

The Brands of Real Estate

REALTOR® Magazine's **Residential Franchise Report** is a biennial survey of real estate franchise companies operating in the U.S., introduced in 2003. To help broker-owners and agents who are considering affiliation options, we ask franchise companies to provide details about their business models and fee structure. We do not independently verify company-supplied information.

This year, we present the information in a more scannable way, based in part on feedback from a focus group of brokers convened last November. Information about fees charged has been reorganized for better clarity. Online, find more data and business-model differentiators in a sortable infographic. Access the whole package, along with previous years' reports, at realtorm.ag/franchise.

America's Realty

Began franchising in 2007

4 U.S. offices

200 U.S. sales associates, brokers

5-year renewable franchise agreement

\$20k initial franchise fee

OTHER FEES

Transaction fee 5%

Renewal fee \$5k

CONTACT

Carl Fleischer Carl@AmericasRealty.com

Assist-2-Sell

Began franchising in 1996

202 U.S. offices

700 U.S. sales associates, brokers

5-year renewable franchise agreement

\$14.5k initial franchise fee

OTHER FEES

Royalty fee 5% GCI/transaction

Marketing fee 1% GCI/transaction

Renewal fee \$2,995

CONTACT

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Berkshire Hathaway HomeServices

Began franchising in 2013

1,313 U.S. offices

43,479 U.S. sales associates, brokers

10- to 15-year nonrenewable franchise agreement

\$25k (first office) **\$2,500** (branch) **\$1,000** (restricted) initial franchise fee

OTHER FEES

Marketing fee declining percentage of gross revenue/franchisee, \$500 monthly minimum

Product/administrative fees vary, but are optional

CONTACT

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Better Homes and Gardens Real Estate

Began franchising in 2008

343 U.S. offices

11,364 U.S. sales associates, brokers

10-year nonrenewable franchise agreement

\$35k (first office) **\$10k** (branch) initial franchise fee

OTHER FEES

Marketing fee 1.5% of first \$4m in gross revenue + 0.5% of gross revenue over \$4m

CONTACT

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Online: Sort the Options

New this year! View all franchises in a sortable chart at realtorm.ag/franchise.

Century 21 Real Estate

Began franchising in 1971

2,216 U.S. offices

55,346 U.S. sales associates, brokers

10-year nonrenewable franchise agreement

\$25k (first office) **\$10k** (branch) initial franchise fee

OTHER FEES

Royalty fee 6% of gross revenue /transaction

Marketing fee 2% of gross revenue, with cap

Training fee \$399/attendee; first one is free

Transition fee \$5,000/transfer

CONTACT

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Coldwell Banker Real Estate

Began franchising in 1981

2,200 U.S. offices

89,000 U.S. sales associates, brokers

10-year nonrenewable franchise agreement

\$25k (first office) **\$10k** (branch) initial franchise fee

OTHER FEES

Royalty fee 6% of gross revenue/transaction

Marketing fee 2.5% of gross revenue up to \$2m + 0.5% of gross revenue over \$2m, \$375-\$5k/year for Leadrouter technology

One-time transfer fee \$5k

CONTACT

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Crye-Leike Franchises

Began franchising in 1998

29 U.S. offices

320 U.S. sales associates, brokers

5-year renewable franchise agreement

\$13.5k-\$25k initial franchise fee

OTHER FEES

Royalty fee 6% of gross revenue/office or \$500/month, whichever is greater

Renewal fee 20% of initial franchise fee or \$2.5k, whichever is greater

CONTACT

Keith Sullivan keith.sullivan@crye-leike.com

Engel & Völkers North America

Began franchising in 2007

133 U.S. offices

2,305 U.S. sales associates, brokers

10-year renewable franchise agreement

\$35k initial franchise fee

OTHER FEES

Royalty fee 6% GCI/transaction

Marketing fee 2% GCI/transaction; annual requirement to purchase one-page in-house ad for \$1,990

