

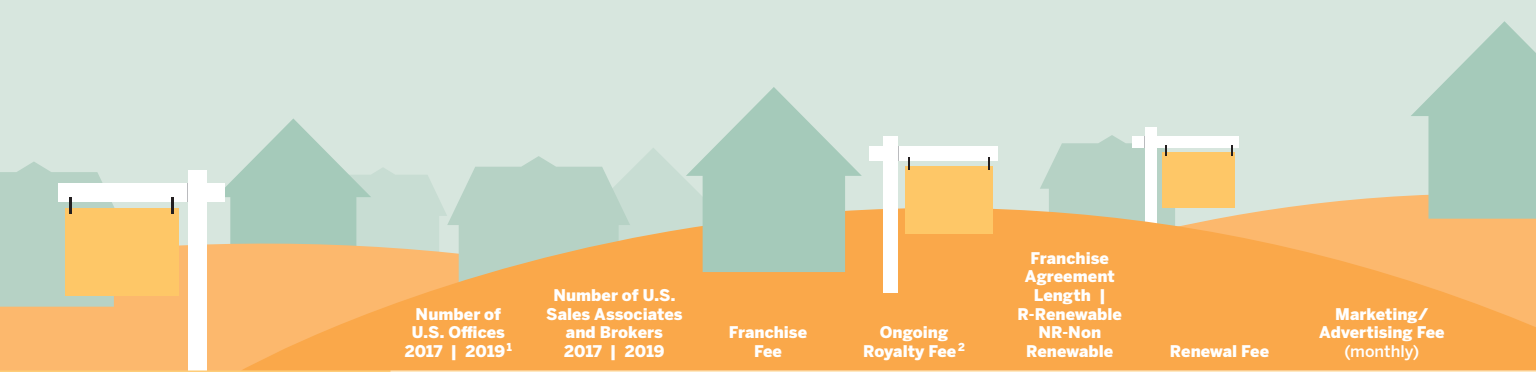
# 2019 Residential Franchise Report

While the great majority of real estate brokerages are independent firms, the impact of franchise companies remains unmistakable. A full 42% of REALTORS® are affiliated with a franchise, according to NAR data. Here's a rundown of 28 franchise brands, from Century 21, which began franchising in 1971, to Pink Realty, which launched last year. If you're thinking about opening a franchise or affiliating with a national or regional brand, this chart can help you compare offerings. You'll find information about the companies' U.S. market presence, changes in size from two years ago, and fee structure. Access the report online, and those from previous years, at [realtormag.com/franchise](http://realtormag.com/franchise).

The information below is supplied by the companies and not independently verified. Some numbers have been rounded. Percentages are based on GCI unless otherwise noted.

