

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. |