REALTOR® Magazine’s Residential Franchise Report is a biennial survey of real estate franchise companies operating in the U.S., introduced in 2003. To help broker-owners and agents who are considering affiliation options, we ask franchise companies to provide details about their business models and fee structure. We do not independently verify company-supplied information.

This year, we present the information in a more scannable way, based in part on feedback from a focus group of brokers convened last November. Information about fees charged has been reorganized for better clarity. Online, find more data and business-model differentiators in a sortable infographic. Access the whole package, along with previous years’ reports, at realtor.ag/franchise.
<table>
<thead>
<tr>
<th>Franchise</th>
<th>Began franchising</th>
<th>Offices</th>
<th>Sales Associates</th>
<th>Agreement</th>
<th>Initial Fee</th>
<th>Other Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Century 21 Real Estate</td>
<td>1971</td>
<td>2,216</td>
<td>55,346</td>
<td>10-year renewable</td>
<td>$25k (1st) 10k (branch)</td>
<td>Royalty fee 6% GCI/transaction</td>
</tr>
<tr>
<td>Engel &amp; Völkers North America</td>
<td>2007</td>
<td>133</td>
<td>2,305</td>
<td>10-year renewable</td>
<td>$35k</td>
<td>Royalty fee 6% GCI/transaction, Marketing fee 2% GCI/transaction</td>
</tr>
<tr>
<td>Coldwell Banker Real Estate</td>
<td>1981</td>
<td>2,200</td>
<td>89,000</td>
<td>10-year renewable</td>
<td>$25k (1st) 10k (branch)</td>
<td>Royalty fee 6% GCI/transaction</td>
</tr>
<tr>
<td>Equity Real Estate</td>
<td>2002</td>
<td>50</td>
<td>2,922</td>
<td>Lifetime renewable</td>
<td>$10k/$1.6k</td>
<td>Royalty fee 6% GCI/transaction, Marketing fee 2.5% GCI up to $2m,</td>
</tr>
<tr>
<td>Crye-Leike Franchises</td>
<td>1998</td>
<td>29</td>
<td>320</td>
<td>5-year renewable</td>
<td>$13.5k–$25k</td>
<td>Royalty fee 6% GCI/transaction, Renewal fee 20% of initial fee</td>
</tr>
<tr>
<td>ERA Real Estate</td>
<td>1972</td>
<td>516</td>
<td>16,228</td>
<td>10-year renewable</td>
<td>$25k</td>
<td>Royalty fee 6% GCI/transaction</td>
</tr>
</tbody>
</table>

**CONTACT**

| Century 21 Real Estate            | Greg Sexton       | greg.sexton@century21.com |
| Engel & Völkers North America     | James Cappiello   | James.Cappiello@engelvoelkers.com |
| Coldwell Banker Real Estate       | David Cernich     | david.cernich@coldwellbanker.com |
| Equity Real Estate                | Lance Card        | agentrelations@equity-usa.com |
| ERA Real Estate                   | Ed Barnes         | ed.barnes@era.com |
The Brands of Real Estate

Harcourts USA
Began franchising in 2000
37 U.S. offices
600 U.S. sales associates, brokers
5-year renewable franchise agreement
$25k initial franchise fee

OTHER FEES
Royalty fee 6% of GCI/transaction (sliding scale)
Technology fee $250/office/month
Renewal fee $5k

CONTACT
Rob Forde rob.forde@harcourtsusa.com

EXIT Realty USA
Began franchising in 1999
510 U.S. offices
25,000 U.S. sales associates, brokers
5-year renewable franchise agreement
$7.5k (rural)/$32k (urban) initial franchise fee

OTHER FEES
Transaction fee $50–$225 capped annually at $2.7k/agent
Marketing fee $35/transaction capped annually at $500/agent/year
Technology fee $250/office, $62.50/branch
Membership fee $345/agent/year
Renewal fee 10% of current franchise fee

CONTACT
Tami Bonnell tbonnell@exitrealty.com

Help-U-Sell Real Estate
Began franchising in 1976
101 U.S. offices
350 U.S. sales associates, brokers
5-year renewable franchise agreement
$17.5k initial franchise fee

OTHER FEES
Royalty fee 6% GCI/transaction
Administrative fee $250/office/month
Renewal fee $2.5k

CONTACT
John Powell jpowell@helpusell.com

HomeSmart International
Began franchising in 2011
102 U.S. offices
11,186 U.S. sales associates, brokers
5-year renewable franchise agreement
$20k initial franchise fee

OTHER FEES
Royalty fee $12/agent/month
Transaction fee $120
Renewal fee 20% of initial franchise fee

CONTACT
Bryan Brooks bbrooks@hsmove.com

Flat Rate Realty
Began franchising in 2006
10 U.S. offices
12 U.S. sales associates, brokers
1-year renewable franchise agreement
$1,995 initial franchise fee

OTHER FEES
Royalty fee $550/monthly

CONTACT
Thomas Moulding flatraterealty@gmail.com

Nondistressed/luxury auction platform

Brands

Examine the designs and strategies of various real estate franchise brands to find the best fit for your home ownership aspirations. Compare the financial profiles, such as initial fees, ongoing costs, and revenue sharing, to make an informed decision. Contact the respective franchisees for more detailed information.

