

# The Real Brokerage Inc.

## May 2024 Agent Survey

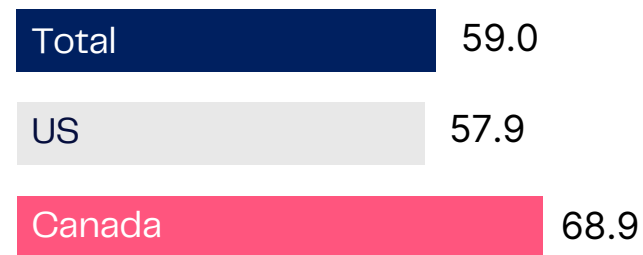


Nasdaq: REAX

### About the Survey

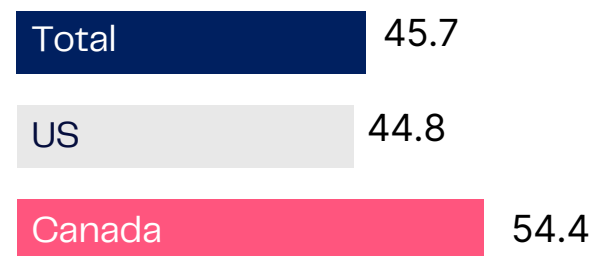
- The Real Brokerage Inc. May 2024 Agent Survey included responses from over 400 real estate agents across the United States and Canada and was launched in the last week of May 2024.
- Responses to questions regarding agent optimism and transaction growth were calibrated on a 0-100 point index scale, with readings above 50 indicating an improving trend, while readings below 50 indicate a declining trend.
- Responses are meant to capture industry-level information and are not meant to serve as an indication of Real's company-specific growth trends. Additionally, given the smaller sample size, there can be greater variability in Canada results on a month-to-month basis.

### Agent Optimism Index



Agent Optimism Index at 59.0 reflects a positive home sales outlook over the next 12 months; scores above 50 signal optimism

### Transaction Growth Index



Transaction Growth Index at 45.7 indicates a decline in North American home sales in May; notably, U.S. sees a decrease, while Canada expected to increase

### Sellers Losing Some Negotiating Leverage



49% of agents noted sellers have the upper hand in home sale transactions in their markets, down from 61% in April

### Half of Agents Currently Utilize Generative AI



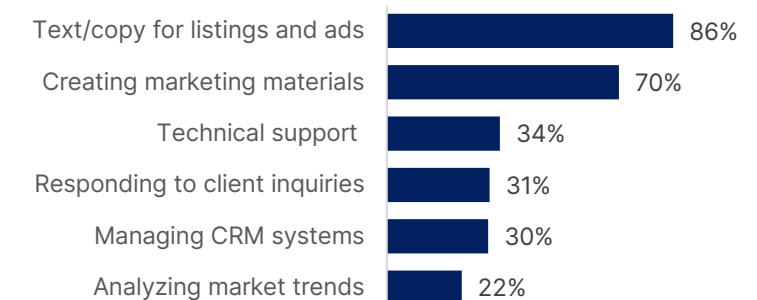
50% of real estate agents reported using generative artificial intelligence (AI) in their daily business activities, while 31% indicated a desire to learn

### Affordability Remains the Biggest Challenge



59% of agents view affordability as the biggest challenge currently facing home buyers, followed by a lack of inventory at 25%

### Advertising the Most Common AI Use Case for Agents



The most common AI use cases among real estate agents were marketing-related, specifically writing text for listings and ads and creating marketing assets