Renewal fee \$17.5k

CONTACT

James Cappiello James.Cappiello@engelvoelkers.com

Equity Real Estate

Began franchising in 2002

50 U.S. offices

2,922 U.S. sales associates, brokers

Lifetime renewable franchise agreement

\$10k/\$1.6k initial franchise fee
new markets/existing markets

OTHER FEES

Technology fee \$80/office/month

Document storage fee \$60/transaction

Transaction fee \$499

CONTACT

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ERA Real Estate

Began franchising in 1972

516 U.S. offices

16,228 U.S. sales associates, brokers

10-year renewable franchise agreement

\$25k initial franchise fee

OTHER FEES

Royalty fee 6% GCI/transaction

CONTACT

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EXIT Realty USA

Began franchising in 1999

510 U.S. offices

25,000 U.S. sales associates, brokers

5-year renewable franchise agreement

\$7.5k (rural)/\$32k (urban) initial franchise fee

OTHER FEES

Transaction fee \$50–\$225 capped annually at \$2.7k/agent

Marketing fee \$35/transaction capped annually at \$500/agent/year

Technology fee \$250/office, \$62.50/branch

Membership fee \$345/agent/year

Renewal fee 10% of current franchise fee

CONTACT

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Flat Rate Realty

Began franchising in 2006

10 U.S. offices

12 U.S. sales associates, brokers

1-year renewable franchise agreement

\$1,995 initial franchise fee

OTHER FEES

Royalty fee \$550/monthly

CONTACT

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Harcourts USA

Began franchising in 2000

37 U.S. offices

600 U.S. sales associates, brokers

5-year renewable franchise agreement

\$25k initial franchise fee

OTHER FEES

Royalty fee 6% of GCI/transaction (sliding scale)

Technology fee \$250/office/month

Renewal fee \$5k

CONTACT

Rob Forde rob.forde@harcourtsusa.com

Help-U-Sell Real Estate

Began franchising in 1976

101 U.S. offices

350 U.S. sales associates, brokers

5-year renewable franchise agreement

\$17.5k initial franchise fee

OTHER FEES

Royalty fee 6% GCI/transaction

Administrative fee \$250/office/month

Renewal fee \$2.5k

CONTACT

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HomeSmart International

Began franchising in 2011

102 U.S. offices

11,186 U.S. sales associates, brokers

5-year renewable franchise agreement

\$20k initial franchise fee

OTHER FEES

Royalty fee \$12/agent/month

Transaction fee \$120

Renewal fee 20% of initial franchise fee

CONTACT

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Iowa Realty

Began franchising in 1978

56 U.S. offices

950 U.S. sales associates, brokers

5- or 10-year renewable franchise agreement

\$5k–\$20k initial franchise fee

OTHER FEES

Royalty fee 5% of GCI/transaction

Renewal fee \$500

CONTACT

Cary Claiborne cary@iowarealty.com

John L. Scott Real Estate Affiliates

Began franchising in 1992

108 U.S. offices

3,200 U.S. sales associates, brokers

1-year (urban)/5-year (rural) renewable franchise agreement

\$15k initial franchise fee

OTHER FEES

Royalty fee 5% of GCI/transaction up to \$75k, 2.5% from \$75–\$162.5k, 1% over \$162.5k

Marketing fee \$20/agent/month

Technology fee \$72/agent/month

Training fee \$25–\$200/class attendee

Transfer fee 15% of initial fee (min of \$2k)

CONTACT

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Keller Williams

Began franchising in 1987

757 U.S. offices

149,203 U.S. sales associates, brokers

5-year renewable franchise agreement

\$35k initial franchise fee

OTHER FEES

Royalty fee 6% of gross revenue/office/month, capped at \$3k/agent/year

Marketing fee \$1k/office/year

Technology fee \$79/office/month, \$25/agent/month

Educational fee \$299–\$2.5k/course

KWConnect fee \$500/office

Renewal fee 10% of then-current license fee or \$5k, whichever is less

CONTACT

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NextHome

Began franchising in 2015

200 U.S. offices

1,400 U.S. sales associates, brokers

1- or 5-year renewable franchise agreement

\$2,750–\$6,750 initial franchise fee

OTHER FEES

Royalty fee 1-year agreement: \$85/office/month plus \$185/agent/month or 6% of GCI/transaction. 5-year agreement: \$75/office/month plus \$175 or 6% of GCI/transaction

Marketing fee \$85/transaction side (1-year), \$75/transaction side (5-year)

Renewal fee \$2,750 (1-year), \$2.5k (5-year)

