



# EXPAND WITH EXPERTISE

**RE/MAX**  
**COMMERCIAL**

THE NAME TO BUILD ON.™

[remaxcommercial.com](https://remaxcommercial.com)

# IT TAKES VISION

Working in commercial real estate takes foresight.

Glimpsing the future and recognizing that an empty office building will become a location of choice for businesses in your city - or understanding that the next big thing will happen right where you're standing - is all part of the game.

You understand the rewards and are willing to take the risks.

And your real estate agent should be focused. Focused on your goals, your business - your vision.

Your agent should not only know the risks, but advise you on how to avoid them.

RE/MAX Alliance Group commercial agents have the background.

Commercial agents typically join RE/MAX upon entering the strongest phases of their careers. They have experience, knowledge and independence that translates into client relationships built on trust.

Whether you're looking at a straightforward local transaction or for a top-notch team when it's time for you to buy, sell, lease or restructure your property interests, RE/MAX Alliance Group commercial agents are some of the most responsive and results-oriented agents in real estate. That's why RE/MAX Commercial agents close billions of dollars in transactions annually.



# STATISTICALLY SPEAKING

## BY THE NUMBERS



**14,786**

RE/MAX Commercial brokers in all market segments (agents with COMM or COMRES as primary specialty for YE2023)

**\$17.5B**

Commercial sales and lease volume as of year 2023<sup>1</sup>

**60,000+**

Worldwide commercial transactions as of year 2023

**602**

RE/MAX Commercial offices and divisions (with COMM or RESCOM specialty for YE2023)

A presence in **110+**

countries and territories<sup>2</sup>

**73**

Countries with at least one commercial transaction<sup>3</sup>

<sup>1</sup>Global commercial Sales and Lease Volume. <sup>2</sup>Network-wide, including residential. <sup>3</sup>Number of countries reporting 1+ commercial transaction for YE2023.

## #1 RE/MAX IN FLORIDA



## 2024 SUMMARY



Total Transactions  
**5,181**

Total Volume  
**\$2.7 Billion**



Agent Production  
Average GCI per agent

**\$162,078**

Average Volume  
per agent

**\$6.87 Million**

Average Transactions  
per agent

**13.18 Transactions**



Current Agent Count  
**393**

Current Office Count  
**15**



## **IT'S A BIG WORLD, WORK WITH THE NAME KNOWN AROUND IT**

**When you choose to work with a RE/MAX Commercial broker, you're choosing to tap into a global network backed by the power of one of the most recognized brands in real estate. The RE/MAX brand gives instant credibility and opens doors to properties all over the world.**

**A presence in over 110 countries and territories, and more than 140,000 agents, means more potential investment opportunities for you.**

**RE/MAX**  
**COMMERCIAL**

THE NAME TO BUILD ON.™

# IT TAKES KNOWLEDGE

You see the potential - whether it's in a vacant lot, an office building, retail center or industrial park.

But to realize your vision, you need an expert.

No matter what the transaction involves. There's a RE/MAX Alliance Group commercial agent specializing in your area of interest.

Believing that knowledge is vital to success, many RE/MAX Alliance Group commercial agents hold advanced degrees and professional designations. Hundreds of RE/MAX professionals either possess or are candidates for the CCIM Institute's prestigious Certified Commercial Investment Member (CCIM) designation.

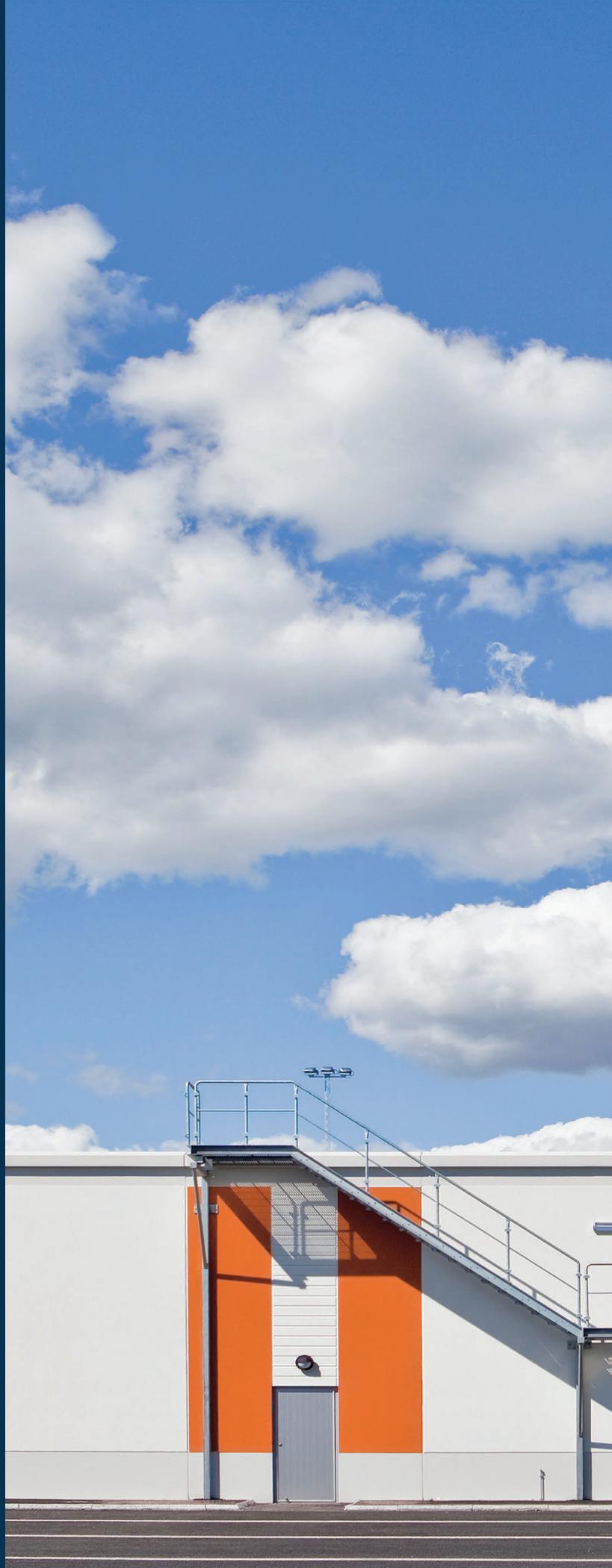
A CCIM is a recognized expert in commercial and investment real estate, and the RE/MAX Commercial relationship with CCIM adds to the power of the RE/MAX brand and to the success of every client.

And that's not all. RE/MAX Alliance Group commercial agents have access to many other comprehensive educational and training programs through their association with the RE/MAX network.

A RE/MAX Alliance Group commercial agents' knowledge will help you understand trends in your marketplace so that when you're ready to act, everything you need to know is at your fingertips.



THE NAME TO BUILD ON.™



**GROWING YOUR  
BUSINESS?**

**THAT'S OUR BUSINESS.**

Unlike other brands, you won't be confined to a single commercial sector here. Our commercial brokers have access to comprehensive asset experience, providing insights across diverse listings and allowing you to explore multiple property types if you choose.

Empower your inner entrepreneur with RE/MAX Commercial.



## OUR PROPERTY REACH HELPS YOU DIVERSIFY



OFFICE



RETAIL



INDUSTRIAL



MULTIFAMILY



HOSPITALITY



LAND

### AREAS OF SPECIALIZATION

Acquisition

Disposition

Leasing Services

Distressed Properties

Business Brokerages

Property Management

Consulting

[remaxcommercial.com](https://remaxcommercial.com)

The RE/MAX Commercial website features thousands of commercial listings across all asset types from around the globe.

### RESOURCE FULL

In today's market, staying ahead is key to maximizing your investment. RE/MAX Commercial provides brokers with cutting-edge tools and the latest resources to help keep you at the forefront. With expertise spanning multiple areas of specialization, not just a select few, our brokers can help you uncover more opportunities to help grow your portfolio.

Our resourcefulness works. RE/MAX Commercial represents thousands of leading organizations and individual investors in sales, closing over \$17.5 billion global commercial sales and lease volume from over 60,000 transactions worldwide in 2023.

Our brokers stay laser-focused - so you stay cutting edge.



