

Comparison of residential real estate franchises

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

BRAND/LOCATION/CONTACT/PHONE/YEAR BEGAN	NO. OF SALES ASSOCIATES AND BROKERS	NO. OF OFFICES (2005 DATA)	TARGET AREA	FRANCHISE FEE	ONGOING ROYALTY FEE (% of GCI unless otherwise noted)	RENEWAL FEE	TOTAL INVESTMENT	TERM (years)	KEY DISTINCTIONS
ASSIST-2-SELL INC. Reno, Nev., Ryan Elliott, 800/528-7816, franchiseinfo@assist2sell.com , 1995	2,400+	645 (500)	Nationwide	\$25,000	6%	\$2,995	\$50,000–\$101,500	5, renewable	Value-based concept has made the company a leading discount real estate franchise.
AVALAR NETWORK INC. Las Vegas, McKenzie Myers, 702/891-8204, mmyers@avalar.biz , 1999	2,500+	121 (60)	Nationwide	\$15,000	2%–5%	N/A	\$50,000+	5, renewable	Patented Path to Success revenue-sharing program enables company to create agent-driven real estate and mortgage network, empowering its salespeople through independence and long-term financial stability. Path to Success has created growth for the company and has paid out more than \$1.5 million in revenue sharing over the past 12 months.
BETTER HOMES REALTY INC. Walnut Creek, Calif., Franchise Sales Manager, 800/642-4428, franchisesales@bhrcorp.com , 1964	600	45 (42)	California	\$9,950	6% with cap; 4.5% with no cap	N/A	Varies	5, renewable	Strong regional brand name with 43-year history; culture of personalized interaction and support generates high degree of loyalty from offices and agents; offices operate independently as autonomous franchisees while benefiting from support in technology, marketing, legal risk management, training, and recruiting; customized business consulting.
CENTURY 21 REAL ESTATE LLC Parsippany, N.J., Brien McMahon, 973/407-2709, brien.mcmahon@realogy.com , 1972	143,810	8,391 (7,222)	Nationwide	\$25,000	6%	N/A	\$11,851–\$522,838	10, non-renewable	World's largest residential real estate sales organization; comprehensive training, management, administrative and marketing support; best-in-class brokerage services to all who aspire to buy or sell real estate, anywhere in the world; embraces clients' goals as its own; recognized by <i>Training</i> magazine in its Top 125 ranking for the sixth consecutive year.
COLDWELL BANKER REAL ESTATE CORP. Parsippany, N.J., Brien McMahon, 973/407-2709, brien.mcmahon@realogy.com , 1981	120,140	3,786 (3,652)	Nationwide	\$25,000	6%	N/A	\$23,470–\$490,550	10, non-renewable	101-year-old company that continues to evolve to meet the needs of a changing consumer; ranked No. 1 real estate company by <i>Franchise Times</i> magazine in 2006, marking the seventh straight year for that recognition; launched first national real estate Web site in 1995, and first to offer streaming video; offers unique tools such as enhanced satellite mapping and robust home-price estimator; operates in 39 countries and territories.
CRYE-LEIKE, REALTORS* Brentwood, Tenn., Kevin Joiner, 866/603-2470, kevin.joiner@crye-leike.com , 1999	3,500	111 (88)	Nationwide	\$9,500–\$25,000	6%	20% of original fee	\$74,500	5, renewable	Ongoing training through Crye-Leike College; marketing, relocation, and information technology services; Web site; training and assistance to broker-owners; recruiting and retention assistance.
ERA Parsippany, N.J., Brien McMahon, 973/407-2709, brien.mcmahon@realogy.com , 1971	38,330	2,973 (2,631)	Nationwide	\$12,500–\$20,000	6%	N/A	\$42,700–\$205,900	10, non-renewable	Composed of large domestic and international network of real estate professionals in 45 countries and territories; ERA Home Protection Plan; ERA Sellers Security Plan; extensive technology-based tools; robust niche and diversity consumer marketing programs, including ERA Hispanic Marketing System, ERA New Thresholds (for the 55-plus market), and ERA International and Luxury Markets; access to state-of-the-art training classes, exclusive marketing resources, and powerful prospecting tools.
EXIT REALTY CORP. INTERNATIONAL Burlington, Mass. (U.S.), Tami Bonnell, 877/253-3948, tamiexit@aol.com , 1999 (U.S.)	40,000	1,400 (630)	Nationwide	\$10,000–\$32,000	\$2,700 yearly max./associate; \$500 yearly max. ad fee/associate	20% of initial franchise fee	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.
