# 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.

<table>
<thead>
<tr>
<th>Number of U.S. sales associates &amp; brokers</th>
<th>Number of U.S. offices</th>
<th>Franchise fee</th>
<th>Ongoing royalty fee</th>
<th>Renewal fee</th>
<th>Total investment</th>
<th>Term of agreement (in years)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMERICA’S REALTY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional ownership or franchises for the independent real estate broker. Advanced Web-based management software and national marketing.</td>
<td>300</td>
<td>15</td>
<td>Varies</td>
<td>2%</td>
<td>None</td>
<td>Varies</td>
</tr>
<tr>
<td>Began Franchising: 2007</td>
<td>Atlanta</td>
<td>AmericasRealty.com</td>
<td>Contact: Carl Fleischer, 855-267-3258</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ASSIST-2-SELL INC.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-service company offering sellers choice of discount commission programs, including flat fees.</td>
<td>1,000</td>
<td>246</td>
<td>$10k</td>
<td>5%</td>
<td>$3k</td>
<td>$20-100k</td>
</tr>
<tr>
<td>Began Franchising: 1996</td>
<td>Reno, Nev.</td>
<td><a href="mailto:FranchiseInfo@Assist2Sell.com">FranchiseInfo@Assist2Sell.com</a></td>
<td>Contact: Ryan Elliott, 800-528-7816</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BETTER HOMES REALTY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tremendous brand name; revenue sharing system to reward recruiting and retention.</td>
<td>2,250</td>
<td>110</td>
<td>$15k</td>
<td>2-6%</td>
<td>None</td>
<td>Varies</td>
</tr>
<tr>
<td>Began Franchising: 2009</td>
<td>Las Vegas</td>
<td><a href="mailto:chuckscoble@avalar.biz">chuckscoble@avalar.biz</a></td>
<td>Contact: Chuck Scoble, 702-891-8203</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BETTER HOMES AND GARDENS REAL ESTATE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>8,000</td>
<td>241</td>
<td>$35k</td>
<td>6%</td>
<td>None</td>
<td>$65.2-164k</td>
</tr>
<tr>
<td><strong>CENTURY 21 REAL ESTATE LLC</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>N/A</td>
<td>2,500</td>
<td>$25k</td>
<td>6%</td>
<td>None</td>
<td>$22.3-528.3k</td>
</tr>
<tr>
<td><strong>COLDWELL BANKER REAL ESTATE LLC</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oldest national real estate brand founded in 1906; most visited national real estate brand on the Web for last three years.</td>
<td>82,000</td>
<td>2,291</td>
<td>$25k</td>
<td>6%</td>
<td>None</td>
<td>$52.7-496.1k</td>
</tr>
<tr>
<td><strong>CRYE-LEIKE FRANCHISES INC.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cutting-edge technology tools; vast referral network; live and online training; in-house and online marketing departments.</td>
<td>3,000</td>
<td>112</td>
<td>$13.5-25k</td>
<td>6%</td>
<td>20%</td>
<td>$46.8-154.5k</td>
</tr>
<tr>
<td>Began Franchising: 1998</td>
<td>Brentwood, Tenn.</td>
<td>crye-leike.com/franchises</td>
<td>Contact: Keith Sullivan, <a href="mailto:keith.sullivan@crye-leike.com">keith.sullivan@crye-leike.com</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target Areas: Southeast, Midwest</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ENGEL &amp; VÖLKERS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>450</td>
<td>33</td>
<td>$35k</td>
<td>6%</td>
<td>N/A</td>
<td>$113.0-449.7k</td>
</tr>
<tr>
<td>Began Franchising: 2006</td>
<td>New York</td>
<td>evusa.com</td>
<td>Contact: Charles Kim, <a href="mailto:Charles.kim@evusa.com">Charles.kim@evusa.com</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ERA FRANCHISE SYSTEMS LLC</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>13,000</td>
<td>578</td>
<td>$25k</td>
<td>6%</td>
<td>None</td>
<td>$47.7-210k</td>
</tr>
<tr>
<td>Began Franchising: 1972</td>
<td>Parsippany, N.J.</td>
<td>era.com</td>
<td>Contact: Kevin Pasek, <a href="mailto:kevin.pasek@era.com">kevin.pasek@era.com</a></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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
Residential Franchise Roundup

EXIT REALTY CORP. INTERNATIONAL
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.


Fixed Fee Realty
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
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
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
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
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.
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
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.
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.
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. | realtydirect.com | Contact: Tip Powers, 703-327-2428 x104

REAL ESTATE ONE INC.
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.


REAL LIVING REAL ESTATE
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

RealtorMag.REALTOR.org
JULY/AUGUST 2013 REALTOR® 25
### Residential Franchise Roundup

**REALTY EXECUTIVES INTERNATIONAL**
Provides a comprehensive network of systems—marketing, technology, and lead management to help brokerages grow their business.

- **Began Franchising:** 1987 | Phoenix | realtyexecutives.com | Contact: Bryan Brooks, 602-749-2329
- **Number of U.S. offices:** 404
- **Number of U.S. associates & brokers:** 7,984
- **Franchise fee:** Varies
- **Royalty fee:** Varies
- **Renewal fee:** None
- **Total investment:** $20.4-119k
- **Term of agreement:** 5 years

**RE/MAX LLC**
Offers strong brand awareness, free online leads, extensive training, and customized marketing materials.

- **Began Franchising:** 1975 | Denver | remax.com | Contact: Kathy Baker, 800-525-7452
- **Number of U.S. offices:** 3,314
- **Number of U.S. associates & brokers:** 51,803
- **Franchise fee:** $12.5-35k
- **Royalty fee:** 1%<sup>9</sup>
- **Renewal fee:** Varies
- **Total investment:** $35.5-250k
- **Term of agreement:** 5 years

**REMERICA REAL ESTATE**
Interactive national IDX platform; Web sites for brokers and agents; back office lead generation; online training and transaction management software.