## **IT TAKES PARTNERING WITH THE BEST**

**Reputations are earned and at RE/MAX Alliance Group, we are proud of our well established reputation for exceptional customer service. For more than 25 years we have adapted to ever changing real estate market conditions and provided the most professional and comprehensive real estate services to our clients.**

### **Complete Real Estate Services Offered:**

- Residential Sales & Leasing**
- Property Management**
- Commercial Real Estate**
- In-House**
  - Mortgage Company**
  - Title Company**
  - Real Estate Attorney**
  - Full Service Marketing Department**
  - Advanced Educational Tools**
  - 24 Hour a Day Broker and Manager Support**

# NATIONAL MARKET SHARE

## 2024 RE/MAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS						
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>11.8</b>	<b>629,373</b>	<b>36.4%</b>	<b>110+</b>	<b>9,022</b>	<b>144,835</b>
	8.6	N/A	0.1%	5	500	8,000
	6.1	71,935	1.6%	39	2,400	43,400
<b>COMPASS</b>	6.0	177,716	3.2%	1	500	29,744
	5.8	N/A	7.3%	13	1,600	51,000
	5.6	N/A	14.5%	59	1,100	189,000
	5.3	112,582	3.3%	84	1,100	26,600
	5.0	486,273	21.2%	40	2,900	101,000
<b>CENTURY 21</b>	5.0	233,374	30.9%	84	12,000	135,000
	5.0	59,782	2.2%	6	400	12,000
	4.8	355,052	1.6%	24	N/A	90,000
	2.6	N/A	0.1%	1	200	26,000
<b>REDFIN</b>	N/A	46,549	11.4%	2	55	N/A
	N/A	N/A	1.6%	1	500	14,000
<b>REALTYONEGROUP</b>	N/A	N/A	0.5%	20	400	19,000

N/A = Data not publicly available.



**Unstoppable Starts Here**

Data is full-year or as of year-end 2023, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate Inc. on SEC 10-K, Annual Report for 2023; other competitor data is from company websites and industry reports. <sup>1</sup>Transaction sides per agent calculated by RE/MAX based on data from 2024 RealTrends Verified Best Brokerages, citing 2023 transaction sides for the 1,327 participating U.S. brokerages that closed 500 transaction sides, excluding 65 who did not report or publish active licensees. Coldwell Banker includes Anywhere Advisors Group. For the following competitors, averages were calculated by RE/MAX based on the 2024 RISMedia Power Broker Top 1,000, citing 2023 totals for residential transaction sides and agents for the 1,000 largest participating U.S. brokerages ranked by sales volume: Compass. <sup>2</sup>Totals for Sotheby's, Coldwell Banker, Century 21, ERA, Better Homes & Gardens and RE/MAX include commercial transactions. <sup>3</sup>MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24\_310

# LOCAL MARKET SHARE

## MARKET SHARE TOTALS

SHARE BY BRAND



### Market Share Competition - Charlotte County



MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell PricAll Construction Type: All Bedrooms: All Bathrooms: All  
Property Types: Residential: (Half Duplex, Co-Op, Condominium, Manufactured/Mobile Home, Modular, Single Family Home, Townhouse, Villa, Other, Farm, Dock-Rackominium),  
Vacant Land: (Business, Commercial,...

#1 RE/MAX IN FLORIDA

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**AllianceGroup**

# LOCAL MARKET SHARE

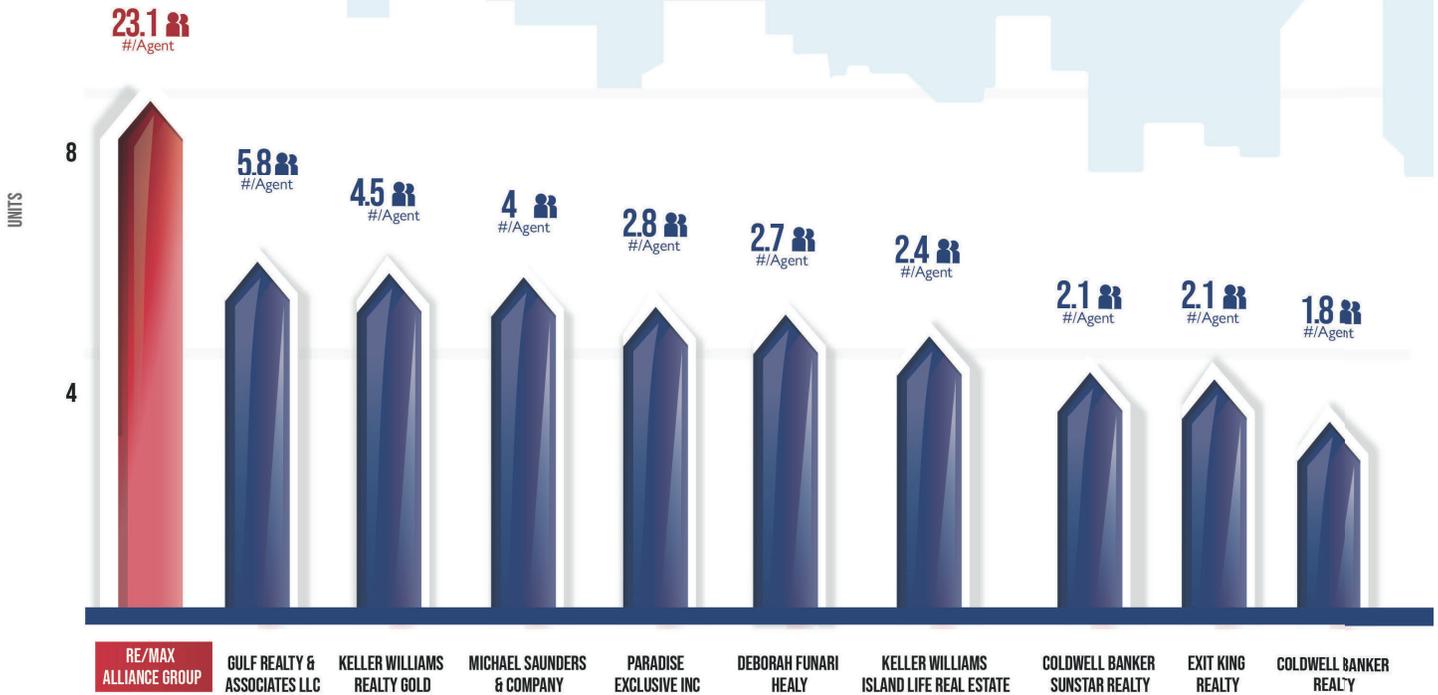
## MARKET SHARE TOTALS

UNITS PER AGENT BY BROKER

Agent Productivity



Englewood



RE/MAX ALLIANCE GROUP | GULF REALTY & ASSOCIATES LLC | KELLER WILLIAMS REALTY GOLD | MICHAEL SAUNDERS & COMPANY | PARADISE EXCLUSIVE INC | DEBORAH FUNARI HEALY | KELLER WILLIAMS ISLAND LIFE REAL ESTATE | COLDWELL BANKER SUNSTAR REALTY | EXIT KING REALTY | COLDWELL BANKER REALTY

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# LOCAL MARKET SHARE

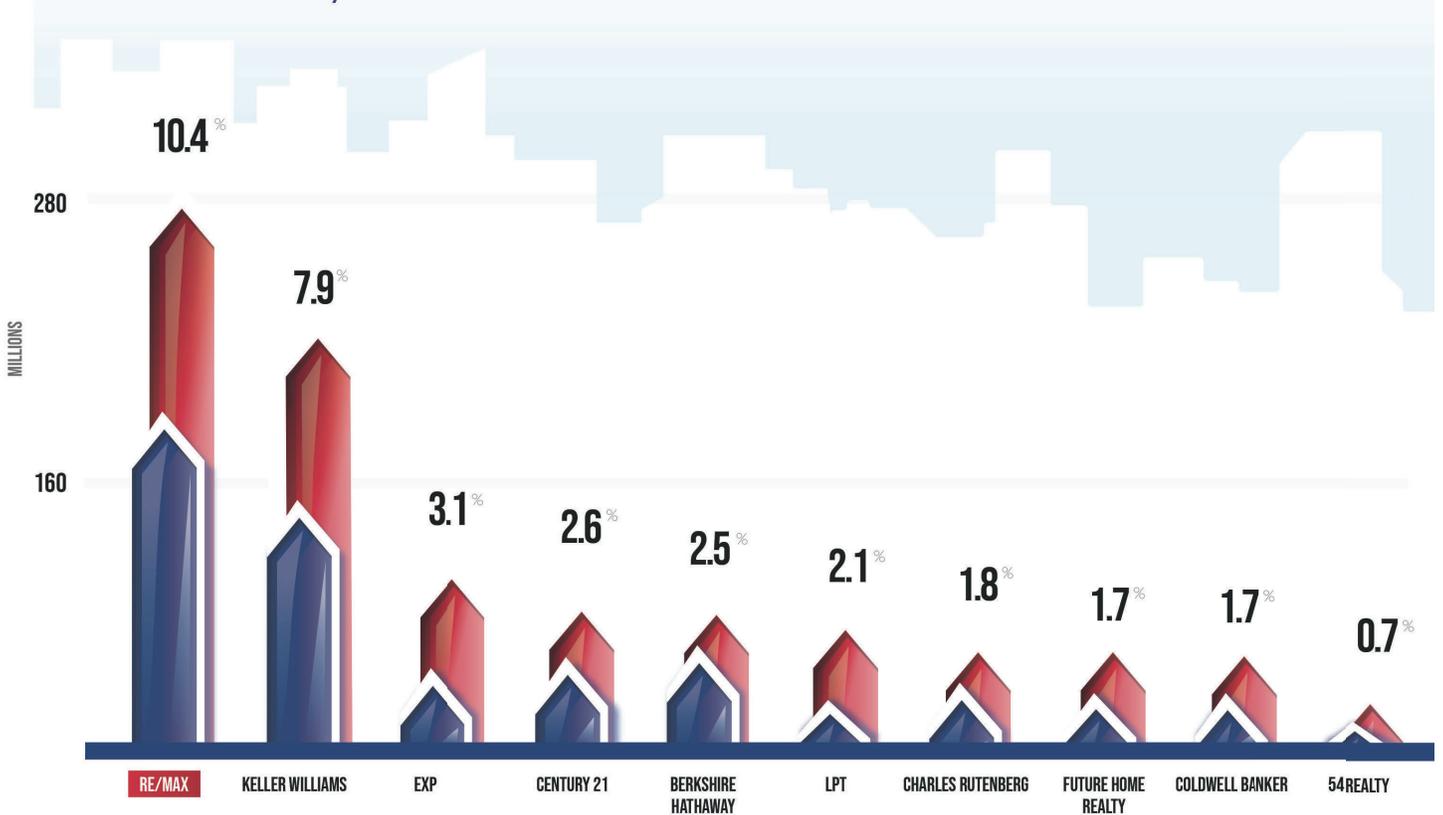
## MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Hernando County