	Number of U.S. Offices 2017   2019 <sup>1</sup>	Number of U.S. Sales Associates and Brokers 2017   2019	Franchise Fee	Ongoing Royalty Fee <sup>2</sup>	Franchise Agreement Length   R-Renewable   NR-Non Renewable	Renewal Fee	Marketing/Advertising Fee (monthly)
<b>Assist2Sell</b> <a href="http://buyassist2sell.com">buyassist2sell.com</a>	202   <b>209</b>	700   <b>800</b>	<b>\$14.5k</b>	5%	5 yrs   R	\$2,995	1%
<b>Began Franchising: 1996</b>   Reno, Nev.   Ryan Elliott   <a href="mailto:Ryan@Assist2Sell.com">Ryan@Assist2Sell.com</a>   Target Areas: All U.S.							
<b>Berkshire Hathaway HomeServices</b> <a href="http://berkshirehathawayhs.com">berkshirehathawayhs.com</a>	1,313   <b>1,450</b>	43,479   <b>50,000</b>	<b>\$25k</b>	6%	10 yrs   NR	N/A	1%
<b>Began Franchising: 2013</b>   Irvine, Calif.   Michael Jalbert   <a href="mailto:michaeljalbert@hsfranchise.com">michaeljalbert@hsfranchise.com</a>   Target Areas: All U.S.							
<b>Better Homes and Gardens Real Estate LLC</b> <a href="http://bhgrefranchise.com">bhgrefranchise.com</a>	343   <b>368</b>	11,364   <b>12,277</b>	<b>\$35k</b>	5%	10 yrs   NR	N/A	1%
<b>Began Franchising: 2008</b>   Madison, N.J.   David Cernich   <a href="mailto:david.cernich@bhgre.com">david.cernich@bhgre.com</a>   Target Areas: All U.S.							
<b>Century 21 Real Estate LLC</b> <a href="http://century21.com/about-us/franchise">century21.com/about-us/franchise</a>	2,216   <b>2,174</b>	55,346   <b>53,571</b>	<b>\$25k</b> (first office); <b>\$10k</b> (branch)	6%	10 yrs   NR	N/A	2% up to \$3M gross revenue; 0.5% over \$3M
<b>Began Franchising: 1971</b>   Madison, N.J.   Tom O'Hern   <a href="mailto:tom.ohern@century21.net">tom.ohern@century21.net</a>   Target Areas: Dark and underperforming markets							
<b>Coldwell Banker Real Estate LLC</b> <a href="http://coldwellbanker.com">coldwellbanker.com</a>	2,200   <b>2,165</b>	89,000   <b>85,192</b>	<b>\$25k</b> (first office); <b>\$10k</b> (branch)	6%	10 yrs   NR	N/A	2.5% of gross revenue up to \$2.1M; 0.5% of gross revenue over \$2.1M
<b>Began Franchising: 1982</b>   Madison, N.J.   Mark Westphale   <a href="mailto:mark.westphale@cbhomeoffice.com">mark.westphale@cbhomeoffice.com</a>   Target Areas: Avoids areas with existing affiliates							
<b>Crye-Leike Franchises Inc.</b> <a href="http://crye-leike.com/corporate/franchises">crye-leike.com/corporate/franchises</a>	29   <b>28</b>	320   <b>347</b>	<b>\$13.5k-\$25k</b>	6%	5 yrs   R	20% of initial investment or \$2.5k, whichever is greater	None
<b>Began Franchising: 1998</b>   Brentwood, Tenn.   Keith Sullivan   <a href="mailto:keith.sullivan@crye-leike.com">keith.sullivan@crye-leike.com</a>   Target Areas: Southeast and Gulf Coast							
<b>Engel &amp; Völkers Americas</b> <a href="http://evrealestate.com">evrealestate.com</a>	89   <b>155</b>	2,096   <b>3,063</b>	<b>\$35k</b>	6%	10 yrs   R	N/A	2% on gross closed commission per transaction
<b>Began Franchising: 2006</b>   New York   Katelyn Castellano   <a href="mailto:katelyn.castellano@evrealestate.com">katelyn.castellano@evrealestate.com</a>   Target Areas: All U.S.							