GMAC REAL ESTATE Oak Brook, Ill., Franchise Development, 800/274-7661, franchise_development@gmachs.com , 1998	22,000+	1,200 (1,300+)	Nationwide	\$7,500–\$22,500	Varies	N/A	N/A	5–10, renewable	National brand with full-service offerings that include brokerage, mortgage, title, home warranty, and insurance; sales associates put into writing services they'll perform and allow consumers to rate their level of satisfaction via third-party, post-transaction survey.
HELP-U-SELL REAL ESTATE Irvine, Calif., Jon Meschke, 800/366-1177, jonmeschke@helpusell.com , 1976	6,000	776 (762)	Nationwide	\$24,500–\$29,500	6%	\$2,000	\$48,500–\$143,500	5, renewable	Full-service, set-fee organization with comprehensive marketing, training, and technology resources; global expansion includes South Africa and the Philippines.
HOWARD HANNA HOLDINGS Pittsburgh, Ron Dishler, 412/967-7100 ext. 292, rdishler@howardhanna.com , 1996	3,500	120 (105)	Md., NY, Ohio, Pa., Va., W. Va.	\$9,500	Up to 6%	\$1,000	\$25,000+	7, renewable	"Branchising" (a more flexible approach than franchising, because affiliates have more options for how to structure their affiliation) operation, with franchisees included in leadership development and management training; sales associate training; inclusion on company Web site; included in Hanna National Relocation Network and Secure Advantage Group Health Insurance; exclusive 100% money-back guarantee for home buyers.
INTERNATIONAL REALTY PLUS INC. Fort Mohave, Ariz., Paul Tatham, 800/367-7653, tatham@iirp.com , 1994	160	42 (25)	Ala., Alaska, Calif., Ga., Nev., NY, Tenn., Utah, Va.	\$2,500–\$75,000	\$125/associate per month	\$2,500–\$10,000	\$4,000–\$100,000	5, renewable	Affordable franchise solution for associates and brokers throughout United States, Canada, and Mexico; system based on minimal monthly fee; no transaction fee or audits.
INTERO REAL ESTATE SERVICES Cupertino, Calif., Gino Blefari, 877/446-8376, gblefari@interorealestate.com , 2004	2,169	67 (no data)	Nationwide	\$20,000	6%	\$5,000	\$200,000–\$800,000	10	Direct access to company leadership, executives who are industry veterans; innovative, industry-leading technology, providing competitive advantage; distinct corporate culture that values its people above all else; founded with core principles of trust, respect, and integrity.
JOHN L. SCOTT REAL ESTATE Seattle, Terry Kohlstrand, 206/230-7730, terrykohlstrand@johnlscott.com , 1992	2,913	148 (125)	Western states	\$15,000	5%	N/A	Varies by region	5, renewable	Value proposition that combines 76 years of experience with cutting-edge approach to technology and innovation; Web site traffic tops 1 million visitors per month, making it one of the most visited real estate company sites in the country; award-winning marketing, training, and Internet programs; valuable relationships provided through mortgage, title, escrow, and home warranty partners.
KELLER-WILLIAMS REALTY INC. Austin, Texas, Ginger Gibson, 512/327-3070, ginger.gibson@kw.com , 1991	74,469	657 (459)	Nationwide	\$25,000	Call for info	Call for info	Call for info	Call for info	One of the largest and fastest growing residential real estate companies in North America; unique culture; leading-edge education and technology; economic model rewards associates as stakeholders and partners.
LATTER & BLUM NETWORK New Orleans, Arthur Sterblow, 504/525-1311, arthur@latterblum.com , 1998	1,000	28 (23)	Louisiana, Mississippi	\$2,000	6%	\$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, and insurance.
PRUDENTIAL REAL ESTATE Irvine, Calif., Dennis Kelly, 949/794-9632, dennis.kelly@prudential.com , 1988	68,000	2,100 (1,800)	Nationwide	\$25,000	To 6%	Varies	Varies	6–10, renewable	Extensive marketing agreement with Yahoo! Real Estate; brand recognition; technology innovation; recruitment and training programs; relocation services.
REAL ESTATE ONE Southfield, Mich., Genny Conrad, 248/208-2952, gennyconrad@realestateone.com , 1972	1,765	77 (85)	Michigan	\$12,900–\$16,900	5% with graduated rebate	N/A	Varies	5, renewable	Largest real estate network in Michigan, with highest state sales volume each year for 48 years.
REAL LIVING Columbus, Ohio, Chris Svec, 614/203-0801, chris.svec@realliving.com , 1983	3,033	153 (130)	Nationwide	\$17,000–\$80,000	6% of GCI, or \$200 per agent per month plus 1% of GCI	\$1	Varies	10	National, full-service, agent-centric company with consumer focus; brand designed to appeal to high-end, female consumer (who makes 89% of household purchase decisions); technology aims to create highly productive agents and franchise partners; agents more productive than the average due to scalable technology platform; protected areas nationwide.