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# LOCAL MARKET SHARE

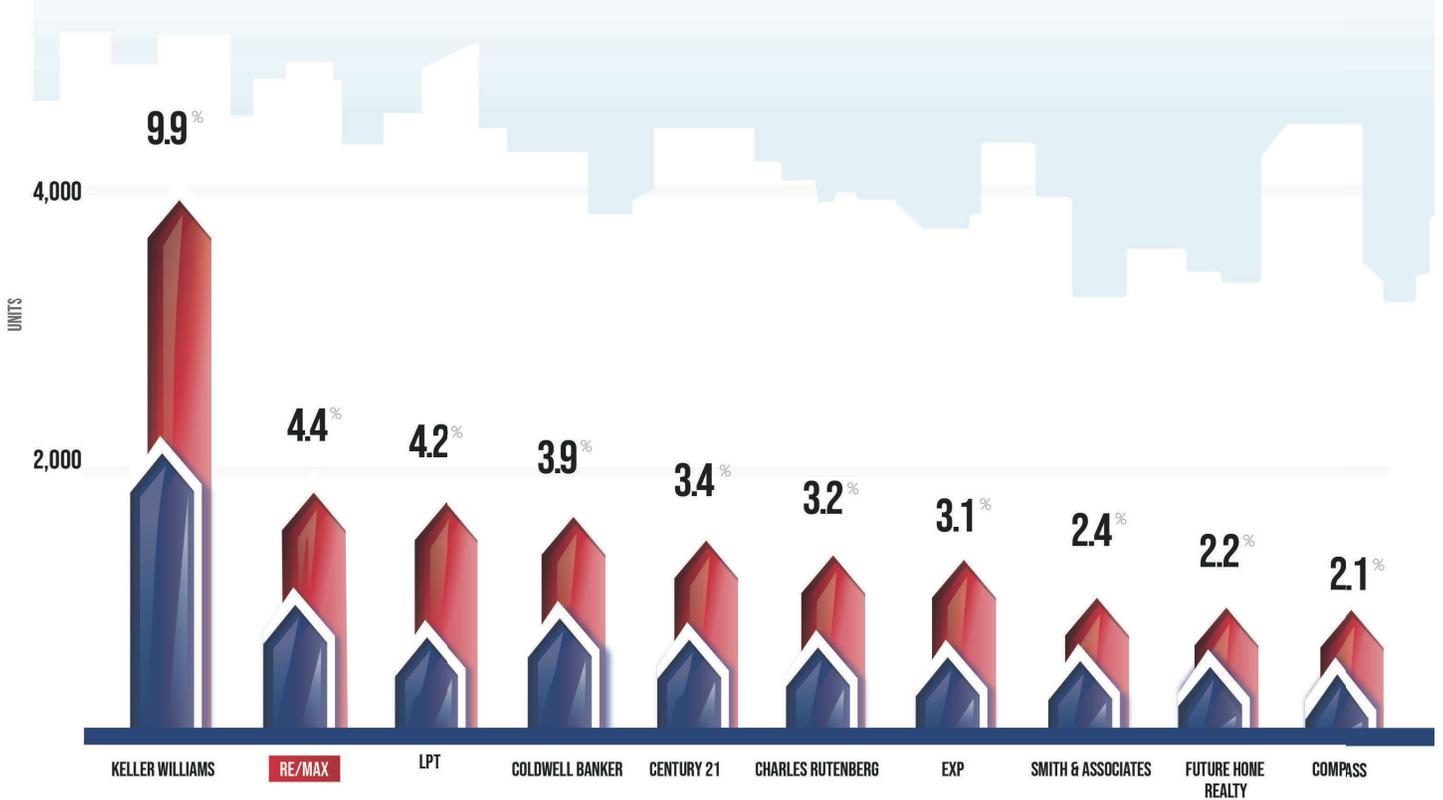
## MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Market Share Totals



Hillsborough County



MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All  
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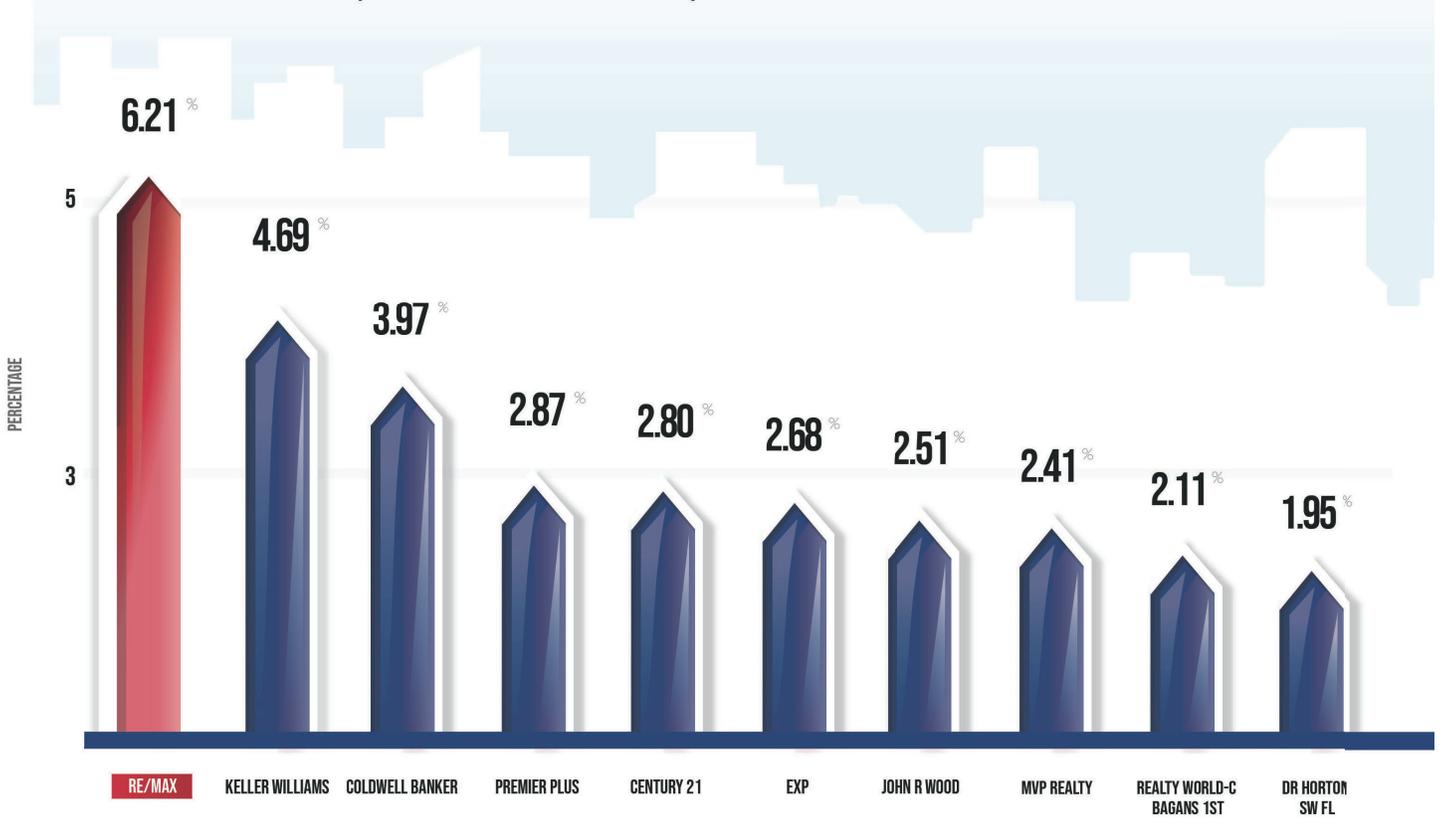
# LOCAL MARKET SHARE

## MARKET SHARE TOTALS

SHARE BY BRAND



### Market Share Competition - Lee County



LISTED SOLD

MSL Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All  
Types: Residential: (Half Duplex, Co-Op, Condominium, Manufactured/Mobile Home, Modular, Single Family Home, Townhouse, Villa, Other, Farm, Dock-Rackominium),  
Vacant Land: (Business, Commercial, ...)

