

Compare residential real estate franchises

This chart will help you evaluate the country's real estate franchise and licensing options.*

BRAND/LOCATION/CONTACT/PHONE	NO. OF SALES ASSOCIATES AND BROKERS	NO. OF OFFICES (2003 DATA)	TARGET AREA	FRANCHISE FEE	ONGOING ROYALTY FEE (% of GCI unless otherwise noted)
ASSIST-2-SELL INC. Reno, Nev., Ryan Elliott, 800/528-7816	2,357	500 (280)	Nationwide	\$19,500	5%
AVALAR NETWORK INC. Las Vegas, Chuck Scoble, 800/801-4030	1,200	60 (23)	Nationwide	\$4,400-\$12,500	2%-5%
BETTER HOMES REALTY INC. Walnut Creek, Calif., Catherine Prevost, 800/642-4428, ext. 765	568	42 (40)	California	\$9,950	6% with cap; 4.5% with no cap
CENTURY 21 REAL ESTATE LLC Parsippany, N.J., Brien McMahon, 973/496-7642	131,850	7,222 (6,600)	Nationwide	Up to \$25,000	6%
COLDWELL BANKER REAL ESTATE CORP. Parsippany, N.J., Brien McMahon, 973/496-7642	119,750	3,652 (3,400)	Nationwide	\$13,000-\$25,000	6%
CRYE-LEIKE, REALTORS® Memphis, Tenn., Kevin Joiner, 866/603-2470	2,920	88 (66)	Southern states	\$9,000-\$25,000	6%
ERA Parsippany, N.J., Brien McMahon, 973/496-7642	33,225	2,631 (2,500)	Nationwide	Up to \$20,000	6%
EXIT REALTY CORP. INTERNATIONAL Burlington, Mass. (U.S.), Tami Bonnell, 877/253-3948	15,000	630 (309)	Nationwide	\$10,000-\$27,500	\$150/transaction to \$2,700 max./associate per year
GMAC REAL ESTATE Oak Brook, Ill., Franchise Qualification Specialist, 800/274-7661	22,000+	1,300+ (1,300+)	Nationwide	\$7,500-\$20,000	Varies
HELP-U-SELL REAL ESTATE Castle Rock, Colo., Ann Reynolds, 800/366-1177	1,500+	762 (366)	Nationwide	\$19,500	6%
HOWARD HANNA HOLDINGS Pittsburgh, Ron L. Dishler, 412/967-9000, ext. 331	2,736	105 (68)	Ohio, Md., N.Y., Pa., Va., W. Va.	\$8,500	Up to 6%
INTERNATIONAL REALTY PLUS INC. Kingman, Ariz., Paul Tatham, 800/367-7653	275	25** (98)	Nationwide	\$559-\$75,000	\$125/associate
JOHN L. SCOTT REAL ESTATE Seattle, Ted Barger, 206/230-7730	4,000	125 (116)	Western states	\$10,000	5%
KELLER-WILLIAMS REALTY INC. Austin, Texas, Ginger Gibson, 512/327-3070	46,189	459 (262)	Nationwide	\$25,000	Call for info
LATTER & BLUM NETWORK New Orleans, Arthur Sterblow, 504/525-1311	1,000+	23 (No data)	La., Miss.	\$2,000	6%
LONG & FOSTER REAL ESTATE INC. Fairfax, Va., Elaine Campbell Mercer, 703/359-1516	15,000	217 (202)	East Coast	\$15,000	5%
NORTHWOOD REALTY SERVICES LLP Pittsburgh, Ann Reynolds, 215/579-8585	854	32 (No data)	Ohio, Pa., W. Va.	6% of GCI (licensing fee)	N/A