Residential Franchise Report

REALTOR® SEPTEMBER/OCTOBER 2017

REALTOR® SEPTEMBER/OCTOBER 2017 NAR.REALTOR/MAGAZINE

NAR.REALTOR/MAGAZINE
**John L. Scott Real Estate Affiliates**  
Began franchising in 1992  
**108** U.S. offices  
**3,200** U.S. sales associates, brokers  
**1-year (urban)/5-year (rural) renewable** franchise agreement  
**$15k** initial franchise fee  

**OTHER FEES**  
**Royalty fee** 5% of GCI/transaction  
**Renewal fee** $500  

**CONTACT**  
Cary Claiborne cary@iowarealty.com

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**Iowa Realty**  
Began franchising in 1978  
**56** U.S. offices  
**950** U.S. sales associates, brokers  
**5- or 10-year renewable** franchise agreement  
**$5k–$20k** initial franchise fee

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**NextHome**  
Began franchising in 2015  
**200** U.S. offices  
**1,400** U.S. sales associates, brokers  
**1- or 5-year renewable** franchise agreement  
**$2,750–$6,750** initial franchise fee

**OTHER FEES**  
**Royalty fee** 1-year agreement: $85/office/month plus $185/agent/month or 6% of GCI/transaction. 5-year agreement: $75/office/month plus $175 or 6% of GCI/transaction  
**Marketing fee** $85/transaction side (1-year), $75/transaction side (5-year)  
**Renewal fee** $2,750 (1-year), $2.5k (5-year)  

**CONTACT**  
Charis Moreno Charis@nexthome.com

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**Keller Williams**  
Began franchising in 1987  
**757** U.S. offices  
**149,203** U.S. sales associates, brokers  
**5-year renewable** franchise agreement  
**$35k** initial franchise fee

**OTHER FEES**  
**Royalty fee** 6% of gross revenue/office/month, capped at $3k/agent/year  
**Marketing fee** $1k/office/year  
**Technology fee** $79/office/month, $25/agent/month  
**Educational fee** $299–$2.5k/course  
**KWConnect fee** $500/office  
**Renewal fee** 10% of then-current license fee or $5k, whichever is less  

**CONTACT**  
Debbie Gardner franchise@kw.com

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**RE/MAX**  
Began franchising in 1975  
**3,689** U.S. offices  
**62,441** U.S. sales associates, brokers  
**5-year renewable** franchise agreement  
**$12.5k–$35k** initial franchise fee

**OTHER FEES**  
**Royalty fee** $112–$135/agent/month  
**Renewal fee** $5k–$17.5k  

**CONTACT**  
Chris Pflueger businessdevelopment@remax.com

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**Real Living Real Estate**  
Began franchising in 2002  
**224** U.S. offices  
**4,300** U.S. sales associates, brokers  
**10-year (avg.) nonrenewable** franchise agreement  
**$20k** initial franchise fee

**OTHER FEES**  
**Royalty fee** Up to 5% of gross revenue/month  

**CONTACT**  
Bob McAdams bobmcadams@hsfranchise.com

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**HomeSmart International**  
Began franchising in 2011  
**102** U.S. offices  
**11,186** U.S. sales associates, brokers  
**5-year renewable** franchise agreement  
**$20k** initial franchise fee

**OTHER FEES**  
**Royalty fee** $12/agent/month  
**Transaction fee** $120  
**Renewal fee** 20% of initial franchise fee  

**CONTACT**  
Bryan Brooks bbrooks@hsmove.com
The Brands of Real Estate

Remberica Real Estate
Began franchising in 1989
12 U.S. offices
405 U.S. sales associates, brokers
5-year renewable franchise agreement
$10k initial franchise fee

Other Fees
Royalty fee 6% GCI/transaction capped annually
Marketing fee 2% GCI/transaction

Contact
James A. Courtney jmcourtney@remerica.com

Sell4Free List4Less Real Estate
Began franchising in 2017
5 U.S. offices
45 U.S. sales associates, brokers
5-year renewable franchise agreement
$29k initial franchise fee