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<b>Equity Real Estate</b> <a href="http://joinequityre.com">joinequityre.com</a>	50   <b>60</b>	2,922   <b>3,324</b>	<b>\$1.6k</b>	N/A	Indefinite   R	N/A	None
<b>Began Franchising: 2003</b>   Sandy, Utah   Lance Card   <a href="mailto:marketing@equity-usa.net">marketing@equity-usa.net</a>   Target Areas: Texas, Florida, Georgia, California, Arizona, Oregon, and Washington							
<b>ERA Franchise Systems LLC</b> <a href="http://era.com/explore">era.com/explore</a>	516   <b>508</b>	16,228   <b>16,939</b>	<b>\$25k</b> (first office); <b>\$7.5k</b> (branch)	Minimum \$796 per office/monthly	10 yrs   R	N/A	1.5% of gross revenue up to \$4M; 0.5% of gross revenue over \$4M
<b>Began Franchising: 1972</b>   Madison, N.J.   Diana Wall   <a href="mailto:diana.wall@teamera.com">diana.wall@teamera.com</a>   Target Areas: All U.S.							
<b>EXIT Realty Corp. USA</b> <a href="http://joinexitrealty.com">joinexitrealty.com</a>	510   <b>539</b>	25,000   <b>20,000</b>	<b>\$7.5k–\$32k</b>	None	5 yrs   R	10% of franchise fee	\$35 per transaction; caps at \$500 annually per agent
<b>Began Franchising: 1996</b>   Woburn, Mass.   Tami Bonnell   <a href="mailto:tbonnell@exitrealty.com">tbonnell@exitrealty.com</a>   Target Areas: All U.S.							
<b>Flat Rate Realty</b> <a href="http://flatraterealty.com">flatraterealty.com</a>	12   <b>14</b>	12   <b>25</b>	<b>\$2k</b>	\$495 per office/monthly	1 yr   R	None	None
<b>Began Franchising: 2006</b>   Scotts Valley, Calif.   Thomas Moulding   <a href="mailto:flatraterealty@gmail.com">flatraterealty@gmail.com</a>   Target Areas: All U.S.							
<b>Harcourts North America</b> <a href="http://harcourtsgrows.com">harcourtsgrows.com</a>	37   <b>36</b>	600   <b>720</b>	<b>\$25k</b>	6%/transaction (sliding scale)	5 yrs   R	\$5k	None
<b>Began Franchising: 2010</b>   Aliso Viejo, Calif.   Ben Brady   <a href="mailto:ben.brady@harcourts.net">ben.brady@harcourts.net</a>   Target Areas: All U.S.							
<b>HomeSmart International</b> <a href="http://homesmart.com/franchising">homesmart.com/franchising</a>	102   <b>170</b>	11,186   <b>16,290</b>	<b>\$20k</b>	\$12 per agent/month	10 yrs   R	50% of initial franchise fee	4% of transaction fee
<b>Began Franchising: 2011</b>   Scottsdale, Ariz.   Bryan Brooks   <a href="mailto:bbrooks@HomeSmart.com">bbrooks@HomeSmart.com</a>   Target Areas: Southeast, South Central, Great Plains, Midwest, Mid-Atlantic, and Northeast							
<b>Iowa Realty</b> <a href="http://iowarealty.com">iowarealty.com</a>	56   <b>50</b>	950   <b>1,020</b>	<b>\$5k–\$20k</b>	5%	5 or 10 yrs   R	\$500	None
<b>Began Franchising: 1988</b>   West Des Moines, Iowa   Cary Claiborne   <a href="mailto:cary@iowarealty.com">cary@iowarealty.com</a>   Target Areas: Iowa							
<b>John L. Scott Real Estate Affiliates</b> <a href="http://johnlscottfranchise.com">johnlscottfranchise.com</a>	108   <b>111</b>	3,200   <b>3,234</b>	<b>\$15k</b>	5% of gross revenue up to \$75k; 2.5% from \$75k–\$162.5k; 1% over \$162.5k	1 yr (urban) 5 yrs (rural)   R	None	\$20 per agent
<b>Began Franchising: 1992</b>   Bellevue, Wash.   Howard Chung   <a href="mailto:franchiseinfo@johnlscott.com">franchiseinfo@johnlscott.com</a>   Target Areas: Washington, Oregon, California, and Idaho							
<b>Keller Williams</b> <a href="http://kw.com">kw.com</a>	757   <b>825</b>	149,203   <b>153,904</b>	<b>\$35k</b>	6%	5 yrs   R	10% of current license fee or \$5k, whichever is less	\$83.30 per office
<b>Began Franchising: 1987</b>   Austin, Texas   Debbie Gardner   <a href="mailto:debbie.gardner@kw.com">debbie.gardner@kw.com</a>   Target Areas: All U.S.							
<b>Nest Realty Group</b> <a href="http://nestrealty.com">nestrealty.com</a>	N/A   <b>13</b>	N/A   <b>275</b>	<b>\$35k</b>	3%–4.5%	10 yrs   R	\$1k	None
<b>Began Franchising: 2017</b>   Charlottesville, Va.   Jonathan Kauffmann   <a href="mailto:jk@nestrealty.com">jk@nestrealty.com</a>   Target Areas: All U.S.							
<b>NextHome Inc.</b> <a href="http://nexthome.com">nexthome.com</a>	200   <b>350</b>	1,400   <b>3,200</b>	<b>\$3.5k–\$7.5k</b>	1-year agreement: \$85/office/month plus \$185/agent/month or 6% of GCI/transaction <sup>3</sup>	1 or 5 yrs   R	\$3.5k	\$85 (1-year agreement) / \$75 (5-year agreement) per transaction
<b>Began Franchising: 2015</b>   Pleasanton, Calif.   Charis Moreno   <a href="mailto:Charis@nexthome.com">Charis@nexthome.com</a>   Target Areas: All U.S.							