PRUDENTIAL REAL ESTATE Irvine, Calif., Dennis Kelly, 949/794-9632	58,000	1,800 (1,637)	Nationwide	\$25,000	Up to 6%
REAL ESTATE ONE Southfield, Mich., Kathleen Bailey, 248/208-2993	2,150	85 (No data)	Mich., Ohio	\$12,900-\$16,900	5% with graduated rebate
REAL LIVING Columbus, Ohio, Jim O'Brien, 614/273-6090	2,800	130 (113)	Nationwide	\$10,000+	6% of GCI or fixed amount plus 1% of GCI
REALTY EXECUTIVES INTERNATIONAL Phoenix, William A. Powers, 800/252-3366	13,200	840 (642)	Nationwide	Up to \$26,000	\$50/salesperson and \$100/office per month
REALTY WORLD AMERICA INC. Costa Mesa, Calif., Gary Longobardo, 800/685-4984	Not tracked	700 (650)	Nationwide	\$12,500	\$274/month for broker-owner; \$150/month per associate
REECE & NICHOLS ALLIANCE INC. Overland Park, Kan., Jeff Stith, 913/696-9651	2,605	60 (No data)	Kan., Mo.	\$5,000-\$11,500 (inc. conversion allowance)	5% (includes royalty dividend based on tenure, performance)
RE/MAX INTERNATIONAL Greenwood Village, Colo., Peter Gilmour, 303/796-3526	101,753	5,409 (4,472)	Nationwide	\$10,000-\$30,000	Varies by region
SOTHEBY'S INTERNATIONAL REALTY AFFILIATES INC. Parsippany, N.J., Rich Green, 973/496-5886	2,370	104 (No data)	Nationwide	\$25,000	6%
TUCKER ASSOCIATES INC. Indianapolis, Mark Bush, 317/571-2200	1,250	45 (38)	Ind., and contiguous states	N/A	6%
UNITED COUNTRY Kansas City, Mo., East, Joe Karpinski, 888/956-4486; Central, Richard Thompson, 800/875-9242; West, Don Sprague, 800/444-5044	3,000	500 (365)	Nationwide, small markets	\$5,900	Varies
WEICHERT REAL ESTATE AFFILIATES INC. Morris Plains, N.J., Martin J. Rueter, 973/359-8392	15,000	350 (250)	Nationwide	\$25,000	6% with incentive bonus
WINDERMERE REAL ESTATE Seattle, Bill Feldman, 206/527-3801	7,070	239 (225)	Western states	\$15,000	Varies by region
FIXED FEE REALTY Morehead City, N.C., Barry Gurney, 888/312-2444	20	15 (2)	Nationwide	\$599	N/A
REALTY DIRECT Sterling, Va., Mike McKenna, 703/327-2428, ext. 105	75	15 (No data)	Nationwide	\$16,900	2%
SAVE MORE REAL ESTATE Naperville, Ill., Roy Stavenger, 630/369-4900	40	7 (7)	Nationwide	\$1,500	1.9%
SELL4FREE REAL ESTATE SYSTEMS INC. Indianapolis, Gary Bieberich, 317/716-3733	110	23 (10)	Nationwide	\$20,000	5%
WEST USA REALTY Phoenix, Kevin Nell, 602/942-4200	2,340	18 (12)	Nationwide	\$15,000	\$75/associate per month

