national franchise brokerages ranked in the annual REAL Trends 500 survey of the largest U.S. brokerages. They achieve the most transaction sides per agent, and outperform the field in sales volume per agent. A widely quoted source for brokerage performance, the 2013 survey shows that RE/MAX dominance continues.



## RE/MAX COMPARED TO EVERYONE ELSE

- **RE/MAX agents averaged more than twice** as many transaction sides as all other agents.
- **The RE/MAX average sales volume was 60% higher** than that of all other agents.
- Among the 50 brokerages with the highest average sides per agent, **40 were RE/MAX.**
- Ranked by transaction sides, **RE/MAX qualified more brokerages** for the top 500 – with 118 – than any other real estate brand.
- **Twenty-three RE/MAX brokerages** from the “Up and Comers” category were among the top 500 based on total sales volume.

| MORE TRANSACTIONS, MORE VOLUME |               |                 |
|--------------------------------|---------------|-----------------|
| Productivity                   | RE/MAX        | All Competitors |
| Average Sides Per Agent        | 17.1          | 7.9             |
| Average Sales Volume Per Agent | \$3.4 million | \$2.1 million   |

Source: The 2013 REAL Trends 500 report consists of the top 500 U.S. brokerages based on total 2012 transaction sides, and an “Up and Comers” category that lists 837 participating brokerages with at least 500 sides. Per-agent averages include all 1,337 brokerages.

## GROWING WITH THE HOUSING RECOVERY

- On average, **RE/MAX agents closed 13% more** transaction sides in 2012 than in 2011 (15.1 to 17.1).
- Average sales volume per **RE/MAX agent rose 12%** from 2011 to 2012 (\$3.0 million to \$3.4 million).

## 2013 REAL Trends 500

Brokerages from National U.S. Franchise Brands

### Top 50\* Brokerages by Transaction Sides Per Agent

#### Brokerages Qualifying for Top 500

#### Average Transaction Sides Per Agent

|                        | Average Transaction Sides Per Agent | Number of Brokerages | Number of RE/MAX Agents |
|------------------------|-------------------------------------|----------------------|-------------------------|
| <b>RE/MAX®</b>         | <b>17.1</b>                         | <b>118</b>           | <b>40</b>               |
| Realty Executives      | 12.4                                | 5                    | 0                       |
| ERA                    | 9.5                                 | 15                   | 0                       |
| Coldwell Banker/NRT    | 8.5                                 | 53                   | 2                       |
| Century 21             | 8.2                                 | 31                   | 1                       |
| Prudential             | 8.1                                 | 31                   | 0                       |
| Keller Williams        | 7.3                                 | 111                  | 1                       |
| Better Homes & Gardens | 6.8                                 | 9                    | 0                       |
| Real Living            | 6.2                                 | 6                    | 0                       |
| Sotheby's              | 5.7                                 | 11                   | 0                       |

Source: 2013 REAL Trends 500 survey containing 2012 data provided by participating U.S. brokerages. Sides-per-agent averages include all brokerages with at least 500 transaction sides. Six of the top 50 brokerages by transaction sides per agent are not national franchises and are not listed here. Prudential and Real Living do not include HomeServices of America. ©2013 RE/MAX, LLC. All rights reserved. Each RE/MAX office is independently owned and operated.



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## Highlights and messaging to use in boosting your business

Visit the RE/MAX Facebook page to share our message or create your own Facebook post using the suggested messaging below.



**Facebook** – Share this message: Why do more buyers and sellers choose RE/MAX? Because we sell the most per agent. In the 2013 REAL Trends 500 survey of the country's largest brokerages, RE/MAX agents helped twice as many clients last year as other large brokerage agents, averaging 17.1 transactions per agent. I am proud to be in a global network of top-producing real estate agents! Read more:

<http://bit.ly/remaxREALTrends>



**Twitter** – Tweet this message: From @REALTrends 500, RE/MAX agents helped 2x the #homebuyers & sellers in 2012, averaging 17.1 trans/agent:

<http://bit.ly/remaxREALTrends>

**RE/MAX PRESS RELEASE:** ALSO AVAILABLE ON REMAX.COM.

**DOWNLOAD Press Release**

**REAL Trends Survey:** Links to lists of qualifying brokerages (full survey is available for purchase).

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For single-page bar charts press the buttons below:

**U.S. Average Transaction  
Sides Per Agent**

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Sides Per Agent**

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**Combined Chart: Sides, Top 50,  
Brokerages Qualifying**

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