



2020 REAL ESTATE ALMANAC

Top 20 Residential Real Estate Holding Companies based on Sales Volume

Based on data for the calendar year ending December 31, 2019.

2020 Rank	2019 Rank	Company Name	2019 Sales Volume (in Billions)	2018 Sales Volume (in Billions)	Percent Change	T3 Movement Tracker
1	1	Realty Holdings Corp. ⁽²⁾	\$504.21	\$511.59	(1.44)	~
2	2	Keller Williams Realty ⁽²⁾	\$336.59	\$322.08	4.51	△
3	3	RE/MAX ⁽²⁾⁽⁵⁾	\$270.39	\$262.62	3.00	△
4	4	HomeServices of America (HSA) ⁽²⁾	\$206.08	\$207.98	(0.91)	~
5	5	Compass	\$91.27	\$45.54	100.40	▲▲
6	6	Windermere Real Estate Services	\$36.71	\$36.70	0.02	~
7	13	eXp World Holdings	\$36.23	\$19.84	82.63	▲▲
8	7	Weichert Family of Companies ⁽¹⁾	\$33.75	\$35.50	(4.93)	~
9	9	Redfin	\$30.53	\$25.81	18.29	▲
10	8	Douglas Elliman Real Estate	\$28.77	\$28.09	2.44	~
11	10	Realty ONE Group	\$28.10	\$22.99	22.25	▲
12	14	Hanna Holdings	\$24.28	\$17.88	35.79	▲▲
13	11	HomeSmart ⁽¹⁾	\$23.00	\$21.46	7.20	△
14	12	EXIT Realty Corp. International	\$21.22	\$19.93	6.46	△
15	15	John L Scott	\$14.14	\$14.24	(0.74)	~
16	18	William Raveis Real Estate	\$12.18	\$11.34	7.40	△
17	16	Realty Executives	\$11.96	\$13.55	(11.69)	▼
18	20	@properties	\$10.75	\$9.06	18.70	▲
19	19	KW Realty GO Management	\$9.45	\$9.50	(0.45)	
20	20+	Terra Holdings ⁽¹⁾	\$9.30	\$7.84	18.56	▲

Legend

▼	significant decline	-10+%
▽	slight downward movement	-2.5% to -10%
~	steady / nominal movement	-2.5% to +2.5%
△	upward movement	2.5% to 10%+
▲	strong increase	+10% to 25%+
▲▲	huge surge	25%+

Footnotes

⁽¹⁾ Company elected not to provide any, or exact, numbers. Additional research/analysis was used to calculate numbers.

⁽²⁾ Includes commercial activity but represents less than 5% of total volume and does not impact standings.

⁽⁵⁾ Revised after initial release.



2020 REAL ESTATE ALMANAC

Top 20 Residential Real Estate Franchisors based on Sales Volume

Based on data for the calendar year ending December 31, 2019.

2020 Rank	2019 Rank	Company Name	2019 Sales Volume (in Billions)	2018 Sales Volume (in Billions)	Percent Change	T3 Movement Tracker
1	1	Keller Williams Realty ⁽²⁾	\$336.59	\$322.08	4.51	~
2	2	RE/MAX ⁽²⁾⁽⁵⁾	\$270.39	\$262.62	3.00	~
3	3	Coldwell Banker Real Estate ⁽²⁾	\$240.12	\$246.20	(2.47)	~
4	4	Berkshire Hathaway HomeServices ⁽²⁾	\$115.43	\$112.41	2.69	~
5	5	Sotheby's Realty International ⁽²⁾	\$102.29	\$100.05	2.24	~
6	6	Century 21 ⁽²⁾	\$93.35	\$96.10	(2.86)	~
7	7	Windermere Real Estate ⁽³⁾	\$36.71	\$36.70	0.02	~
8	8	Weichert Realtors ⁽¹⁾	\$33.75	\$35.50	(4.93)	~
9	10	Realty ONE Group ⁽³⁾	\$28.10	\$22.99	22.25	+1
10	9	ERA Real Estate	\$28.10	\$29.80	(5.72)	-1
11	11	Better Homes & Gardens RE ⁽²⁾	\$23.56	\$22.50	4.70	~
12	12	HomeSmart ⁽¹⁾	\$23.00	\$21.46	7.20	~
13	13	EXIT Realty	\$21.22	\$19.93	6.46	~
14	14	Howard Hanna Real Estate ⁽³⁾	\$18.53	\$17.88	3.64	~
15	n/a	Corcoran Group ⁽⁴⁾	\$15.68	n/a	n/a	new
16	15	John L Scott	\$14.14	\$14.24	(0.74)	-1
17	16	Realty Executives	\$11.96	\$13.55	(11.69)	-1
18	n/a	Intero Real Estate Network	\$11.51	n/a	n/a	new
19	18	Engel & Volkers	\$8.54	\$7.24	17.87	-1
20	17	RealLiving	\$6.75	\$7.29	(7.39)	-3

