

Residential Franchise Roundup

Here's a look at 32 franchise brands, from Real Estate One Inc., which began franchising in 1971, to United Real Estate, which launched earlier this year. If you're thinking about opening a franchise or affiliating your company with a national or regional brand, use this chart to help you compare offerings. All information is supplied by the companies and is not independently verified. The target area for each franchise is nationwide unless otherwise noted, and the ongoing royalty fee is a percentage of GCI unless otherwise noted. Numbers have been rounded.

	Number of U.S. sales associates & brokers	Number of U.S. offices	Franchise fee	Ongoing royalty fee	Renewal fee	Total investment	Term of agreement (in years)
AMERICA'S REALTY <i>Regional ownership or franchises for the independent real estate broker. Advanced Web-based management software and national marketing.</i>	300	15	Varies	2%	None	Varies	5
Began Franchising: 2007 Atlanta AmericasRealty.com Contact: Carl Fleischer, 855-267-3258							
ASSIST-2-SELL INC. <i>Full-service company offering sellers choice of discount commission programs, including flat fees.</i>	1,000	246	\$10k	5%	\$3k	\$20-100k	5
Began Franchising: 1996 Reno, Nev. FranchiseInfo@Assist2Sell.com Contact: Ryan Elliott, 800-528-7816							
BETTER HOMES REALTY <i>Tremendous brand name; revenue sharing system to reward recruiting and retention.</i>	2,250	110	\$15k	2-6%	None	Varies	7
Began Franchising: 2009 Las Vegas chuckscoble@avalar.biz Contact: Chuck Scoble, 702-891-8203							
BETTER HOMES AND GARDENS REAL ESTATE <i>Leader in technology and social media. Tools to assist brokers with business planning, performance, expense benchmarking, and leadership development. Exclusive access to Better Homes and Gardens magazine's database of 85 million people for prospect marketing.</i>	8,000	241	\$35k	6%	None	\$65.2-164k	10
Began Franchising: 2008 Madison, N.J. bhgrealestate.com Contact: Anthony Foglia, 973-407-5804							
CENTURY 21 REAL ESTATE LLC <i>Live and self-paced Web-based training classes; direct instruction and guidance from local broker office, networking events where franchisees interact with and learn from peers.</i>	N/A	2,500	\$25k ¹	6%	None	\$22.3-528.3k	10
Began Franchising: 1972 Parsippany, N.J. century21.com Contact: Matt Gentile, 973-647-9042							
COLDWELL BANKER REAL ESTATE LLC <i>Oldest national real estate brand founded in 1906; most visited national real estate brand on the Web for last three years.</i>	82,000	2,291	\$25k	6%	None	\$52.7-496.1k	10
Began Franchising: 1982 Madison, N.J. coldwellbanker.com Contact: Rick Gregory, 973-407-7567							
CRYE-LEIKE FRANCHISES INC. <i>Cutting-edge technology tools; vast referral network; live and online training; in-house and online marketing departments.</i>	3,000	112	\$13.5-25k	6%	20% ²	\$46.8-154.5k	5
Began Franchising: 1998 Brentwood, Tenn. crye-leike.com/franchises Contact: Keith Sullivan, keith.sullivan@crye-leike.com Target Areas: Southeast, Midwest							
ENGEL & VÖLKERS <i>A luxury real estate and lifestyle brand that requires every agent, broker, and owner to be trained on the use of brand and technology platforms.</i>	450	33	\$35k ³	6%	N/A	\$113.0-449.7k	10
Began Franchising: 2006 New York evusa.com Contact: Charles Kim, Charles.kim@evusa.com							
ERA FRANCHISE SYSTEMS LLC <i>For independently minded entrepreneurs. Proprietary programs and tools to empower its brokers in building their business. Unique broker and agent collaborative community that fosters leadership development.</i>	13,000	578	\$25k	6%	None	\$47.7-210k	10
Began Franchising: 1972 Parsippany, N.J. era.com Contact: Kevin Pasek, kevin.pasek@era.com							

1) \$25k for first office; \$10k each additional office; 2) 20 percent of initial fee or \$2,500, whichever is greater; 3) \$35,000 minimum

Number of U.S. sales associates & brokers

Number of U.S. offices

Franchise fee

Ongoing royalty fee

Renewal fee

Total investment

Term of agreement (in years)

EXIT REALTY CORP. INTERNATIONAL

23,700 449 **\$7.5-32k** **\$2.7k/\$500⁴** **10%⁵** **Varies** 5

Interactive sales training and digital marketing strategy training; associates earn single-level residuals as a reward for assisting with company growth. Portion of every transaction fee goes to charitable fund.

Began Franchising: 1999 | Woburn, Mass. | exitrealty.com | Contact: Tami Bonnell, 877-253-3948

FIXED FEE REALTY

28 17 **\$499** **None** **\$499** **\$499** Lifetime

Independent like-minded real estate companies banding together by image and pricing structure.