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# LOCAL MARKET SHARE

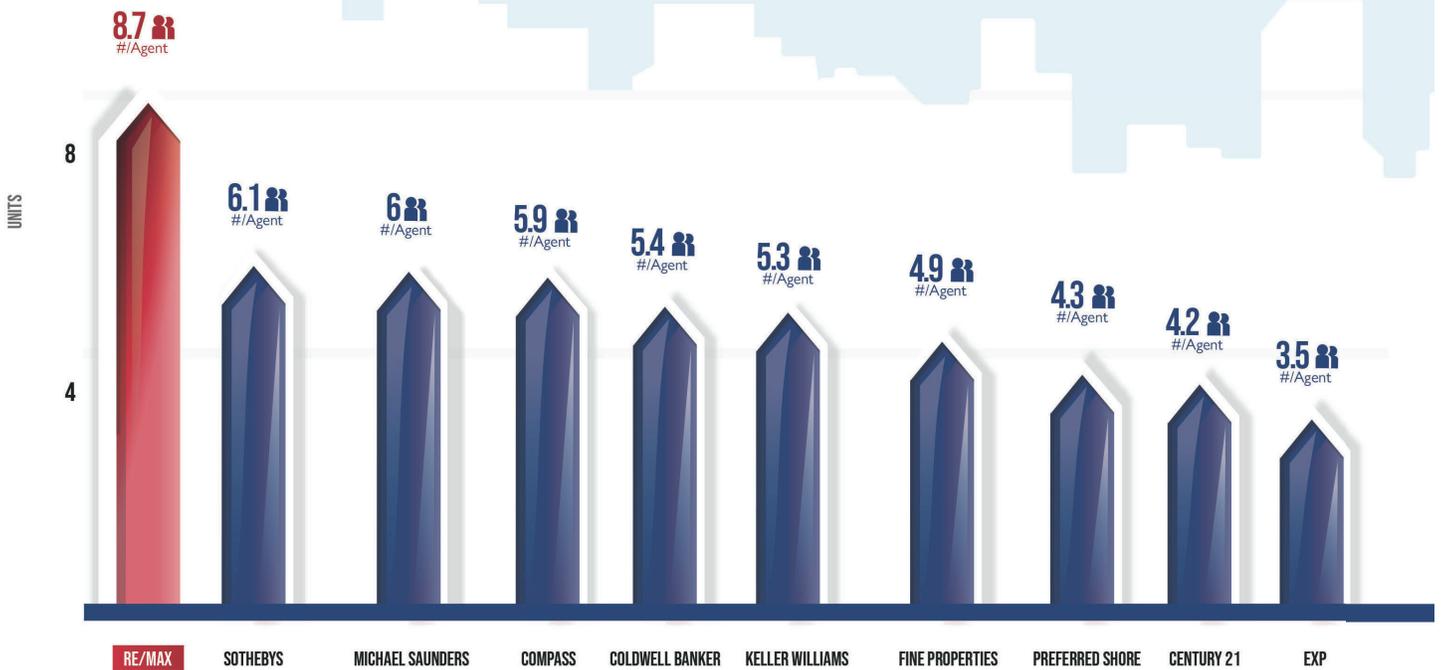
## MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Agent Productivity



Manatee, Sarasota, Charlotte



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# LOCAL MARKET SHARE

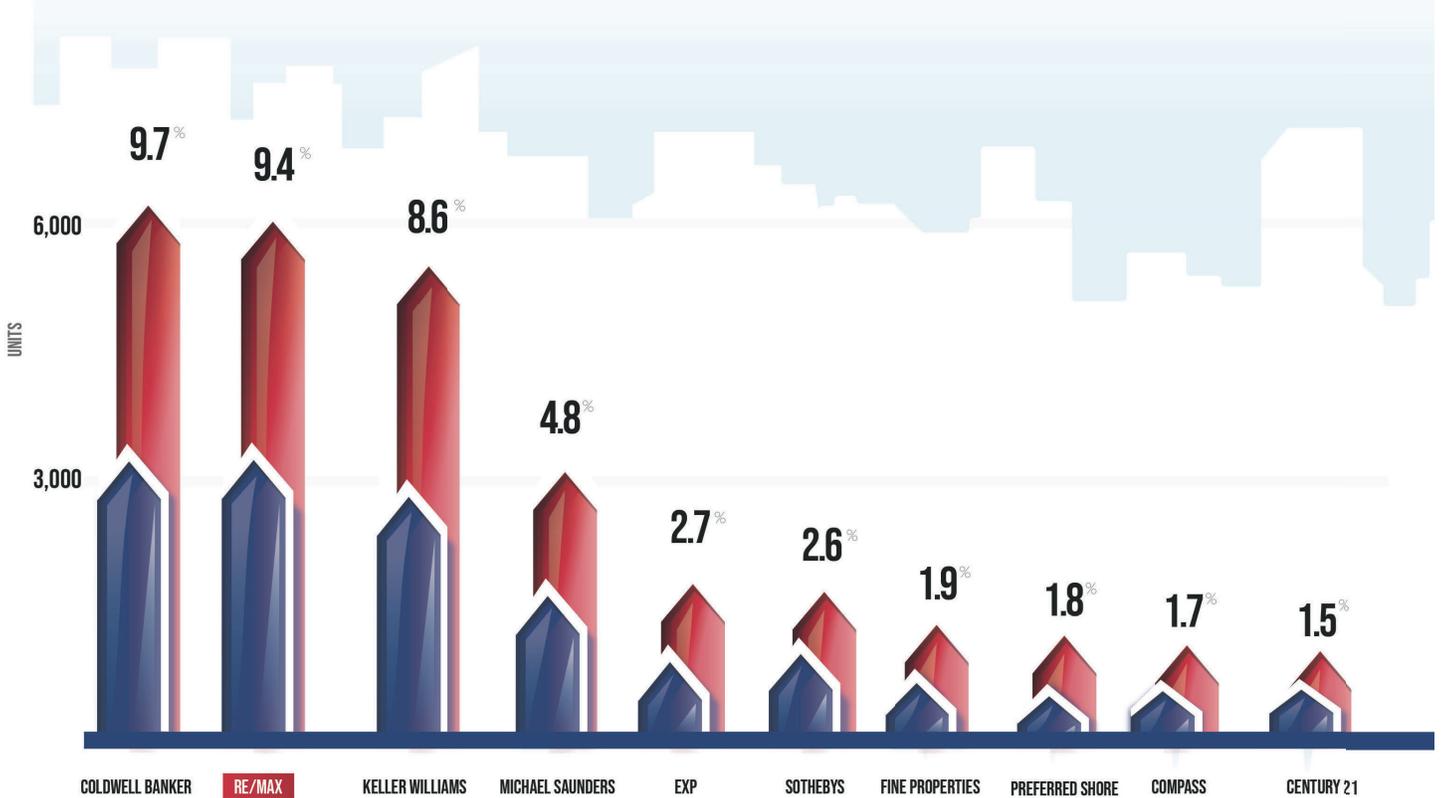
## MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Market Share Totals



Manatee, Sarasota, Charlotte



COLDWELL BANKER

RE/MAX

KELLER WILLIAMS

MICHAEL SAUNDERS

EXP

SOTHEBYS

FINE PROPERTIES

PREFERRED SHORE

COMPASS

CENTURY 21



LISTED



SOLD

MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All  
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 AllianceGroup

# LOCAL MARKET SHARE

## MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Agent Productivity



Marco Island: Listed



MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All  
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# LOCAL MARKET SHARE