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<b>Pink Realty</b> <a href="http://pinkrealty.com/why-franchise">pinkrealty.com/why-franchise</a>	N/A   <b>8</b>	N/A   <b>66</b>	<b>\$15k</b>	5%	5 yrs   R	None	Onetime fee/office included in initial franchise fee
<b>Began Franchising: 2018</b>   Colorado Springs, Colo.   Ethan Dahlberg   franchise@pinkrealty.com   Target Areas: West and Northeast							
<b>Realty Executives</b> <a href="http://realtyexecutives.com/joinus">realtyexecutives.com/joinus</a>	N/A   <b>355</b>	N/A   <b>6,500</b>	<b>\$1k–10k</b>	Varies	10 yrs   R	None	Varies
<b>Began Franchising: 1973</b>   Phoenix, Ariz.   David Celaya   davidcelaya@realtyexecutives.com   Target Areas: Midwest, Southeast, and West							
<b>Realty ONE Group</b> <a href="http://realtyonegroup.com">realtyonegroup.com</a>	N/A   <b>185</b>	N/A   <b>12,000</b>	<b>\$20k</b>	None	10 yrs   R	\$5k	2% of gross revenues per month/agent; includes transaction fee
<b>Began Franchising: 2012</b>   Laguna Niguel, Calif.   Cory Jo Vasquez   coryjo.vasquez@realtyonegroup.com   Target Areas: All U.S.							
<b>Realty World Inc.</b> <a href="http://realtyworld.com">realtyworld.com</a>	221   <b>235</b>	1,600   <b>2,300</b>	<b>\$18k</b>	\$225 plus \$99 per agent or \$225 plus 5% of each closing	5–20 yrs   R	\$1.5k; waived if renewed prior to agreement expiration	\$50 per office and \$25 per agent or 1% of each closing
<b>Began Franchising: 1973</b>   Newport Beach, Calif.   Lisa Gerdes   realtyworldgerdes@gmail.com   Target Areas: All U.S.							
<b>RE/MAX LLC</b> <a href="http://joinremax.com">joinremax.com</a>	3,689   <b>3,765</b>	62,441   <b>62,664</b>	<b>\$17.5k–\$35k</b>	1% of GCI per transaction	5 yrs   R	\$6k–\$17.5k	\$75–\$148 per agent/month
<b>Began Franchising: 1975</b>   Denver, Colo.   joinremax.com/contact   Target Areas: All U.S.							
<b>Sotheby's International Realty Affiliates LLC</b> <a href="http://sothebysrealty.com">sothebysrealty.com</a>	608   <b>655</b>	17,429   <b>19,500</b>	<b>\$25k</b>	6%	10 yrs   NR	N/A	2% based on gross revenue
<b>Began Franchising: 2004</b>   Madison, N.J.   Joe Bernardo   joe.bernardo@sothebys.realty   Target Areas: Luxury markets within metropolitan areas							
<b>United Country Real Estate</b> <a href="http://unitedcountry.com">unitedcountry.com</a>	470   <b>450</b>	5,000   <b>5,000</b>	<b>\$10k–20k</b>	6%–10%	5 or 10 yrs   R	\$1k–\$2k	None
<b>Began Franchising: 1997</b>   Kansas City, Mo.   Richard Thompson   rgthompson@unitedcountry.com   Target Areas: Nonurban markets							
<b>United Real Estate</b> <a href="http://unitedrealestate.com">unitedrealestate.com</a>	60   <b>89</b>	3,000   <b>3,944</b>	<b>\$35k</b>	None	10 yrs   N/A	N/A	N/A
<b>Began Franchising: 2013</b>   Dallas, Texas   Amanda Cline   acline@unitedrealestate.com   Target Areas: All U.S.							
<b>Weichert Real Estate Affiliates Inc.</b> <a href="http://weichertfranchise.com">weichertfranchise.com</a>	462   <b>485</b>	14,200   <b>13,500</b>	<b>\$25k</b>	6%	10 yrs   NR	N/A	2% of GCI per office
<b>Began Franchising: 2002</b>   Morris Plains, N.J.   Kevin Hill   khill@weichertrealtors.net   Target Areas: Continental U.S.							
<b>Windermere Real Estate</b> <a href="http://windermere.com/company/join_us">windermere.com/company/join_us</a>	299   <b>318</b>	6,191   <b>6,386</b>	<b>\$25k</b>	5%	1 yr   R	None	1% of GCI
<b>Began Franchising: 1983</b>   Seattle, Wash.   Shelley Rossi   shelley.rossi@windermere.com   Target Areas: West							

1) As of March 27, 2019; combine franchised and company-owned offices. 2) % of gross, closed income unless otherwise noted. 3) 5-year agreement: \$75/office/month plus \$175/agent/month or 6% of GCI/transaction.