Footnotes

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⁽³⁾ Includes franchisees, affiliates and company owned stores operating under the same brand.

⁽⁴⁾ New franchisor or change in structure.

⁽⁵⁾ Revised after initial release.



2020 REAL ESTATE ALMANAC

Top 20 Residential Real Estate Holding Companies based on Transaction Sides

Based on data for the calendar year ending December 31, 2019.

2020 Rank	Company Name	Transaction Sides	Sides per Agent	Average Unit Price
1	Realogy Holdings Corp. ⁽²⁾	1,387,152 ◀	7.3	\$363,485
2	Keller Williams Realty ⁽²⁾	1,071,208	6.7	\$314,218
3	RE/MAX ⁽²⁾⁽⁵⁾	965,859	15.3	\$279,946
4	HomeServices of America (HSA) ⁽²⁾	578,986	7.3	\$355,938
5	eXp World Holdings	130,627	5.3	\$277,385
6	Hanna Holdings	109,320	11.7	\$222,072
7	EXIT Realty Corp. International	96,256	4.2	\$220,451
8	Weichert Family of Companies ⁽¹⁾	94,500	7.0	\$375,661
9	Compass	84,732	5.6	\$1,077,181
10	Windermere Real Estate Services	76,961	12.1	\$476,968
11	Realty ONE Group	69,557	5.7	\$403,989
12	HomeSmart ⁽¹⁾	68,400	4.2	\$336,257
13	Redfin	53,235	34.3 ◀	\$573,532
14	Realty Executives	41,923	6.0	\$285,370
15	John L Scott	33,072	11.6	\$427,512
16	Keller Williams Realty GO Management	32,161	7.6	\$293,990
17	Crye-Leike Realtors	30,273	9.0	\$216,028
18	West USA Realty	26,485	9.6	\$155,523
19	Douglas Elliman Real Estate	23,460	3.3	\$1,226,504 ◀
20	William Raveis Real Estate	23,160	5.4	\$525,847

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◀ Denotes best in class.



2020 REAL ESTATE ALMANAC

Top 20 Residential Real Estate Franchisors based on Transaction Sides

Based on data for the calendar year ending December 31, 2019.