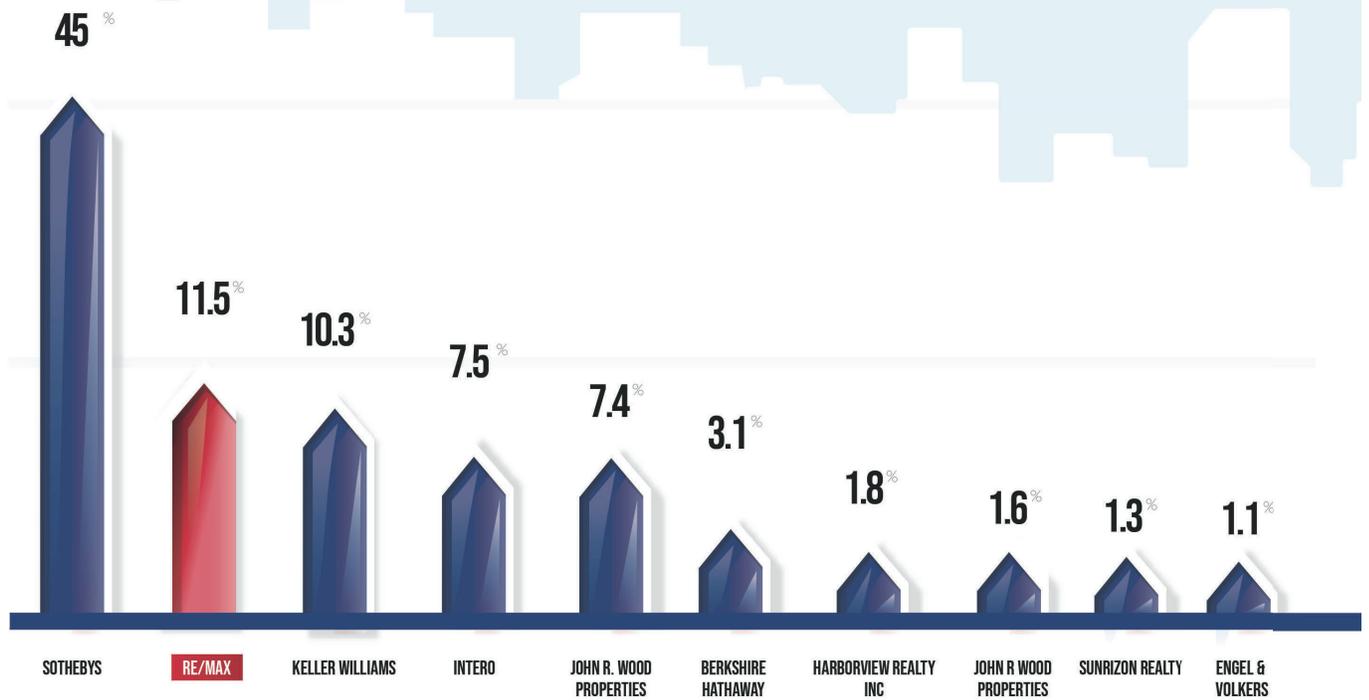
## MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Agent Productivity



Marco Island: Listed



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**RE/MAX**  
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# LOCAL MARKET SHARE

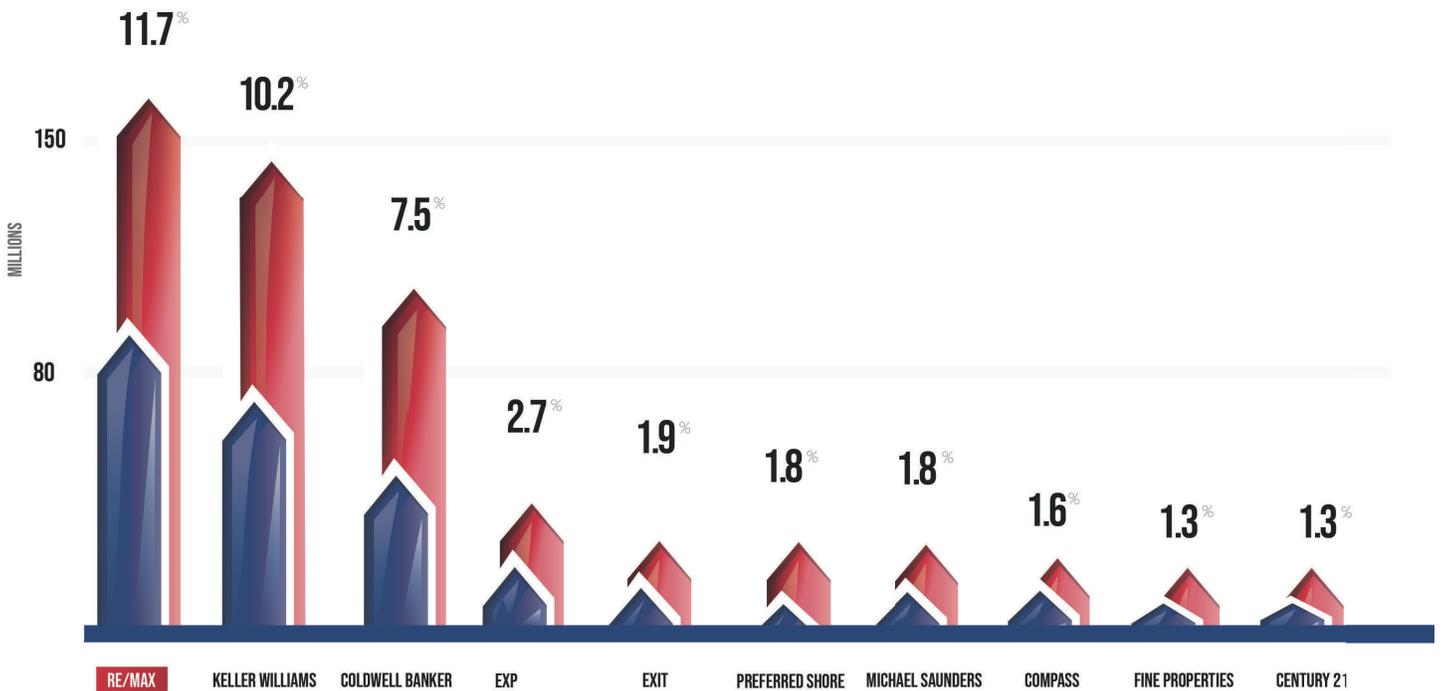
## MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



North Port



MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All  
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**AllianceGroup**

# LOCAL MARKET SHARE

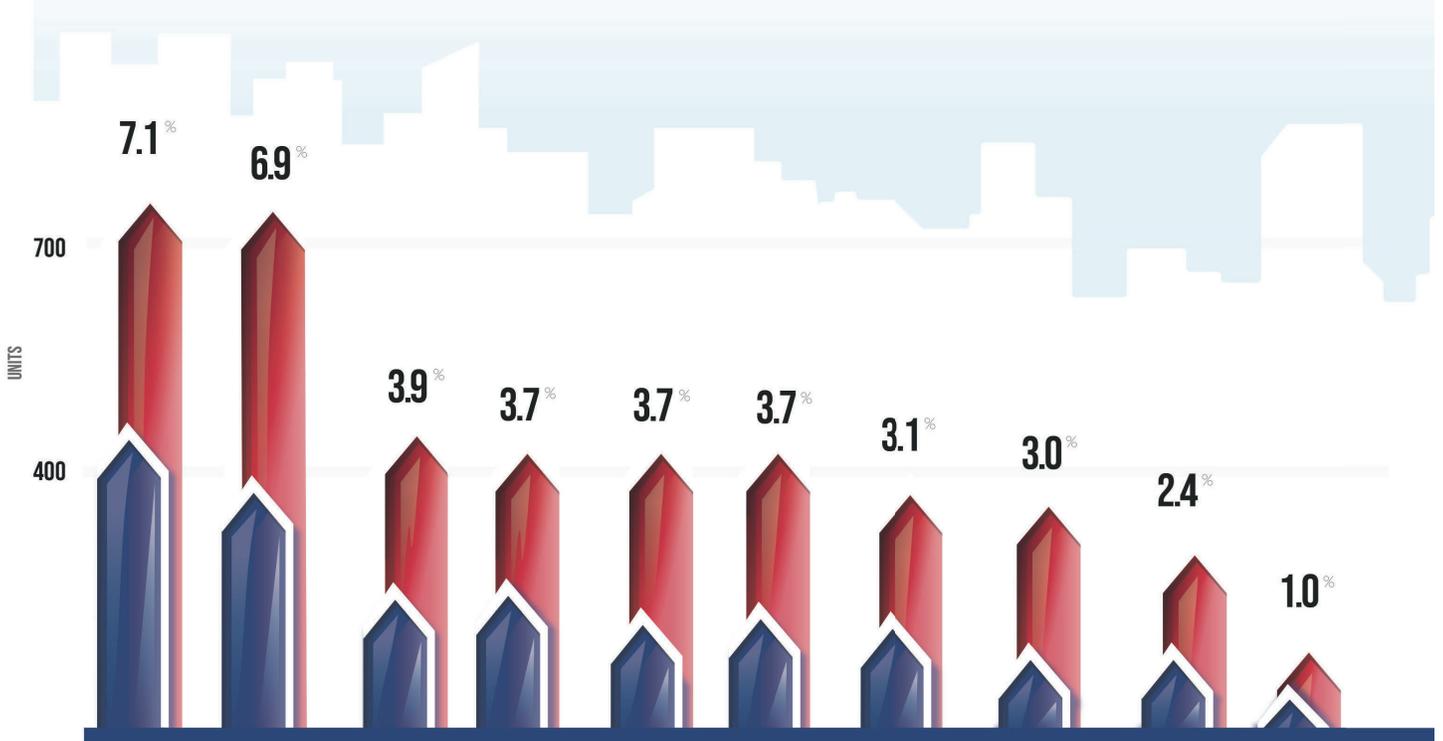
## MARKET SHARE TOTALS

TOTAL UNITS BY BRAND

Market Share Totals



Pasco County



RE/MAX KELLER WILLIAMS FUTURE HOME REALTY BERKSHIRE HATHAWAY EXP CHARLES RUTENBERG GOLDWELL BANKER LPT CENTURY 21 COMPASS

