

# The Real Brokerage Inc.

## June 2024 Agent Survey

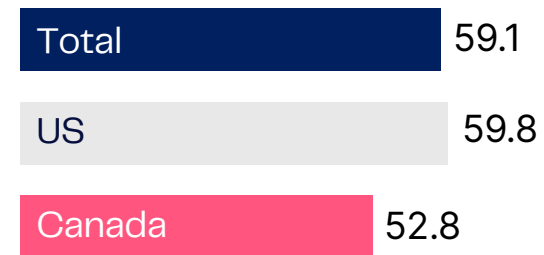


Nasdaq: REAX

### About the Survey

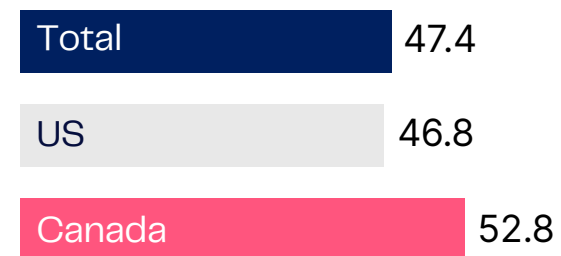
- The Real Brokerage Inc. June 2024 Agent Survey included responses from approximately 200 real estate agents across the United States and Canada and was launched in the last week of June 2024.
- Responses to questions regarding agent optimism and transaction growth were calibrated on a 0-100 point index 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 59.1 reflects a positive home sales outlook over the next 12 months; scores above 50 signal optimism

### Transaction Growth Index



Transaction Growth Index at 47.4 indicates a decline in North American home sales in June; notably, U.S. sees a decrease, while Canada expected to increase

### Sellers Continue to Have Upper Hand in Negotiations



51% of agents noted sellers have the upper hand in home sale transactions in their markets, up from 49% in May

### Most Home Buyers View 6-10 Homes Before a Purchase



56% of agents noted that, on average, clients tour 6-10 homes before making a purchase. Meanwhile, 36% of agents reported their clients view 1-5 homes, and 9% said their clients usually see over 10 homes before closing a deal

### Affordability Remains the Biggest Challenge



60% of agents view affordability as the biggest challenge currently facing home buyers, followed by a lack of inventory at 26%

### Agents Play Pivotal Role as Skilled Negotiators, Trusted Advisors



The majority of agents see their top areas of expertise in negotiations, deep local market knowledge, assistance with paperwork and legalities, and providing emotional support to clients