*Figures supplied by companies and not independently verified. **2005 numbers are lower because the company now only sells master franchise licenses. N/A = Not applicable

RENEWAL FEE	TOTAL INVESTMENT	TERM (years)	KEY DISTINCTIONS
\$2,995	\$40,000–\$60,000	5, renewable	Full-service, discount company offering flat fee and MLS services to clients.
N/A	Varies	5, renewable	Money-back guarantee. Seven-generation revenue-sharing and retirement program. Marketing, training, business-planning support.
N/A	\$8,700–\$61,450	5, renewable	Two franchise fee options. Broker support on recruiting, legal, technology, advertising issues. Associate support on Internet marketing and training. Awards program.
N/A	\$11,713–\$52,511	Nonrenewable	Three cornerstones: brand marketing, technology, franchise support. Spanish-language Web site. Ranked in <i>Training</i> magazine's Top 100 for fourth year. Only real estate brand in book <i>America's Greatest Brands</i> .
N/A	\$23,470–\$70,050	Nonrenewable	100-year anniversary in 2006. Franchises in 26 countries, territories. Buyer/seller concierge services. Luxury property marketing.
10% of original fee	\$74,500–\$300,000	5, renewable	Associate and broker focused. Training, marketing, relocation, technology, public relations support.
N/A	\$42,700–\$205,900	Nonrenewable	One of world's largest international real estate franchises. Offers Sellers Security Plan ("We will sell your home or ERA will buy it"). Spanish Web site. Niche and diverse consumer marketing systems.
\$2,000	Varies	5, renewable	Associates earn 10% (7% on retirement) of GCI for each salesperson referred to system, plus continued benefits of 5% GCI to family after associate passes away. Training, mentoring, and system for tracking income from new-associate referrals.
N/A	N/A	5–10, renewable	Brokerage, mortgage, title, home warranty, insurance. Focus on customer service: Associates put in writing what they'll do for clients. Third party follows up with customer-satisfaction survey.
\$2,000	\$50,000–\$100,000	5, renewable	Low set-fee model fosters operating efficiencies. Consumers perform some transaction duties so that associates can focus on business generation.
\$500	\$15,000–\$25,000	7, renewable	"Branching" operation (affiliates licensed to use name, programs, business systems). No charge for regional ads, training, management support, leadership development.
N/A	\$10,000 on average	5–10, renewable	Referrals from franchisees in the system. Magazine and Internet advertising. Internet-based marketing tools, templates.
\$1,500	Varies	5	Award-winning Web site. Business development, training, technology, marketing, recruiting, access to mortgage, title, and escrow services.
Call for info	Call for info	Call for info	Fifth-largest and fastest-growing residential company in North America; growing by 2,000 salespeople per month. Unique culture. Education. Economic model rewards associates as stakeholders and partners.
\$2,000	\$15,000–\$45,000	3, renewable	Regionally recognized brand name with personal attention to franchisees. Training and technology support with Internet and IT consulting. Consumer services include relocation, mortgage, title, insurance.
N/A	N/A	5	Licensing system. Offices restricted to areas with no Long & Foster presence, resulting in prominent market share. Broker licenses must have three years of practice and \$750,000 GCI.
N/A	Licensing fee plus conversion costs	Negotiable	Strong regional brand presence. Management training, business consulting, monthly interaction with other managers for ongoing assistance.
Varies	Varies	6–10	Exclusive marketing agreement with Yahoo! Real Estate. Consulting, recruitment, training, technology, relocation services, brand recognition.
N/A	\$17,000–\$50,000	5, renewable	Large brokerage in Michigan. Training, recruiting, retention. Mortgage, title, insurance.
N/A	Varies	10	Associate-centric model focuses on salesperson productivity and broker profitability.
N/A	\$18,550–\$88,100	5, renewable	Original 100% commission concept. Exclusive territories. No renewal fees. Salesperson-centric.
\$1,000	\$44,700–\$197,000	5, 10, or 15, renewable	National brand name. Flexibility in how broker structure operations. Flat fees for brokers and associates. Marketing resources. Referral- and compensation-sharing programs for associates.
\$500	Varies	5, renewable	Regional name recognition. Marketing, technology, referral, management, training systems enable brokers in small communities to grow business while maintaining autonomy.
Varies	N/A	5	Global brand recognition. National, regional, local TV ads. Charitable programs. TV network. Extranet with news, chat rooms, referrals. Management consulting. Web site, relocation, software.
N/A	\$10,470–\$490,550	Nonrenewable	Luxury franchise associated with 260-year-old auction house. Affiliation granted to brokerages that meet eligibility requirements (e.g., specialize in high-end homes). Connected to global clientele.
N/A	\$50,000–\$150,000	6, renewable	Local and regional ownership and support. National affiliations (i.e., member of RELO). Marketing systems, management training, recruiting.
\$590	Depends on conversion costs	3–5, renewable	Rural and small-town focus. Software and sign-conversion packages. One-week orientation. Start-up supplies. National marketing. Internet leads, Web site.
\$1,000	\$50,000–\$250,000	7, renewable	Recognized name, consulting services to help you improve operations. Assistance in recruiting and marketing. For consumers, one-stop shopping with mortgage, title, insurance, referrals, relocation, Web marketing.
N/A	Market driven	Six-month increments	Offices operate with extensive autonomy while benefiting from link to established brand. Technology, marketing tools, continuing education. Supports housing causes through nonprofit Windermere Foundation.
N/A	\$599	Lifetime of brokerage	Network for tapping national name branding. No royalties or co-op fees. Fixed-fee schedule, customized by market. Offers best of traditional and flat-fee business models.
\$2,000	\$25,000–\$75,000	6, renewable	Full-service discount model. Technology reduces broker costs; savings passed on to consumers. For sellers, discounted commissions on listings (with no reduction in commission split to cooperating selling brokers). For buyers, rebates of up to 1.5 percent of sales price when Realty Direct acts as selling broker on another company's listing.
\$500	\$3,000–\$25,000	5, renewable	Full menu of services, including variable commission program. No cold calling or sitting at open houses. Training program.
\$1,000	\$23,500–\$80,950	10	"Buy from me, sell for free." Full-service company. Franchisees waive the listing fee provided homeowner purchases another home through Sell4Free. Otherwise, commission determined by franchisee and homeowner. Relocation, referral, mortgage, title services, Web site.
N/A	Varies	20, renewable	Secure Web-based transaction and lead-management system. Legacy software "practically runs brokers' office for them."