CONTACT

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RE/MAX

Began franchising in 1975

3,689 U.S. offices

62,441 U.S. sales associates, brokers

5-year renewable franchise agreement

\$12.5k–\$35k initial franchise fee

OTHER FEES

Royalty fee \$112–\$135/agent/month

Renewal fee \$5k–\$17.5k

CONTACT

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Real Living Real Estate

Began franchising in 2002

224 U.S. offices

4,300 U.S. sales associates, brokers

10-year (avg.) nonrenewable franchise agreement

\$20k initial franchise fee

OTHER FEES

Royalty fee Up to 5% of gross revenue/month

CONTACT

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The Brands of Real Estate

43% REALTORS® with a franchise affiliation

Source: National Association of REALTORS® 2017 Member Profile

Realty World

Began franchising in 1973

221 U.S. offices

1,600 U.S. sales associates, brokers

5/7/10/15/20-year renewable franchise agreement

\$10k–20k initial franchise fee

OTHER FEES

Royalty fee \$500–\$3.8k/office/month

Marketing fee \$50–\$300/office/month

Technology fee \$40–\$65/agent/month

Transition fee \$1k–\$10k

Renewal fee \$1.5k

CONTACT

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Redefy Real Estate

Began franchising in 2014

19 U.S. offices

190 U.S. sales associates, brokers

3-year renewable franchise agreement

\$10k initial franchise fee

OTHER FEES

Royalty fee 10% GCI/transaction/month

Marketing fee \$1k/office/month

Technology fee \$16–\$30/agent/month

Call center fee 10% of GCI/transaction on buyer-side deals cultivated internally

Renewal fee \$10k

CONTACT

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Remerica Real Estate

Began franchising in 1989

12 U.S. offices

405 U.S. sales associates, brokers

5-year renewable franchise agreement

\$10k initial franchise fee

OTHER FEES

Royalty fee 6% GCI/transaction capped annually

Marketing fee 2% GCI/transaction

CONTACT

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Sell4Free List4Less Real Estate

Began franchising in 2017

5 U.S. offices

45 U.S. sales associates, brokers

5-year renewable franchise agreement

\$29k initial franchise fee

OTHER FEES

Royalty fee 5% of GCI/transaction

Renewal fee \$1k

CONTACT

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Sotheby's International Realty Affiliates

Began franchising in 2004

608 U.S. offices

17,429 U.S. sales associates, brokers

10-year nonrenewable franchise agreement

\$25k initial franchise fee

OTHER FEES

Royalty fee 6% of GCI/transaction

Marketing fee 2% of GCI/transaction

CONTACT

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16%

Brokerages
with a
franchise
affiliation

Source: National Association of REALTORS® 2017 Profile of Real Estate Firms

Summa Realty

Began franchising in 2011

7 U.S. offices

185 U.S. sales associates, brokers

1-year renewable franchise agreement

\$5k–\$15k initial franchise fee

OTHER FEES

Royalty fee 5% GCI/transaction capped at \$6k

CONTACT

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Tucker Associates

Began franchising in 1989

46 U.S. offices

1,200 U.S. sales associates, brokers

6-year renewable franchise agreement

\$0 initial franchise fee

OTHER FEES

Royalty fee 6% GCI/transaction

CONTACT

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United Country Real Estate

Began franchising in 1997

470 U.S. offices

5,000 U.S. sales associates, brokers

5- or 10-year renewable franchise agreement

\$15k initial franchise fee

OTHER FEES

Royalty fee varies by volume

Technology fee \$220/office/month

Renewal fee 10% of current franchise fee

CONTACT

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United Real Estate

Began franchising in 2013

60 U.S. offices

3,000 U.S. sales associates, brokers

10-year renewable franchise agreement

\$35k initial franchise fee

OTHER FEES

Training fee \$2.5k/office/year

Licensing fee \$45/agent/month

Transaction fee \$75/side

E&O insurance fee \$20/transaction

Renewal fee \$5k

CONTACT

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Weichert Real Estate Affiliates

Began franchising in 2002

462 U.S. offices

14,200 U.S. sales associates, brokers

10-year nonrenewable franchise agreement

\$25k initial franchise fee

OTHER FEES

Royalty fee 6% of gross revenue/office (monthly minimums)

Marketing fee 2% gross revenue/office (monthly minimum & maximum)

Technology fee \$5–\$13.50/user/month

Training fee \$950 (management), \$199 (new agent)

CONTACT

Kevin Hill khill@weichertfranchise.net

Windermere Real Estate

Began franchising in 1983

299 U.S. offices

6,191 U.S. sales associates, brokers

6-month to 5-year renewable franchise agreement

\$25k initial franchise fee

OTHER FEES

Royalty fee 5% GCI/transaction (capped at \$85k/agent/year)

Marketing fee 1% GCI/transaction (capped at \$50k/agent/year)

Technology fee \$68/agent/month

CONTACT

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