

Every other year, we check in with franchises old and new to provide those considering affiliation with the latest information about companies' market presence, offerings, and plans for the future. The 29 companies featured in the 2015 report represent a wide variety of businesses with many different ideas of how to help brokers and agents succeed in the industry. For a more in-depth look at the shifts occurring in the world of real estate franchising, check out our companion article online at realtormag.com/franchise-2015.

The information below is supplied by these companies and not independently verified. Some numbers have been rounded, and areas targeted for expansion are nationwide unless otherwise specified. Percentages are based on GCI unless otherwise noted.

	Number of U.S. sales associates and brokers	Number of U.S. offices 2013 2015	Franchise fee	Ongoing royalty fee (% of gross closed income, unless otherwise noted)	Renewal fee	Total franchisee investment	Number of years of agreement R-Renewable NR-Non Renewable
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AMERICA'S REALTY

Targets independent real estate brokers with regional ownership or franchises, web-based management software, and national marketing.

Began Franchising: 2007 | Atlanta | americasrealty.com | Contact: Carl Fleischer, carl@americasrealty.com, 855-267-3258

BERKSHIRE HATHAWAY HOMESERVICES

Trades on the trusted Warren Buffett brand and includes many former Prudential offices; offers extensive business development services to its 100 largest franchisees.

Began Franchising: 2013 | Irvine, Calif. | berkshirehathawayhs.com/pages/contact-us | Contact: Keith Smith, keithsmith@hsfranchise.com, 949-794-9628

BETTER HOMES AND GARDENS REAL ESTATE LLC

Lifestyle brand with training and marketing options, technology, and a sophisticated business system for franchisees.

Began Franchising: 2008 | Madison, N.J. | bhgrefranchise.com | Contact: Rich DeNicola, rich.denicola@bhgrealstate.com, 973-407-4228

CENTURY 21 REAL ESTATE LLC

Megabrand concentrated on global expansion and building affinity between real estate pros and a diverse group of consumers through brand consistency, marketing, and training programs.

Began Franchising: 1971 | Madison, N.J. | century21.com | Contact: Michael Miedler, mike.miedler@century21.com, 214-906-1682 | Target Areas: Dark and underperforming markets

COLDWELL BANKER REAL ESTATE LLC

100+-year-old company using social media to engage consumers and providing real estate pros with big-data tools, business acumen, and a strong international network.

Began Franchising: 1982 | Madison, N.J. | coldwellbanker.com/franchising | Contact: Rick Gregory, rick.gregory@coldwellbanker.com, 973-407-7567

CRYE-LEIKE

Largest franchise in the South, with negotiable initial franchise fee and no-charge technology tools that can help franchisees expand.

Began Franchising: 1998 | Brentwood, Tenn. | crye-leike.com | Contact: Keith Sullivan, franchises@crye-leike.com, 615-373-2044 | Target Areas: South

ENGEL & VÖLKERS

Global luxury brand offers top-producing agents sophisticated marketing tools, technology, and a systemized international network.

Began Franchising: 2006 | New York | evusa.com | Contact: Peter Ianos, peter.ianos@evusa.com, 212-234-3100 | Target Areas: Texas, Florida, California, New York City, Washington DC, Chicago, Atlanta

EQUITY USA LLC

Free payroll services, broker training, and transaction tools combine with profit-sharing and feedback programs to cater to changing agent/broker needs.

Began Franchising: 2002 | Sandy, Utah | equity-usa.com | Contact: Lance Card, marketing@equity-usa.net, 800-785-9995

ERA REAL ESTATE

Targets independently minded real estate entrepreneurs with a broker-first, collaborative approach.

Began Franchising: 1972 | Madison, N.J. | teamera.com/welcome | Contact: Kevin Pasek, kevin.pasek@era.com, 973-407-5841 | Target Areas: California, Texas, Florida, Illinois, Washington

1) +\$2.5k each additional office; 2) depending on gross revenues; 3) (for first office), \$10k (branch office); 4) (first office); 5) (conversion), \$172.7k - \$497.1k (start-up); 6) of initial franchise fee; 7) \$7.5k (rural) - \$32k (urban); 8) \$45 - \$225 per transaction, max of \$2.7k per associate per year. \$35 regional advertising fee per transaction to

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EXIT REALTY CORP. INTERNATIONAL

By-invitation-only company providing single-level residual income and beneficiary/retirement residuals. A portion of every transaction fee is applied to its charitable fund.

Began Franchising: 1999 | Woburn, Mass. | exitrealty.com | Contact: Tami Bonnell, tbonnell@exitrealty.com, 877-253-3948

F.C. TUCKER CO. INC.