REALTY EXECUTIVES INTERNATIONAL Phoenix, G. Scott Hurlock, 800/252-3366, g.scotthurlock@realtyexecutives.com , 1987	14,018	810 (840)	Nationwide	\$1,000–\$20,000	\$65/salesperson per month	N/A	\$20,400–\$89,000	5, renewable	Founded in 1965 by Dale Rector, originator of the 100-percent commission concept; son Richard president since 1986 and, unusual for corporate real estate executive, continues to maintain his real estate license; equips and develops top-performing, productive agents; franchised in 10 countries.
REALTY WORLD AMERICA INC. Costa Mesa, Calif., Gary Longobardo, 800/685-4984, gary@rwacorp.com , 1973	10,000	1,000 (700)	Nationwide	\$18,000	\$275/month for broker-owner; \$150/month per associate	\$1,500	\$50,000–\$200,000	5, 10, 15, 20, renewable	Powerful brand name; growing national and international presence; state-of-the-art marketing tools; compensation sharing program for agents; low, flat monthly fee to enable brokers and agents to retain maximum commission dollars.
REECE & NICHOLS ALLIANCE INC. Overland Park, Kan., Jeff Stith, 913/696-9651, jeffs@reeceandnichols.com , 1994	3,015	67 (60)	Kansas, Missouri	\$5,000–\$11,500 (inc. conversion allowance)	5% (includes royalty dividend based on tenure, performance)	\$500	Varies	5, renewable	Regional name recognition; marketing, technology, referral, management, and training systems enable brokers in small communities to grow business while maintaining autonomy.
RE/MAX INTERNATIONAL Greenwood Village, Colo., Peter Gilmour, 303/770-5531, pgilmour@remax.net , 1976	120,520	6,898 (5,409)	Nationwide	\$10,000–\$30,000	Varies by region	Varies	\$20,000–\$150,000 (initial start-up)	5	Global system of agents who lead the industry in professional designations, experience, and production; national, regional, and local TV ad programs; proprietary satellite TV network; RE/MAX University; associate involvement in thousands of charities (\$66 million-plus raised for Children's Miracle Network, and major sponsor of Komen Race for the Cure Survivor Program).
SOTHEBY'S INTERNATIONAL REALTY AFFILIATES INC. Parsippany, N.J., Rich Green, 973/496-5886, richard.green@realogy.com , 2004	7,570	379 (104)	Nationwide	\$25,000	6%	N/A	\$10,470–\$500,550	10, non-renewable	Designed to connect prestigious clientele around the world to the finest real estate companies, with affiliations limited to brokerages and agents meeting strict qualifications; provides luxury market training, and support for marketing, operations, recruiting, education, and business development; associated with venerable Sotheby's auction house, which was established in 1744.
TUCKER ASSOCIATES INC. Indianapolis, Mark Bush, 317/571-2200, mbush@talktotucker.com , 1989	1,400	52 (45)	Indiana and contiguous states	N/A	6%	N/A	\$50,000–\$100,000	6, renewable	Full-service real estate company offering franchisees marketing, training, coaching, relocation, management support, and information systems.
UNITED COUNTRY Kansas City, Mo., East, Joe Karpinski, 888/956-4486, jkarpinski@unitedcountry.com ; Central, Richard Thompson, 800/875-9242, rgthompson@unitedcountry.com ; West, Doug Adams, 866/588-3331, dadams@unitedcountry.com ; 1997	3,900	650 (500)	Nationwide, small markets	\$10,500	Varies	\$1,050	Depends on conversion costs	3–5, renewable	Company with 82-year heritage focused on small cities and towns outside urban areas; confidential database of prospects; exclusive catalog featuring franchisee listings; auction services network; proprietary listing presentation kits; agent training programs; home protection plan; exclusive software package; sign conversion; one-week orientation program; one of the top country property Web sites.
WEICHERT REAL ESTATE AFFILIATES INC. Morris Plains, N.J., Bill Scavone, 877/533-9007, wscavone@weichertrealtors.net , 2001	19,000+	530 (350)	Nationwide	\$25,000	6%, with incentive bonus	\$1,000	\$45,000–\$269,000	10, renewable	Reputable brand name; business format franchise with proven operating system designed to support key components of successful real estate brokerages; hands-on recruiting support; live training; experienced business consulting; referrals from corporate relocation and Internet marketing groups.
WINDERMERE REAL ESTATE Seattle, Bill Feldman, 206/527-3801, bfeldman@windermere.com , 1983	8,295	369 (239)	Western states	\$20,000	5%	N/A	\$200,000–\$500,000	Six-month increments	Recruitment focused on "citizen agents," people who build vibrant, livable, and humane communities; warm and inviting offices; mission in which customers are treated with dignity, honesty, and respect; internally, a culture that's familiar, fun, inviting, and passionate about the company.