



RE/MAX VS. Howard Hanna

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 **12.6**
Transaction Sides for
Howard Hanna 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%

0.6%
Howard Hanna

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

886% More Traffic than
howardhanna.com

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

Global presence:

RE/MAX
More than
100 Countries
and
Territories
1 Howard Hanna