Other Fees
Royalty fee 5% of GCI/transaction
Renewal fee $1k

Contact
Gary Bieberich sell4free@msn.com

Sotheby’s International Realty Affiliates
Began franchising in 2004
608 U.S. offices
17,429 U.S. sales associates, brokers
10-year nonrenewable franchise agreement
$25k initial franchise fee

Other Fees
Royalty fee 6% of GCI/transaction
Marketing fee 2% of GCI/transaction

Contact
Joe Bernardo Joe.Bernardo@sothebysrealty.com

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<table>
<thead>
<tr>
<th>Brokerage</th>
<th>Began franchising</th>
<th>U.S. offices</th>
<th>U.S. sales associates, brokers</th>
<th>Agreement Type</th>
<th>Initial Franchise Fee</th>
<th>Other Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remerica Real Estate</td>
<td>1989</td>
<td>12</td>
<td>405</td>
<td>5-year renewable</td>
<td>$10k</td>
<td>Royalty fee: 6% GCI/transaction capped annually; Marketing fee: 2% GCI/transaction</td>
</tr>
<tr>
<td>Sell4Free List4Less Real Estate</td>
<td>2017</td>
<td>5</td>
<td>45</td>
<td>5-year renewable</td>
<td>$29k</td>
<td>Royalty fee: 5% of GCI/transaction; Renewal fee: $1k; Marketing fee: 2% of GCI/transaction</td>
</tr>
<tr>
<td>Sotheby's International Realty Affiliates</td>
<td>2004</td>
<td>608</td>
<td>17,429</td>
<td>10-year renewable</td>
<td>$25k</td>
<td>Royalty fee: 6% of GCI/transaction; Marketing fee: 2% of GCI/transaction; Technology fee: $5–$13.50/user/month</td>
</tr>
<tr>
<td>Summa Realty</td>
<td>2011</td>
<td>7</td>
<td>185</td>
<td>1-year renewable</td>
<td>$5k–$15k</td>
<td>Royalty fee: 5% GCI/transaction capped at $6k; CONTACT: Tyler Horst <a href="mailto:tylerhorst@summarealty.com">tylerhorst@summarealty.com</a></td>
</tr>
<tr>
<td>Tucker Associates</td>
<td>1989</td>
<td>46</td>
<td>1,200</td>
<td>6-year renewable</td>
<td>$0</td>
<td>Royalty fee: 6% GCI/transaction; CONTACT: Mark Bush <a href="mailto:mbush@talktotucker.com">mbush@talktotucker.com</a></td>
</tr>
<tr>
<td>United Country Real Estate</td>
<td>1997</td>
<td>470</td>
<td>5,000</td>
<td>5- or 10-year renewable</td>
<td>$15k</td>
<td>Royalty fee: varies by volume; Technology fee: $220/office/month; Renewal fee: 10% of current franchise fee; CONTACT: Richard Thompson <a href="mailto:rgthompson@unitedcountry.com">rgthompson@unitedcountry.com</a></td>
</tr>
<tr>
<td>United Real Estate</td>
<td>2013</td>
<td>60</td>
<td>3,000</td>
<td>10-year renewable</td>
<td>$35k</td>
<td>Training fee: $2.5k/office/year; Licensing fee: $45/agent/month; Transaction fee: $75/side; E&amp;O insurance fee: $20/transaction; Renewal fee: $5k; CONTACT: Orlando Pedreiro <a href="mailto:Franchise@unitedrealestate.com">Franchise@unitedrealestate.com</a></td>
</tr>
<tr>
<td>Weichert Real Estate Affiliates</td>
<td>2002</td>
<td>462</td>
<td>14,200</td>
<td>10-year nonrenewable</td>
<td>$25k</td>
<td>Royalty fee: 6% of gross revenue/office (monthly minimums); Marketing fee: 2% gross revenue/office (monthly minimum &amp; maximum); Technology fee: $5–$13.50/user/month; Training fee: $950 (management), $199 (new agent); CONTACT: Kevin Hill <a href="mailto:khill@weichertrealtors.net">khill@weichertrealtors.net</a></td>
</tr>
<tr>
<td>Windermere Real Estate</td>
<td>1983</td>
<td>299</td>
<td>6,191</td>
<td>6-month to 5-year renewable</td>
<td>$25k</td>
<td>Royalty fee: 5% GCI/transaction (capped at $85k/agent/year); Marketing fee: 1% GCI/transaction (capped at $50k/agent/year); Technology fee: $68/agent/month; CONTACT: Scott Mitchelson <a href="mailto:franchise@windermere.com">franchise@windermere.com</a></td>
</tr>
</tbody>
</table>

Source: National Association of REALTORS®' 2017 Profile of Real Estate Firms