

The Real Brokerage Inc.

April 2024 Agent Survey



Nasdaq: REAX

About the Survey

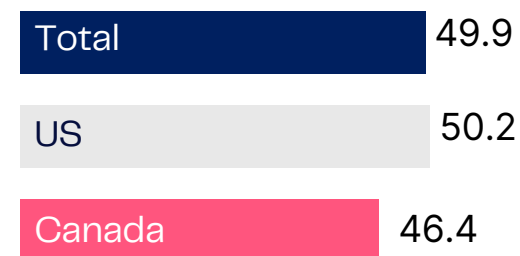
- The April 2024 Real Brokerage Agent Survey included responses from over 225 real estate agents across the United States and Canada and was launched in the last week of April 2024.
- Responses to questions regarding agent optimism and transaction growth were calibrated on a 0-100 point index scale, 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 63.6 reflects positive home sales outlook over the next 12 months; scores above 50 signal optimism

Transaction Growth Index



Transaction Growth Index at 49.9 indicates approximately flat North American home sales; notably, U.S. index sees slight increase, while Canada sees slight decline

Sellers Still Have Upper Hand



61% of agents noted sellers have the upper hand in home sale transactions in their markets, unchanged from March

Economics and Culture Lead in Attracting Agents to Real



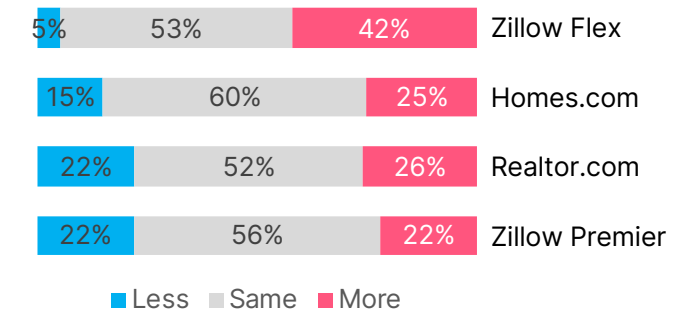
95% of agents who join Real say economics were influential in their decision, followed by culture (92%), stock opportunities (89%), technology (82%), and work flexibility / referrals (73%)

Affordability Remains the Biggest Challenge



56% of agents view affordability as the biggest challenge currently facing home buyers, followed by a lack of inventory at 32%

Agent 12-Month Spending Plans for Real Estate Portals



The 32% of agents who utilize home search portals expect to increase budgets across all platforms, with Zillow Flex seeing the largest net increase