2020 Rank	Company Name	Transaction Sides	Sides per Agent	Average Unit Price
1	Keller Williams Realty ⁽²⁾	1,071,208 ◀	6.7	\$314,218
2	RE/MAX ⁽²⁾⁽⁵⁾	965,859	15.3 ◀	\$279,946
3	Coldwell Banker Real Estate ⁽²⁾	684,981	7.8	\$350,557
4	Century 21 ⁽²⁾	370,289	7.1	\$252,094
5	Berkshire Hathaway HomeServices ⁽²⁾	335,440	6.7	\$344,113
6	Sotheby's Realty International	126,211	6.3	\$810,487 ◀
7	ERA Real Estate ⁽²⁾	117,126	8.9	\$239,878
8	EXIT Realty	96,256	4.2	\$220,451
9	Weichert Realtors ⁽¹⁾	94,500	7.0	\$357,143
10	Howard Hanna Real Estate ⁽³⁾	89,249	11.6	\$207,622
11	Better Homes & Gardens RE ⁽²⁾	79,351	6.2	\$296,875
12	Windermere Real Estate ⁽³⁾	76,961	12.1	\$476,968
13	Realty ONE Group ⁽³⁾	69,557	5.7	\$403,989
14	HomeSmart ⁽¹⁾	68,400	4.2	\$336,257
15	Realty Executives	41,923	6.0	\$285,370
16	John L Scott	33,072	11.6	\$427,512
17	Crye-Leike	30,273	9.0	\$216,028
18	RealLiving	25,833	9.0	\$261,366
19	NextHome	24,718	7.6	\$266,975
20	United Real Estate	20,440	4.2	\$290,297

Footnotes

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2020 REAL ESTATE ALMANAC

Top 20 Residential Real Estate Holding Companies based on Agent Count

Based on data for the calendar year ending December 31, 2019.

2020 Rank	Company Name	Agents at 12/31/19	Transaction Sides	Sides per Agent
1	Realty Holdings Corp.	189,900	1,387,152	7.3
2	Keller Williams Realty	159,372	1,071,208	6.7
3	HomeServices of America (HSA)	78,988	578,986	7.3
4	RE/MAX ⁽⁵⁾	63,121	965,859	15.3
5	eXp World Holdings	24,557	130,627	5.3
6	EXIT Realty Corp. International	22,732	96,256	4.2
7	HomeSmart ⁽¹⁾	16,290	68,400	4.2
8	Compass	15,000	84,732	5.6
9	Weichert Realtors ⁽¹⁾	13,500	94,500	7.0
10	Realty ONE Group	12,203	69,557	5.7
11	Hanna Holdings	9,326	109,320	11.7
12	Douglas Elliman Real Estate	7,165	23,460	3.3
13	Realty Executives	7,017	41,923	6.0
14	Windermere Real Estate Services	6,369	76,961	12.1
15	United Real Estate	4,847	20,440	4.2
16	William Raveis Real Estate	4,276	23,160	5.4
17	Keller Williams Realty GO Management	4,244	32,161	7.6
18	Fathom Realty	4,006	17,866	4.5
19	Crye-Leike Realtors	3,349	30,273	9.0
20	Equity Real Estate	3,338	13,443	4.0

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Top 20 Residential Real Estate Franchisors based on Agent Count

Based on data for the calendar year ending December 31, 2019.

2020 Rank	Company Name	Agents at 12/31/19	Transaction Sides	Sides per Agent
1	Keller Williams Realty	159,372	1,071,208	6.7
2	Coldwell Banker Real Estate	87,325	684,981	7.8
3	RE/MAX ⁽⁵⁾	63,121	965,859	15.3
4	Century 21	52,192	370,289	7.1
5	Berkshire Hathaway HomeServices	50,091	335,440	6.7
6	EXIT Realty	22,732	96,256	4.2
7	Sotheby's Realty International	20,086	126,211	6.3
8	HomeSmart ⁽¹⁾	16,290	68,400	4.2
9	Weichert Realtors ⁽¹⁾	13,500	94,500	7.0
10	ERA Real Estate	13,139	117,126	8.9
11	Better Homes & Gardens RE	12,896	79,351	6.2
12	Realty ONE Group ⁽³⁾	12,203	69,557	5.7
13	Howard Hanna Real Estate ⁽³⁾	7,705	89,249	11.6
14	Realty Executives	7,017	41,923	6.0
15	Windermere Real Estate ⁽³⁾	6,369	76,961	12.1
16	United Real Estate	4,847	20,440	4.2
17	Crye-Leike	3,349	30,273	9.0
18	NextHome	3,270	24,718	7.6
19	Engel & Volkers	3,161	15,743	5.0
20	RealLiving	2,872	25,833	9.0

Footnotes

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