- **Began Franchising:** 1993 | Plymouth, Mich. | remerica.com | Contact: James A. Courtney, 800-736-3742
- **Number of U.S. offices:** 403
- **Number of U.S. associates & brokers:** 11,415
- **Franchise fee:** $7.5-10k
- **Royalty fee:** 6%
- **Renewal fee:** None
- **Total investment:** $25-75k
- **Term of agreement:** 5 years

**SSELL4FREE REAL ESTATE SYSTEMS**
Full service real estate company using discount model; offering low monthly fees and higher commissions for franchisees.

- **Began Franchising:** 2002 | Indianapolis | Contact: Gary Bieberich, sell4free@msn.com, 317-716-3733; Andy Welsh, sell4free@fullnet.com, 812-634-6969
- **Number of U.S. offices:** 9
- **Number of U.S. associates & brokers:** 61
- **Franchise fee:** $29k
- **Royalty fee:** 5%
- **Renewal fee:** $1k
- **Total investment:** $29-81k
- **Term of agreement:** 5 years

**SOBERY’S INTERNAT’L REALTY AFFILIATES LLC**
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.

- **Began Franchising:** 2004 | Parsippany, N.J. | sothebysrealty.com | Contact: Richard J. Green, 973-407-5886
- **Number of U.S. offices:** 403
- **Number of U.S. associates & brokers:** 11,415
- **Franchise fee:** $25k
- **Royalty fee:** 6%
- **Renewal fee:** None
- **Total investment:** $63.6-619.5k
- **Term of agreement:** 10 years

**TUCKER ASSOCIATES INC.**
Training, marketing, relocation, human resources, IT, accounting, and recruiting.

- **Began Franchising:** 1989 | Indianapolis | talktotucker.com | Contact: Mark Bush, 317-571-2200 | **Target Area:** Indiana and contiguous states
- **Number of U.S. offices:** 500
- **Number of U.S. associates & brokers:** 4,000
- **Franchise fee:** Varies
- **Royalty fee:** $1.3k
- **Renewal fee:** $25k+
- **Total investment:** 3-10 years

**UNITED COUNTRY REAL ESTATE**
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.

- **Began Franchising:** 1997 | Kansas City, Mo. | unitedcountry.com | Contact: Richard Thompson, 972-548-9242 | **Target Area:** Nationwide (small markets)
- **Number of U.S. offices:** 7
- **Number of U.S. associates & brokers:** 1,025
- **Franchise fee:** $20-100k
- **Royalty fee:** $30<sup>11</sup>
- **Renewal fee:** $5k
- **Total investment:** varies
- **Term of agreement:** 10 years

**UNITED REAL ESTATE**
Unique real estate broker model, protected territories, full-service marketing support, and up-to-date technology tools.

- **Began Franchising:** 2013 | Kansas City, Mo. | Unitedrealestate.com | Contact: Orlando Pedrero, 800-438-8197
- **Number of U.S. offices:** 295
- **Number of U.S. associates & brokers:** 7,000
- **Franchise fee:** $25k
- **Royalty fee:** 5%
- **Renewal fee:** None
- **Total investment:** $314-1,151k
- **Term of agreement:** Auto<sup>12</sup>

**WINDERMERE REAL ESTATE**
Full-service residential real estate with broker and associate-centric focus. Technology, marketing tools, and continuing education.

- **Began Franchising:** 1983 | Seattle | windermere.com | Contact: Scott Mitchelson, 206-527-3801 | **Target Areas:** Northern California, Oregon
- **Number of U.S. offices:** 295
- **Number of U.S. associates & brokers:** 7,000
- **Franchise fee:** $25k
- **Royalty fee:** 5%
- **Renewal fee:** None
- **Total investment:** $314-1,151k
- **Term of agreement:** Auto<sup>12</sup>

**WEICHERT REAL ESTATE AFFILIATES INC.**
Consulting program provides affiliates with support in lead management, marketing, training, recruiting, financial analysis, and cash management.

- **Began Franchising:** 2001 | Morris Plains, N.J. | weichertfranchise.com | Contact: Bill Scavone, 973-656-3419
- **Number of U.S. offices:** 372
- **Number of U.S. associates & brokers:** 14,000
- **Franchise fee:** $25k
- **Royalty fee:** 6%<sup>13</sup>
- **Renewal fee:** None
- **Total investment:** $50-365k
- **Term of agreement:** 10 years

**W.W. FRANCHISE**
Cutting-edge marketing tools, transaction management software, and recruiting services.

- **Began Franchising:** 1997 | Phoenix | Bestrealestatefranchise.com | Contact: Dan Frydrych, 888-937-8872; Mark McCarthy, 888-937-8872
- **Number of U.S. offices:** 52
- **Number of U.S. associates & brokers:** 2,521
- **Franchise fee:** $15k
- **Royalty fee:** 5-10%
- **Renewal fee:** $2.5k
- **Total investment:** $31.3-176.3k
- **Term of agreement:** 10 years

---

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) non-renewable