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Consumers Vote RE/MAX the #1 Most Trusted Real Estate Agents in U.S., Canada Once Again

Homebuyers and sellers trust RE/MAX professionals most, according to a leading independent consumer survey.

DENVER – RE/MAX the #1 name in real estate¹, is honored to announce consumers have once again voted RE/MAX® as the brand with the #1 Most Trusted Real Estate Agents in the U.S.² and Canada³. This esteemed recognition comes from an independent annual survey conducted by the BrandSpark Most Trusted Awards in conjunction with Newsweek magazine. The achievement highlights what truly sets RE/MAX affiliates apart – a steadfast commitment to trust and excellence.

The survey, one of the most comprehensive of its kind, tracks public trust across nearly 300 product and service categories with responses from more than 29,000 shoppers in the U.S. and 35,200 from Canada who shared their unaided, top-of-mind responses on providers they trust and use the most.

This is the fifth time U.S. RE/MAX agents have been recognized for their trustworthiness – and the seventh time in Canada. The survey results speak volumes about the caliber of RE/MAX affiliates, who go above and beyond to prioritize the needs of their clients and have more real estate sales experience than other real estate agents.

“Trust is the foundation of real estate, and we are proud that consumers continue to recognize RE/MAX agents as the most trusted in the business,” said RE/MAX Holdings CEO Erik Carlson. “Buying or selling a home is one of the biggest and most important transactions a person will make in their lifetime, so it’s critical they work with a trusted professional to guide them through the life-changing transaction.”

RE/MAX has long been a trailblazer in the industry, evolving to meet the needs of today’s consumers and agents. In 2025, the brand’s modern approach includes a bold new advertising campaign that emphasizes the importance of trust in real estate. At the R4® annual event, RE/MAX unveiled a transformative vision, celebrating its trusted agents while [announcing initiatives](#) designed to modernize the brand and deliver more value to agents and consumers. From a dynamic influencer program to the introduction of a [refreshed balloon logo](#) and RE/MAX logotype and the upcoming launch of a full-service global referral platform, RE/MAX is charting an exciting new chapter to ensure its legacy as a trusted leader.

“Trust is something RE/MAX affiliates are getting even louder about in 2025,” said Abby Lee, Executive Vice President of Marketing, Communications and Events at RE/MAX Holdings. “The brand’s [2025 ad campaign](#) highlights how aligning with a professional who delivers on trust

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makes all the difference, and it truly does – it’s the number one thing consumers are looking for in an agent.”

Carlson added, “As RE/MAX continues to support our incredible community of Broker/Owners, agents and teams, we remain dedicated to providing top-tier service and expertise that build lasting trust with consumers, ensuring the brand’s leadership in the industry and positive experiences for homebuyers and sellers.”

To view the full BrandSpark Most Trusted Awards and each of its categories, visit <https://www.brandsparkmosttrusted.com/usa>.

1 Source: MMR Strategy Group study of unaided awareness.

2Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study, years 2022 – 2025 and 2019.

3Voted most trusted Real Estate Agency brand by Canadian shoppers based on the BrandSpark® Canadian Trust Study, years 2021-2025, 2019 and 2017.

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About the RE/MAX Network

As one of the leading global real estate franchisors, RE/MAX, LLC is a subsidiary of RE/MAX Holdings (NYSE: RMAX) with more than 145,000 agents in nearly 9,000 offices and a presence in more than 110 countries and territories. Nobody in the world sells more real estate than RE/MAX, as measured by residential transaction sides. RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. RE/MAX agents have lived, worked and served in their local communities for decades, raising millions of dollars every year for Children’s Miracle Network Hospitals® and other charities. To learn more about RE/MAX, to search home listings or find an agent in your community, please visit www.remax.com. For the latest news about RE/MAX, please visit news.remax.com.