Offers in-house marketing and owner/manager training. Targets relocating clients with full-service offerings.

Began Franchising: 1989 | Indianapolis | talktotucker.com | Contact: Mark Bush, mbush@talktotucker.com, 317-571-2200 | Target Area: Midwest

FLAT RATE REALTY

Small offices and work-from-home arrangements allow this franchise to charge a low monthly fee while offering marketing and technology training.

Began Franchising: 2006 | Scotts Valley, Calif. | joinflatraterealty.com | Contact: Thomas Moulding, flatraterealty@gmail.com, 408-627-0030

HARCOURTS USA

Full-service real estate business under a production-based model, meaning fees are only paid on production. Offers technology, training, and marketing platforms at no charge.

Began Franchising: 1980 | Aliso Viejo, Calif. | harcourtsusa.com | Contact: Aaron Hodson, aaron.hodson@harcourtsusa.com, 949-282-4288

HELP-U-SELL REAL ESTATE

Offers sellers full service for a low, set fee. Free weekly, one-on-one training for brokers and agents, as well as online training and free technology tools.

Began Franchising: 1976 | Sarasota, Fla. | helpusellfranchise.com | Contact: Ron McCoy, ronmccoy@helpusell.com, 941-951-7707 ext. 2002

Target Areas: Indianapolis, Phoenix, San Diego, Tampa, New Jersey

HOMESMART INTERNATIONAL

Focuses on providing integrated, proprietary systems for franchisee operations and centralized services for recruiting and agent support.

Began Franchising: 2011 | Scottsdale, Ariz. | homesmartfranchise.com | Contact: Brad Clayton, bclayton@hsmove.com | Target Areas: Mid-Atlantic, Southeast, Midwest

INTERO REAL ESTATE SERVICES

Provides turnkey marketing and management programs, technology, and agent coaching. Also offers accountability for business planning and goal-setting.

Began Franchising: 2005 | Cupertino, Calif. | interorealestate.com | Contact: Mike Bruno, mbruno@interorealestate.com, 408-930-1509 | Target Area: Northern California

IOWA REALTY

State-focused brand offers support in all facets of the industry and personal contact at the corporate level.

Began Franchising: 1978 | West Des Moines, Iowa | iowarealty.com | Contact: Mike Stanbrough, mikestanbrough@iowarealty.com, 515-453-5350 | Target Area: Iowa

JOHN L. SCOTT REAL ESTATE

Combines 80+ years' experience with training and technology to keep today's real estate pros abreast of a constantly changing industry at any stage of their career.

Began Franchising: 1990 | Bellevue, Wash. | johnscott.com | Contact: Tim Wynne, timwynne@johnscott.com, 425-394-0934 | Target Areas: Washington, Oregon, Idaho, California, Alaska, Hawaii

KELLER WILLIAMS REALTY INC.

Large, agent-driven model offering coaching and profit-sharing while providing clients with luxury/commercial specialists and growing international presence.

Began Franchising: 1987 | Austin, Texas | kw.com | Contact: John Davis, marketing@kw.com, 512-327-3070

LIST4LESS/SELL4FREE

Full-service discount model boasts low fees and franchise retention of 95% of commissions. Low down-payment programs for easy start-up.

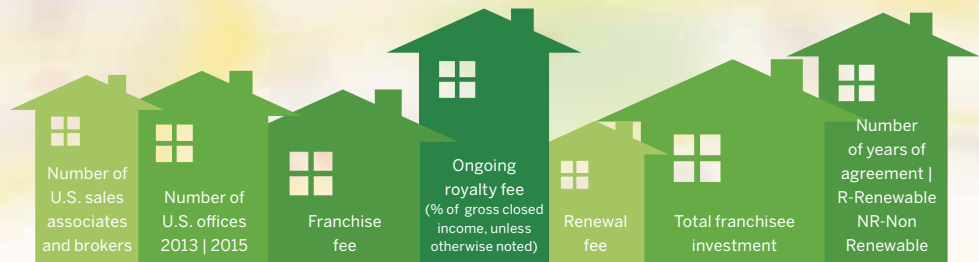
Began Franchising: 2002 | Indianapolis | sell4free.com | Contact: Gary Bieberich, sell4free@msn.com, 317-716-3733

NEXTHOME INC.

Consumer-focused brand with flexible pricing that allows franchisees to switch plans during the year from commission-based or flat-fee models to adjust to the ever-changing real estate market.

