

Comparison of Residential Real Estate Franchises

Here's a look at 35 franchise brands, from Red Carpet, started in 1966, to Nextage, started in 2009. All information was supplied by the companies and not independently verified. Numbers have been rounded.

Company	Year Franchise Started	No. of Sales Associates & Brokers	No. of Offices 2009 2011	Target Area	FEES			Total Investment	Term (years)
					Franchise	Ongoing Royalty**	Renewal		
ASSIST-2-SELL INC. 1996		1,100+	403 328	Nationwide	\$10K	5%	\$2.995K	\$40–80K	5
Full-service company offering sellers the choice of discount commission programs, including flat fees.									
AVALAR-BETTER HOMES 2001		2,500	165 133	Midwest	\$15K	2%–6%	None	\$50K	5
Tremendous brand name; revenue sharing system to reward recruiting and retention.									
BETTER HOMES AND GARDENS REAL ESTATE 2008		7,024	72 203	Nationwide	\$10–35K	6%	None	\$63–512K	10
Leader in technology and social media. Broker tools for business planning, performance, expense benchmarking, and leadership development. Access to <i>Better Homes and Gardens</i> magazine's database of 85 million people for prospect marketing.									
CENTURY 21 REAL ESTATE 1972		119,206	7,705 7,864	Nationwide	\$25K	6%	Varies	\$22–528K	10
Live and self-paced Web-based training; direct instruction from local broker office; networking events where franchisees interact with and learn from peers.									
COLDWELL BANKER REAL ESTATE LLC 1982		87,203	3,329 3,202	Selected ¹	\$25K	6%	\$1K	\$52.5–493.6K	10
Oldest national real estate brand, founded in 1906; most visited national real estate brand on the Web for last two years.									
CRYE-LEIKE FRANCHISES INC. 2000		3,431	150 111	Southern	\$13.5K	6%	Varies ²	Varies	5
Leading edge technology and listing tools.									
ERA FRANCHISE SYSTEMS LLC 1972		30,686	2,660 2,523	Nationwide	\$25K	6%	None	\$47–210K	10
ERA Sellers Security Plan gives qualified consumers the assurance that their home will sell within a finite sales period. If it doesn't, ERA will buy the home for a predetermined amount. Program to help brokers hone prospecting and interviewing skills to attract qualified agents.									
EXIT REALTY CORP. INTERNATIONAL (U.S.) 1999		24,500	820 720	Nationwide	\$7.5–32K	Capped ³	Varies ⁴	Varies	5
Interactive sales training and digital marketing strategy training; associates earn single-level residuals for assisting with company growth. Portion of every transaction fee goes to charity.									
FIXED FEE REALTY 2002		45+	19 15+	Nationwide	\$5K	None	\$5K	\$5K	5
Independent, like-minded real estate companies banding together by image and pricing structure.									
HELP-U-SELL REAL ESTATE 1976		400	NA 121	Nationwide	\$17.5K	6%	None	\$40–75K+	5
Set-fee alternative to paying a traditional broker commission. Complete on-line training platform provided at no cost to brokers.									
HOMELIFE INTERNATIONAL INC. 1985		7,500	NA 165	Nationwide	\$15–20K	4%	\$1.5K	Varies	7–20
Royalty fees are capped at \$1,800 per agent per year.									
INTERNATIONAL REALTY PLUS 1992		30	40 10	Nationwide	\$5K+	Monthly ⁵	\$5K	\$5–50K	10
Low monthly flat fees; no audits.									
INTERO REAL ESTATE SERVICES INC. 2004		2,000	42 49	Nationwide	\$25K	5%	\$5K	Varies	10
World-class technology platform, exceptional training and recruiting programs, proven system to drive growth.									
IOWA REALTY CO. INC. 1978		785	60 57	Iowa	\$5–10K	5%	\$.25K	Varies	4
Iowa's most recognizable regional franchise; low start-up cost with conversion allowances.									
JOHN L. SCOTT REAL ESTATE 1992		2,985	125 119	West Region	© \$15K	5%	None	Varies	5
Value proposition that combines more than 80 years of experience with cutting-edge technology and innovation. Award-winning Web site traffic tops more than 1 million visitors per month. Timely tools and courses, offering a support system for brokers and agents throughout their careers.									
KELLER WILLIAMS REALTY INC. 1991		77,672*	689 701	Nationwide	\$30K	6%	\$3K	\$180–562K	5 ⁶
Agent-centric company that provides associates with extensive technology solutions and educational opportunities. All associates can participate in profit-sharing program.									
NEXTAGE REALTY 2009		1,200	NA 75	Nationwide	\$10K	6%	\$2.5K	\$17–122K	5
Promotes team environment for associates, training, and mentoring programs.									
PRUDENTIAL R.E. AND RELOCATION SERVICES INC. 1988		55,000	1,940 1,700	Selected ⁷	\$25–35K	To 6%	\$2.5–5K	Varies	10–15
Online Advantage lead generation system, consulting, recruitment, training, technology relocation services. NextWork online community provides affiliates with secure networkwide collaborative environment.									
*All numbers are worldwide unless otherwise indicated.									