LISTED SOLD

MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: All  
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#1 RE/MAX IN FLORIDA

**RE/MAX**  
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# LOCAL MARKET SHARE

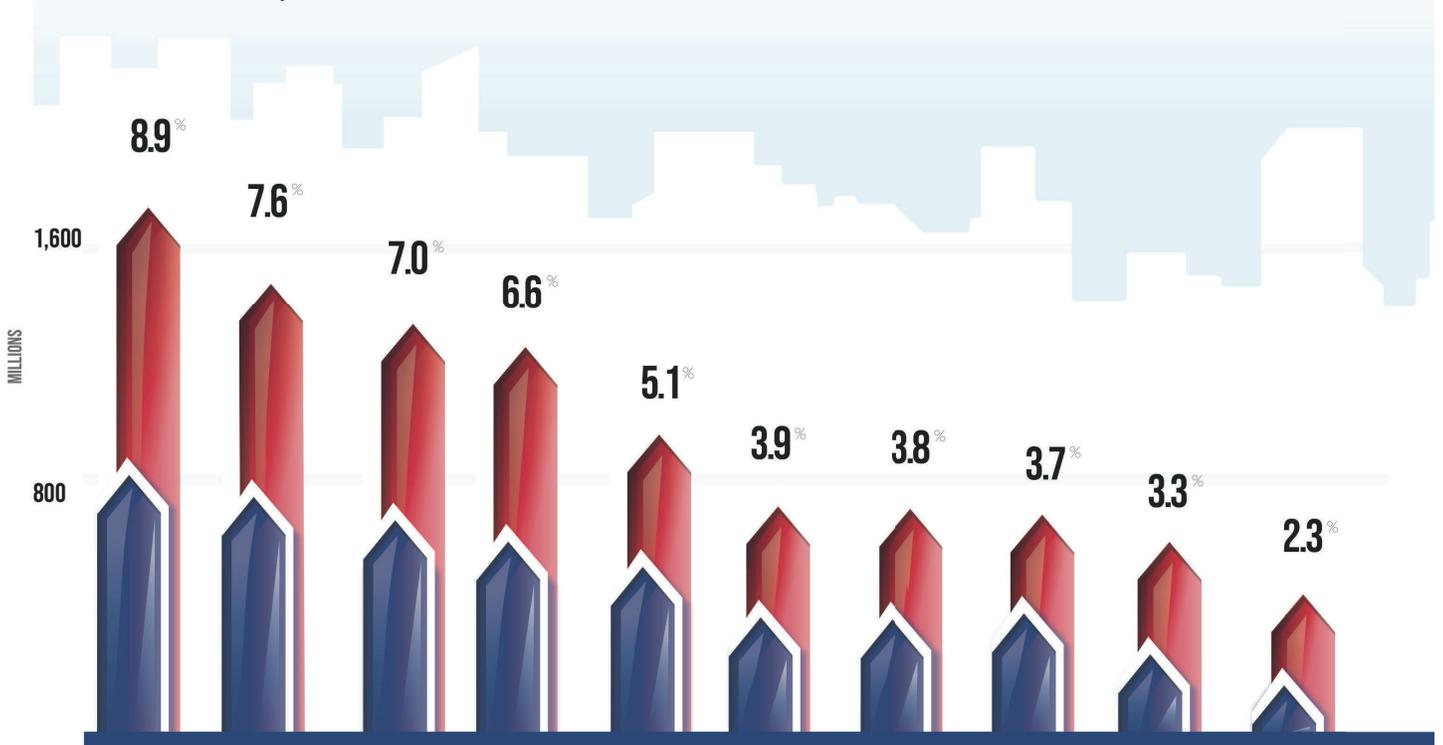
## MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Pinellas County



KELLER WILLIAMS

RE/MAX

COLDWELL BANKER

CHARLES RUTENBERG

COASTAL PROPERTIES

COMPASS

SMITH & ASSOCIATES

CENTURY 21

EXP

LPT



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# LOCAL MARKET SHARE

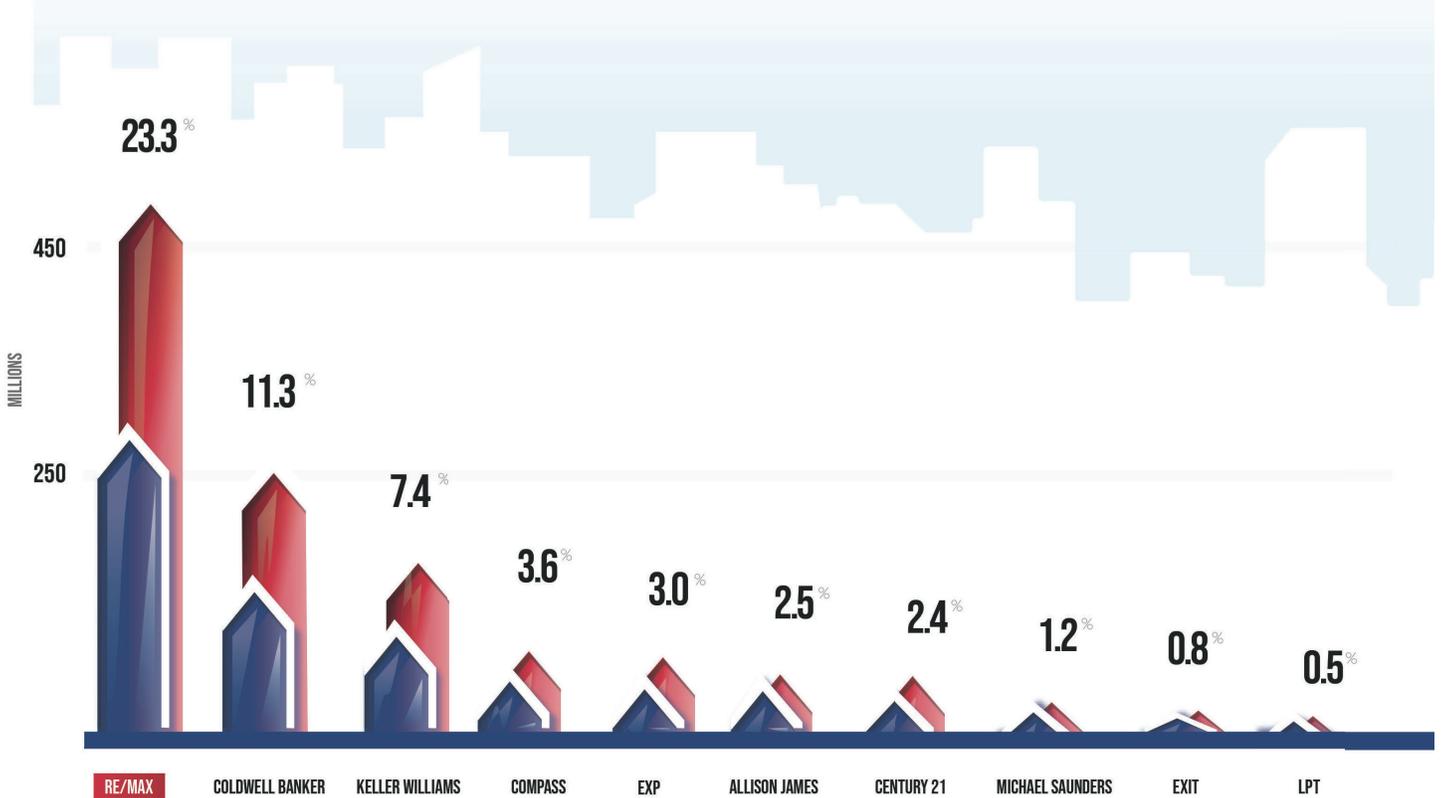
## MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Punta Gorda



