



# RE/MAX VS. Better Homes & Gardens

HIGH-QUALITY, PRODUCTIVE AGENTS. LEADING BRAND AWARENESS.\*  
UNMATCHED GLOBAL PRESENCE. RE/MAX IS THE CLEAR CHOICE IN REAL ESTATE.

AMONG THE COUNTRY'S LARGEST  
BROKERAGES, RE/MAX AGENTS AVERAGE

**17.0**  
Transaction Sides

Compared to **6.8**  
Transaction Sides for  
Better Homes &  
Gardens agents

Source: Transaction sides per agent calculated by RE/MAX based on 2018 REAL Trends 500 data, citing 2017 transaction sides for the 1,752 largest participating U.S. brokerages and where agent counts were reported.

MORE BUYERS AND  
SELLERS THINK OF  
RE/MAX THAN ANY OTHER  
REAL ESTATE BRAND

**30.2%**

**0.8%**  
Better Homes &  
Gardens

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?

Online presence:

**remax.com**  
**#1** real estate  
franchise  
website

**1298%** More Traffic than  
bhgre.com

Source: Hitwise data, Jan.-Dec. 2017.

Global presence:

**RE/MAX**  
More than  
**100** Countries  
and  
Territories  
**3** Better Homes & Gardens