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REALTY DIRECT FRANCHISE CORP. 2004		500	20 12	Nationwide	\$20K	6%	\$2K	\$100K	6
Ten-level national revenue-sharing program; recruitment incentives; offices have flexibility to modify commission structure; advanced, comprehensive training system for agents.									
REAL ESTATE ONE INC. 1971		252	62 27	Michigan	\$13–17K	5% ⁸	None	\$20–81K	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, REALTOR.com at reduced cost.									
REAL LIVING REAL ESTATE LLC 2002		10,000	160 425	Nationwide	\$20K+	Varies	None	\$32–196K	10
Full-service franchise company with a fully integrated technology platform with services designed to reduce costs and increase productivity. Industry's first consumer lifestyle brand, with a focus on the customer experience and measurable customer satisfaction.									
REALTY EXECUTIVES INTERNATIONAL 1987		9,870	657 556	Selected ⁹	\$1.05K	\$65 ¹⁰	None	\$20–119K	5
Systems and tools that focus on enabling and supporting the industry's top-performing sales pros and teams.									
REALTY WORLD INC. 1973		NA	750 600	Nationwide	\$13–18K	5%	\$1.5K	\$5–200K	5–15
Unique menu of marketing tools for both brokers and agents; royalty fees are capped at \$2,150 per agent per year.									
RED CARPET INTERNATIONAL INC. 1966		425	NA 60	Michigan	\$15–20K	4%	\$1.5K	Varies	7–20
Royalty fees are capped at \$1,500 per agent per year.									
RE/MAX INTERNATIONAL INC. 1975		89,628	6,971 6,259	Nationwide	\$13–28K	Varies	Varies	\$25–150K	5
Leads provided through LeadStreet, customizable promotional materials from Design Center, extensive training through RE/MAX University, global brand recognition.									
REMERICA REAL ESTATE 1993		530	20 25	Nationwide	\$7.5–10K¹¹	6%	None	\$25–75K	5
Interactive national IDX platform, Web sites for brokers and agents, back office lead generation, online training and transaction management software.									
SELL4FREE REAL ESTATE 2002		89	11 15	Nationwide	\$29K	5	\$1K	\$29–81K	5
Full service real estate company using discount model; franchisees waive listing fee provided home owner purchases another home through Sell4Free; otherwise commission is determined by agreement between franchisee and home owner.									
SOTHEYB'S INTERNATIONAL REALTY AFFILIATES INC. 2004		11,980	497 558	Selected ¹²	\$25K	6%	None	\$166–613K	10
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.									
TUCKER ASSOCIATES INC. 1989		1,250	45 45	Indiana plus adjacent states	None	6%	None	\$100K	6
Training, marketing, relocation, human resources, IT, accounting, and recruiting.									
UNITED COUNTRY REAL ESTATE 1997		4,500	675 600	Nationwide ¹³	\$10.5K	Varies	\$1.05K	\$11K+	3–5
Specializing in recreational, rural, and lifestyle properties across the U.S., Costa Rica, Panama, and Mexico. Integrated conventional and auction real estate franchise; large proprietary buyer database; national advertising of properties programs.									
WINDERMERE REAL ESTATE 1977		6,700	353 340	NA	\$10K	Varies	None	Varies	Varies ¹⁴
Full service residential real estate with broker- and associate-centric focus. Technology, marketing tools, and continuing education. Supports housing causes through Windermere Foundation.									
WEICHERT REAL ESTATE AFFILIATES INC. 2001		18,000	500 388	Nationwide	\$25K	6% ¹⁵	None	\$50–365K	10 ¹⁶
Consulting program provides affiliates with support in lead management, marketing, training, recruiting, financial analysis, and cash management.									
Emerging Players Companies with franchise operations launched in 2005 or later and that have fewer than 60 offices.									
ADVANCE REALTY 2005		304	18 40	Selected ¹⁷	\$17.5K	5%	\$1K	\$40K	5
Comprehensive training, customized business planning, social media marketing.									
AMERICA'S REALTY 2007		350	20 15	Nationwide	None	2%	None	None	5
Free franchise for independent real estate brokers; low royalty; residual income revenue sharing program; advanced Web-based management software; broker-led decisions on regional and national marketing.									
AREA PRO REALTY 2007		65	4 14	Nationwide	\$15–20K	\$125 ¹⁸	None	\$20–25K	3
SEO-friendly Web sites. Central technology support center with live experts providing real-time service. Large territories with ongoing recruiting support.									
FLAT RATE REALTY 2005		50	22 17	Nationwide	\$5K	\$500 ¹⁹	\$1K	\$10–20K	5
Full service discount real estate franchise company; technology savvy; small offices and low overhead; buyers' rebates of up to 50% of buyer agent's commissions.									

***% of GCI unless otherwise noted. **1)** Ark., Ohio, Ind., Mont., N.Y., W. Va. **2)** 25% of original fee. **3)** \$2,700 yearly max per associate; \$500 yearly max advertising fee per associate. **4)** 10% of current franchise fee. **5)** \$200+ depending on office size. **6)** 5 initially, renewable for 10. **7)** Calif., Texas, Fla., Wash. **8)** Plus 2% marketing fee. **9)** Wash., Ore., Calif., Minn., Texas. **10)** Per month, per assoc. **11)** \$40k for regional areas. **12)** Including Houston; Portland, Ore.; Charlotte, N.C.; Silicon Valley, Calif. **13)** Small markets. **14)** Cancellable with six months notice. **15)** With incentive bonus. **16)** Non-renewable. **17)** Calif., Md., Va., N.J., Del. **18)** Per agent, per month. **19)** Per office, per month.