RE/MAX COLDWELL BANKER KELLER WILLIAMS COMPASS EXP ALLISON JAMES CENTURY 21 MICHAEL SAUNDERS EXIT LPT



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#1 RE/MAX IN FLORIDA



# LOCAL MARKET SHARE

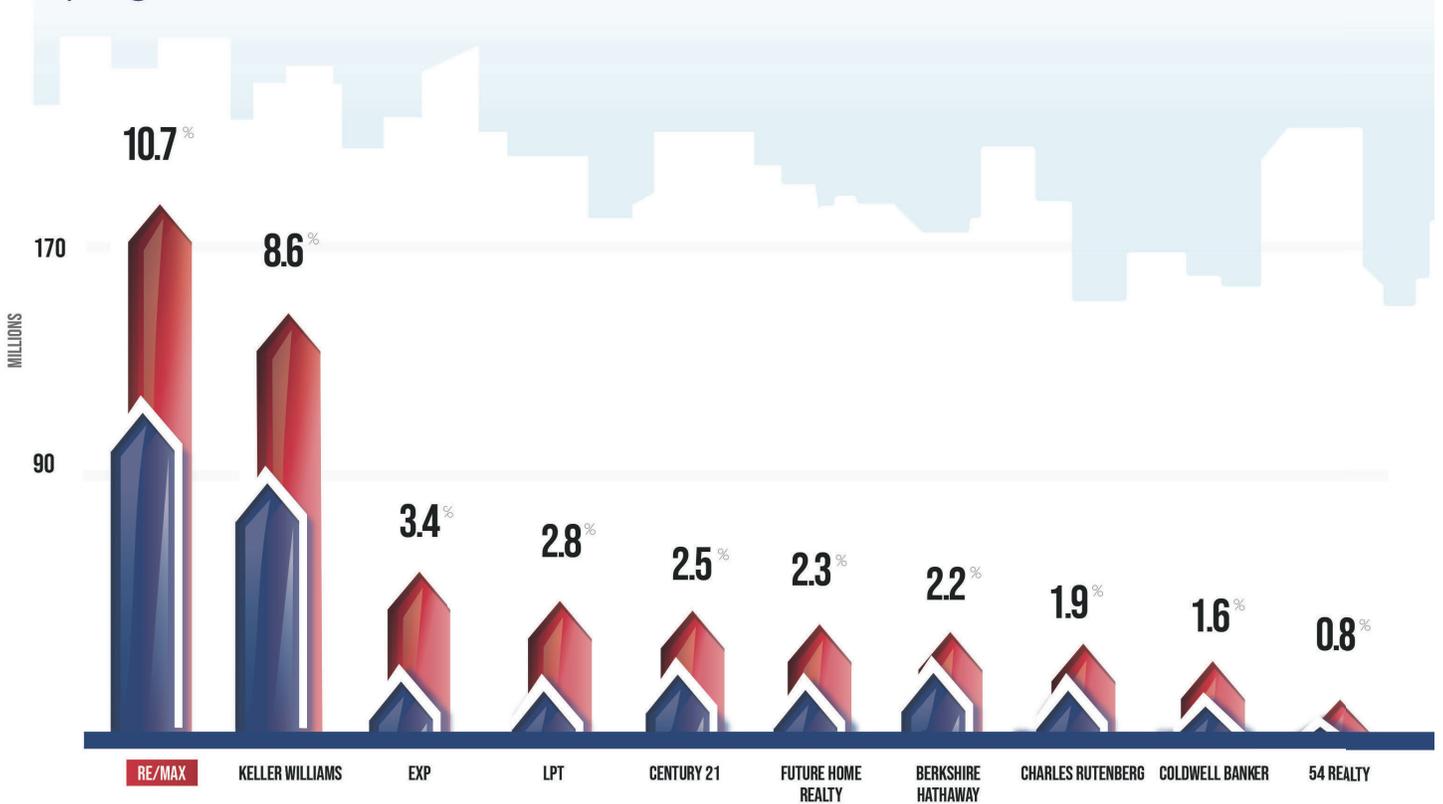
## MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Spring Hill



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# LOCAL MARKET SHARE

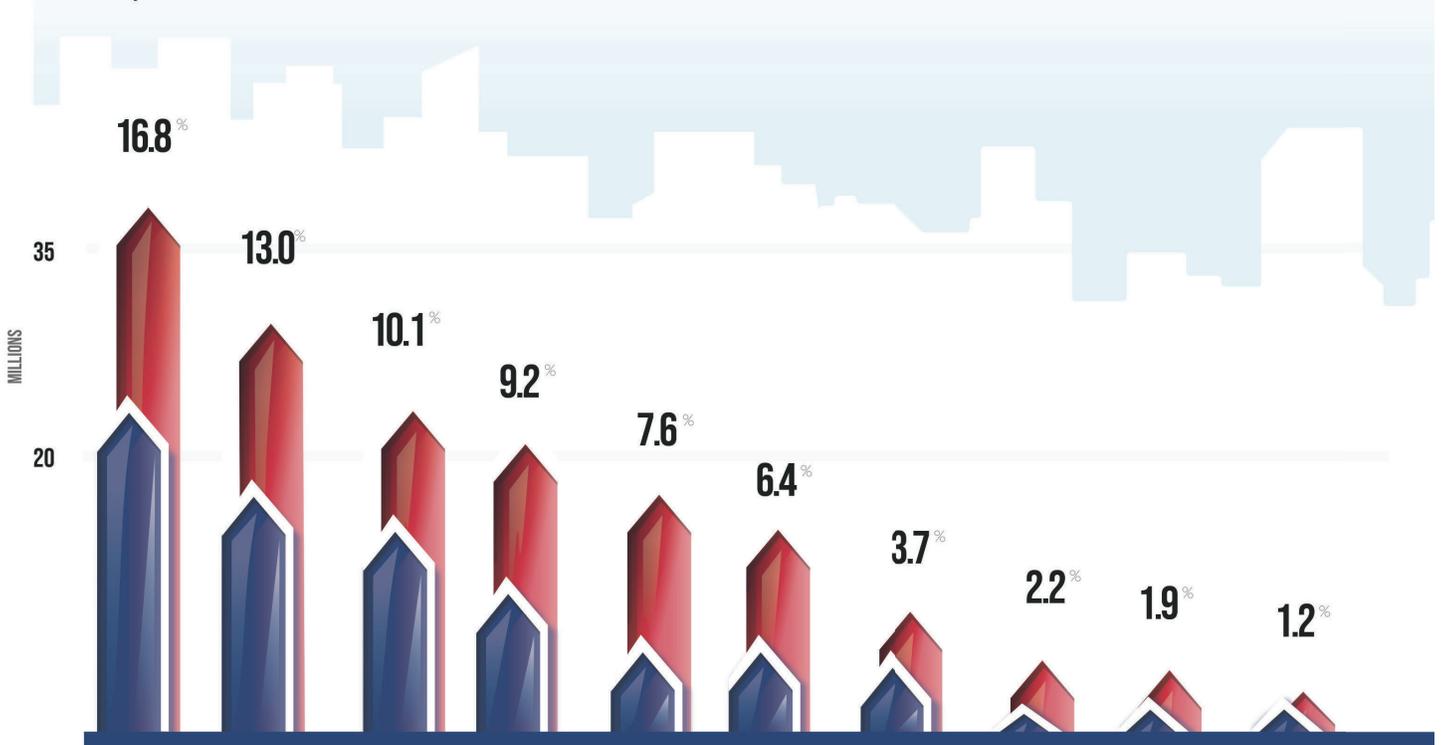
## MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Trinity



RE/MAX FUTURE HOME REALTY BERKSHIRE HATHAWAY KELLER WILLIAMS CHARLES RUTENBERG COLDWELL BANKER EXP LPT REDFIN COASTAL PROPERTIES