Began Franchising: 2002 | Morehead City, N.J. | fixedfeerealty.net | Contact: Barry Gurney, 252-247-2444

HARCOURTS USA

16 375 **\$25k** **6%** **\$2.5k** **Varies** 5

Provides access to custom-built CRM, listings, sales training, and customizable marketing materials.

Began Franchising: 1986 | Aliso Viejo, Calif. | harcourtsusa.com | Contact: Imra Poladi, 209-470-1493 | **Target Areas:** California, Nevada

HELP-U-SELL REAL ESTATE

400 94 **\$17.5k** **6%** **None** **\$40-75k** 5

Complete online training platform offered at no cost to brokers; technology tools created in-house, including broker Web sites, HTML-based mobile application, and office management system.

Began Franchising: 1976 | Sarasota, Fla. | helpusellfranchise.com | Contact: Ron McCoy, 941-951-7707 x 2002 | **Target Areas:** California, New Jersey

HOMESMART INTERNATIONAL

7,000 35 **\$20k** **Varies** **\$10k** **\$51-161k** 5

Enables brokers to fully integrate a high compensation structure together with innovative technology procedures.

Began Franchising: 2006 | Phoenix | homesmartinternational.com | Contact: Brad Clayton, 602-889-2179

INTERO REAL ESTATE SERVICES

2,000 60 **\$25k** **5%** **\$1k** **Varies** 10

World-class technology platform, exceptional training and recruiting programs, proven system to drive growth.

Began Franchising: 2004 | Cupertino, Calif. | interorealestate.com | Contact: Chris Stuart, 408-863-3191

IOWA REALTY CO. INC.

790 57 **\$50-10k** **5%** **\$250** **Varies** 4

Iowa's most recognizable regional franchise; low start-up cost with conversion allowances.

Began Franchising: 1978 | West Des Moines, Iowa | iowarealty.com | Contact: Mike Stanbrough, 515-453-5350 | **Target Area:** Iowa

JOHN L. SCOTT REAL ESTATE

2,471 105 **\$15k** **5%** **\$2.5k** **Varies** Varies

Combines more than 80 years of experience with cutting-edge technology and innovation. Award-winning Web site with more than 1 million visitors per month. Timely tools and courses. Support system for brokers and agents throughout their careers.

Began Franchising: 1992 | Issaquah, Wash. | johnlscott.com | Contact: Tim Wynne, 425-394-0934 | **Target Area:** Western states

KELLER WILLIAMS REALTY INC.

83,126 662 **\$30k** **6%** **\$3k** **\$179.7-332.5k** 5⁶

Agent-centric company that provides associates with extensive technology solutions and educational opportunities. All associates can participate in profit-sharing program.

Began Franchising: 1991 | Austin, Texas | kw.com | Contact: John Davis, 512-327-3070

REALTY DIRECT FRANCHISE CORP.

700 14 **\$19.9k** **6%** **\$2k** **\$39.6-67.7k** 6

Cash Flow for Life revenue-sharing; 100 percent commission plan for high-producing agents. Emphasis on lead generation and advanced training.

Began Franchising: 2004 | McLean, Va., | realitydirect.com | Contact: Tip Powers, 703-327-2428 x104

REAL ESTATE ONE INC.

1,622 74 **\$13-18k** **5%** **None** **\$20-80k** 5

Individual Web sites created and maintained by the company. Intranet with access to forms and information. Unique buyer capture program, sales training for associates, no-cost e-mail, and realtor.com® at reduced cost.

Began Franchising: 1971 | Southfield, Mich. | realestateone.com | Contact: Dennis Pearsall, 734-320-2118 | **Target Area:** Michigan

REAL LIVING REAL ESTATE

7,822 360 **\$20k** **1%⁷ or 4.5%** **N/A** **Varies** 10⁸

Full-service franchise with integrated suite of resources aimed at helping brokers, agents and clients. A network brand of HSF Affiliates LLC, which is majority owned by HomeServices of America, Inc., a Berkshire Hathaway affiliate.