Began Franchising: 2015 | Pleasanton, Calif. | nexthome.com | Contact: Charis Moreno, Charis@nexthome.com, 925-719-2079

max \$500 per associate/year or \$45 - \$260 per transaction (max: \$3.2k per associate/year); 9) 10% of the current franchise fee; 10) Franchise fee + office set-up costs; 11) 10% of current license fee or \$5k, whichever is less; 12) plus \$1.9k per additional office (1-year agreement), \$5.9k (5-year); 13) 1 year = \$80/month, 5 year = \$75/month



RE/MAX LLC

Boasting an entrepreneurial culture supporting high production and a worldwide presence in more than 95 countries, it offers extensive training through RE/MAX University and its new Momentum program.

Began Franchising: 1975 | Denver | remax-franchise.com | Contact: Chris Pflueger, businessdevelopment@remax.com, 303-796-3854

REAL ESTATE ONE

Offers website and e-mail creation and maintenance, focused leadership mentoring, and training on new technology and market research.

Began Franchising: 1971 | Southfield, Mich. | reofranchise.com | Contact: Wendy Johnsen, reofranchise@realestateone.com, 231-649-3088 | Target Area: Michigan

REAL LIVING REAL ESTATE

Full-service franchise offering a wide range of systems, programs, and strategic alliances. A network brand of HSF Affiliates LLC.

Began Franchising: 2002 | Irvine, Calif. | joinrealliving.com | Contact: Tom Pannattoni, network.development@realliving.com, 800-999-1120

REALTY EXECUTIVES INTERNATIONAL

Offers revenue sharing, in-house technology, and protected territories in a lower-cost model that benefits from 50 years of brand recognition.

Began Franchising: 1973 | Scottsdale, Ariz. | realtyexecutives.com/joinus | Contact: Rich Rector, joinus@realtyexecutives.com, 800-252-3366

REALTY ONE GROUP

Rapidly growing firm offers full commission, broker support packages, and monthly and transaction-based revenue streams for franchise owners.

Began Franchising: 2012 | Irvine, Calif. | ownaone.com | Contact: Rob Pearson, rob@realtyonegroup.com, 855-529-0101

REALTY WORLD INC.

Flexible structure allows brokerages to operate with little overhead and customize services for their market; also offers a wealth-sharing model and a lifetime residual income model.

Began Franchising: 1973 | Newport Beach, Calif. | realtyworld.com | Contact: Lisa Gerdes, realtyworldgerdes@gmail.com, 800-685-4984

REDEFY REAL ESTATE

Flat fee, full-service model providing in-house marketing, technology solutions, and lead generation.

Began Franchising: 2014 | Aurora, Col. | redefy.com/franchise-opportunities.aspx | Contact: Allison Aranda, allison@redefy.com, 303-549-2802 | Target Areas: Metro areas with 800k+ population

SOTHEBY'S INTERNATIONAL REALTY AFFILIATES LLC

High-end luxury brand touts association with the venerable Sotheby's Auction House, as well as operational, marketing, recruiting, educational, and business development resources.

Began Franchising: 2004 | Madison, N.J. | sir.com | Contact: Rich Green, Richard.Green@realogy.com, 973-407-5886

UNITED COUNTRY REAL ESTATE

Focused on lifestyle and rural markets, this franchise offers a national database of buyers, and a variety of marketing programs targeting this niche.

Began Franchising: 1997 | Kansas City, Mo. | unitedcountry.com/realestatefranchise | Contact: Richard Thompson, rgthompson@unitedcountry.com, 972-548-9242 | Target Areas: Unrepresented lifestyle markets, rural counties

WEICHERT REAL ESTATE AFFILIATES INC.

Offers one-on-one support, technology, and a business format for growth. Franchisees can also tap live regional workshops and webinars.

Began Franchising: 2001 | Morris Plains, N.J. | weichertfranchise.com | Contact: Bill Scavone, wscavone@weichertrealtors.net, 877-533-9007

WINDERMERE SERVICES

Community service-oriented company provides proprietary technology, professional development tools, and sales training solutions to franchisees.

Began Franchising: 1983 | Seattle | windermere.com | Contact: Scott Mitchelson, scott.mitchelson@windermere.com, 360-907-3915 | Target Areas: Oregon, California, Nevada, Utah, Colorado, Idaho, Montana, Wyoming, and Hawaii

per office; 14) \$1.8k (1-year agreement), \$1k (5-year); 15) Monthly fee: \$50-\$1,225. Transaction fee: \$50 per \$250K in sales + \$75 for document storage. Marketing fee: 2% of gross revenues; 16) \$550/month (up to 10 agents) — \$3.8k/month (unlimited); 17) (conversion), \$194.6k - \$621.5k (start-up); 18) Flat rate depending on volume