LISTED SOLD

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# LOCAL MARKET SHARE

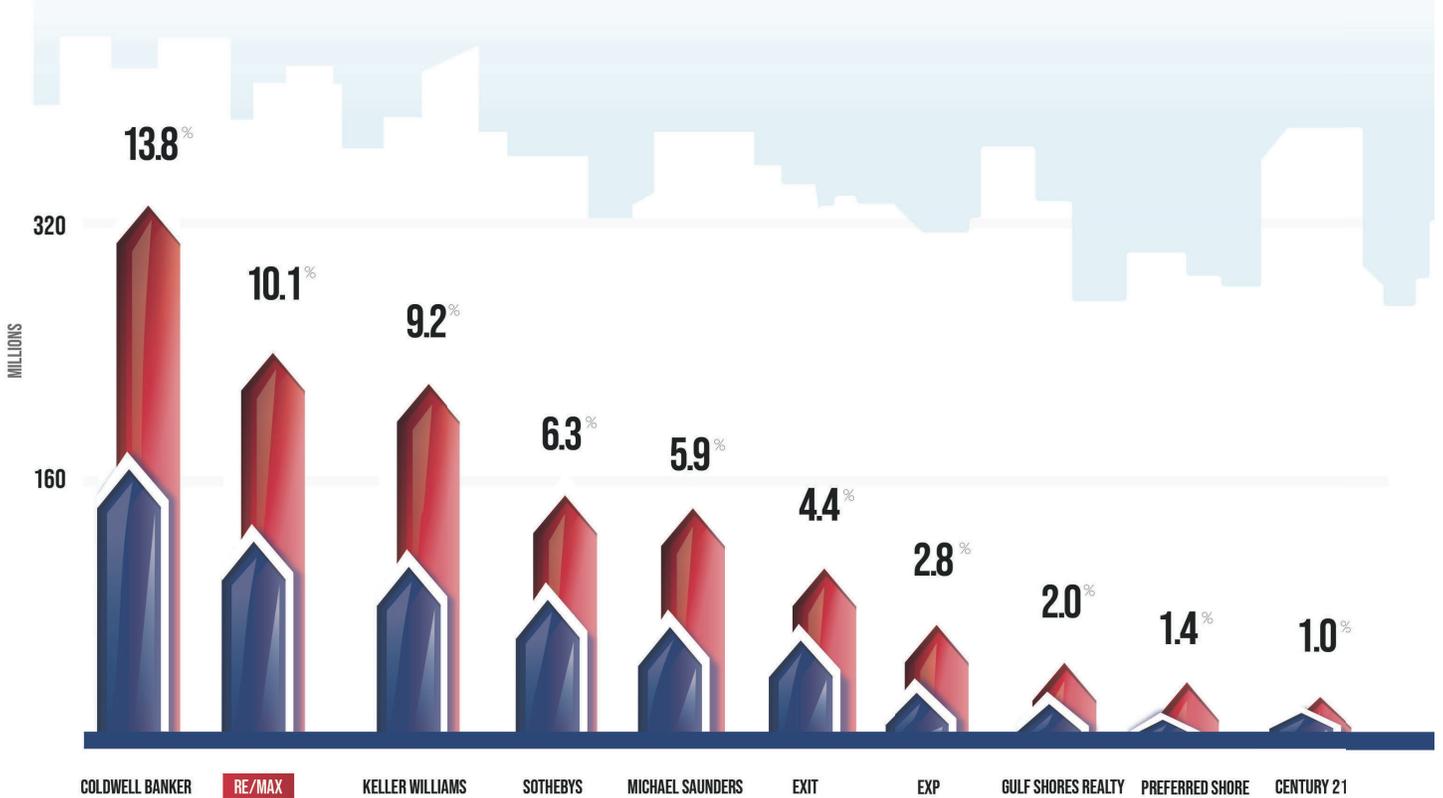
## MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

Market Share Totals



Venice



COLDWELL BANKER

RE/MAX

KELLER WILLIAMS

SOTHEBYS

MICHAEL SAUNDERS

EXIT

EXP

GULF SHORES REALTY

PREFERRED SHORE

CENTURY 21



LISTED



SOLD

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#1 RE/MAX IN FLORIDA

**RE/MAX**  
 AllianceGroup

**15 CONVENIENT  
OFFICE LOCATIONS**



**RE/MAX**  
AllianceGroup

**SPRING HILL**

**TRINITY**

**LUTZ**

**TAMPA**

**RIVERVIEW**

**ANNA MARIA ISLAND**

**BRADENTON**

**LAKWOOD RANCH**

**SARASOTA**

**VENICE**

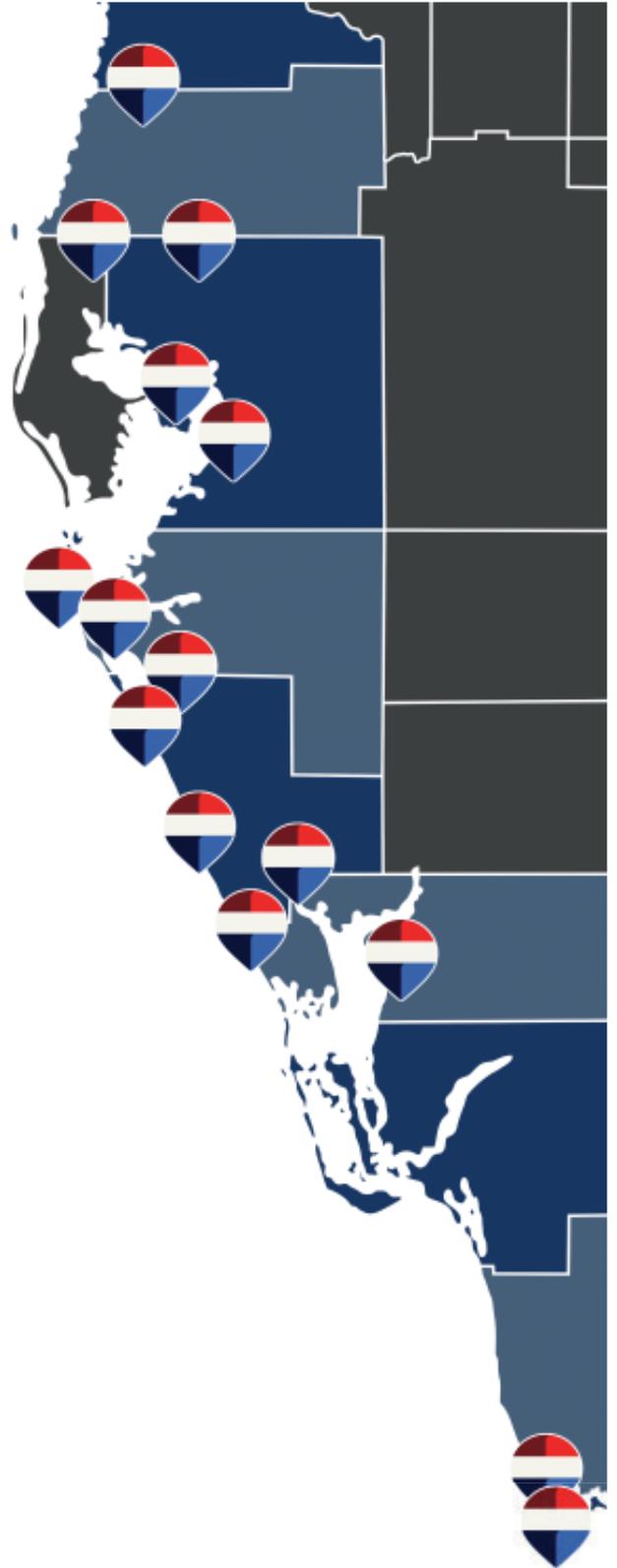
**NORTH PORT**

**ENGLEWOOD**

**PUNTA GORDA**

**MARCO ISLAND NORTH**

**MARCO ISLAND SOUTH**



## IT TAKES EXPOSURE

### remax.com

With over 138 million visits in 2023, [www.Remax.com](http://www.Remax.com) has become a leading real estate resource for consumers. Associates are notified immediately when a visitor has expressed interest or requested a showing on your property.

### RealNex Marketplace Pro

All COM and COMRES Individuals have access to MAX/Tech Commercial powered by RealNex. Maximize your commercial real estate success with RealNex's powerful suite of tools, including advanced marketing and listing solutions, CRM integration, professional presentations, and more.

### email

All of the commercial listings on [remax.com](http://remax.com) are gaining heightened exposure in an e-mail report that reaches thousands of brokers, investors and other commercial real estate professionals.

### MFCRE

The MFCRE shares commercial real estate information in FL. It's a database of commercial property listings & recent sale/lease comparables, and a tool for research, marketing, communicating & networking among commercial real estate professionals.



# COMMERCIAL THAT BUILDS COMMUNITIES

For over 30 years, RE/MAX has proudly partnered with Children's Miracle Network Hospitals® to change kids' health and future. Each year, the lives of over 12 million children are positively impacted by this partnership. RE/MAX commercial brokers and residential agents have raised over \$200 million through the Miracle Commercial Property and Miracle Home programs to support the 170 CMN Hospitals throughout US and Canada.<sup>1</sup>

Visit [cmn.org](http://cmn.org) to learn more about how our commercial brokers can participate in the Miracle Property program and make a donation after each closed transaction.

We put our money where the miracles are — and give back in a big way.



## WE ARE INDUSTRY LEADERS

### TOP 10

Companies with the most CCIM Designees<sup>2</sup>

### TOP 25

Lipsey Company's Top Brand Survey<sup>3</sup>

<sup>1</sup>U.S. and Canada combined. <sup>2</sup>According to The CCIM Institute, as of December 2023. <sup>3</sup>Lipsey's 2023 Top 25 Commercial Real Estate Brand Survey





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**AllianceGroup**