Began Franchising: 2002 | Irvine, Calif. | aboutrealliving.com | Contact: Tom Panattoni, 815-218-2826

Target Areas: Fla., Ga., S.C., W. Va., Tenn., Ohio, Mich., Ill., Texas

4) \$2,700 yearly max/associate; \$500 yearly max advertising fee/associate; 5) 10 percent of current franchise fee;

6) 5 initially, renewable for 10; 7) 1 percent plus \$120/office/month plus \$120/agent/month or, alternatively, 4.5 percent; 8) +2 months; nonrenewable

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REALTY EXECUTIVES INTERNATIONAL <i>Provides a comprehensive network of systems—marketing, technology, and lead management to help brokerages grow their business. Flexibility in the fee structure enables brokerages of varying sizes and markets to tailor the best program to fit their needs.</i>	7,984	404	Varies	Varies	None	\$20.4-119k	5
Began Franchising: 1987 Phoenix realtyexecutives.com Contact: Bryan Brooks, 602-749-2329							
RE/MAX LLC <i>Offers strong brand awareness, free online leads, extensive training, and customized marketing materials. Fee structure allows for higher commissions and shared overhead costs.</i>	51,803	3,314	\$12.5-35k	1% ⁹	Varies	\$35.5-250k	5
Began Franchising: 1975 Denver remax.com Contact: Kathy Baker, 800-525-7452							
REMERICA REAL ESTATE <i>Interactive national IDX platform; Web sites for brokers and agents; back office lead generation; online training and transaction management software.</i>	420	10	\$7.5-10k	6%	None	\$25-75k	5
Began Franchising: 1993 Plymouth, Mich. remerica.com Contact: James A. Courtney, 800-736-3742							
SELL4FREE REAL ESTATE SYSTEMS <i>Full service real estate company using discount model; offering low monthly fees and higher commissions for franchisees.</i>	61	9	\$29k	5%	\$1k	\$29-81k	5
Began Franchising: 2002 Indianapolis Contact: Gary Bieberich, sell4free@msn.com , 317-716-3733; Andy Welsh, sell4free@fullnet.com , 812-634-6969							
SOTHEBY'S INTERNAT'L REALTY AFFILIATES LLC <i>Affiliates connect with the most prestigious clientele in the world. The brand supports its affiliates with a host of operational, marketing, recruiting, educational, and business development resources; affiliates benefit from an association with the venerable Sotheby's auction house.</i>	11,415	403	\$25k	6%	None	\$63.6-619.5k	10
Began Franchising: 2004 Parsippany, N.J. sothebysrealty.com Contact: Richard J. Green, 973-407-5886 Target Areas: Houston; Portland, Ore.; Charlotte, N.C., North Silicon Valley, Calif.							
TUCKER ASSOCIATES INC. <i>Training, marketing, relocation, human resources, IT, accounting, and recruiting.</i>	1,033	43	6%	6%	None	\$0	6 ¹⁰
Began Franchising: 1989 Indianapolis talktotucker.com Contact: Mark Bush, 317-571-2200 Target Area: Indiana and contiguous states							
UNITED COUNTRY REAL ESTATE <i>Specializing in small city, rural, and lifestyle properties. Integrated auction real estate franchise. Provide in-house advertising agency services to enhance and support sales efforts. New Web site with buyer lead enhancements, new training tools, and many other online niche innovations.</i>	4,000	500	\$12.5k	Varies	\$1.3k	\$25k+	3-10
Began Franchising: 1997 Kansas City, Mo. unitedcountry.com Contact: Richard Thompson, 972-548-9242 Target Area: Nationwide (small markets)							
UNITED REAL ESTATE <i>Unique real estate broker model, protected territories, full-service marketing support, and up-to-date technology tools.</i>	1,025	7	\$20-100k	\$30 ¹¹	\$5k	varies	10
Began Franchising: 2013 Kansas City, Mo. unitedrealestate.com Contact: Orlando Pedrero, 800-438-8197							
WINDERMERE REAL ESTATE <i>Full-service residential real estate with broker and associate-centric focus. Technology, marketing tools, and continuing education. Supports housing causes through Windermere Foundation.</i>	7,000	295	\$25k	5%	None	\$314-1,151k	Auto ¹²
Began Franchising: 1983 Seattle windermere.com Contact: Scott Mitchelson, 206-527-3801 Target Areas: Northern California, Oregon							
WEICHERT REAL ESTATE AFFILIATES INC. <i>Consulting program provides affiliates with support in lead management, marketing, training, recruiting, financial analysis, and cash management.</i>	14,000	372	\$25k	6% ¹³	None	\$50-365k	10 ¹⁴
Began Franchising: 2001 Morris Plains, N.J. weichertfranchise.com Contact: Bill Scavone, 973-656-3419							
W.W. FRANCHISE <i>Cutting-edge marketing tools, transaction management software, and recruiting services. Offers full-service real estate franchise, including residential and land.</i>	2,521	52	\$15k	5-10%	\$2.5k	\$31.3-176.3k	10
Began Franchising: 1997 Phoenix bestrealestatefranchise.com Contact: Dan Frydrych, 888-937-8872; Mark McCarthy, 888-937-8872							

9) 1 percent plus flat fee per associate; 10) then 5 years thereafter; 11) \$30/month per agent;

12) Automatic renewal unless notification is given for cancellation; 13) 6 percent with incentive bonus; 14) 10, non-renewable