

# The Real Brokerage Inc.

## July 2024 Agent Survey

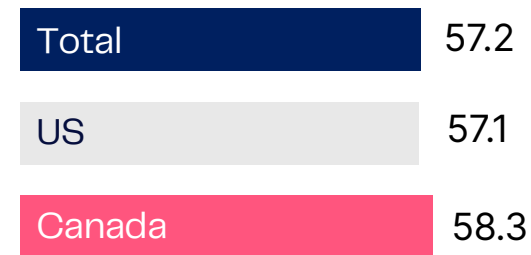


Nasdaq: REAX

### About the Survey

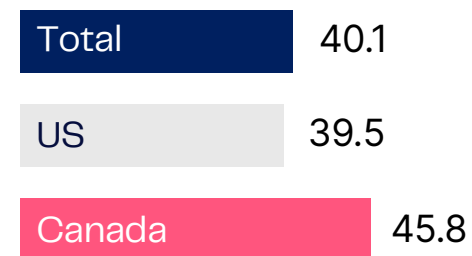
- The Real Brokerage Inc. July 2024 Agent Survey included responses from over 100 real estate agents across the United States and Canada and was launched in the last week of July 2024.
- Responses to questions regarding agent optimism and transaction growth were calibrated on a 0-100 point index scale, 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 57.2 reflects a positive home sales outlook over the next 12 months; scores above 50 signal optimism

### Transaction Growth Index



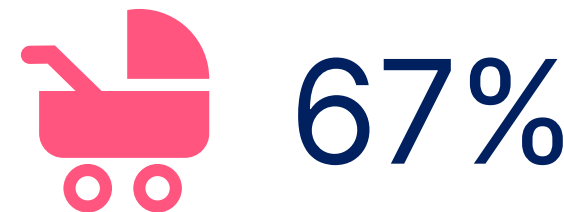
Transaction Growth Index at 40.1 indicates a notable drop in North American home sale transactions in July; decline seen across both U.S. and Canada

### Sellers Lose Edge As Market Moves Toward Balance



Only 33% of agents believe sellers hold the upper hand, a significant drop from 51% in June

### Life Changes Drive Most Home Sales



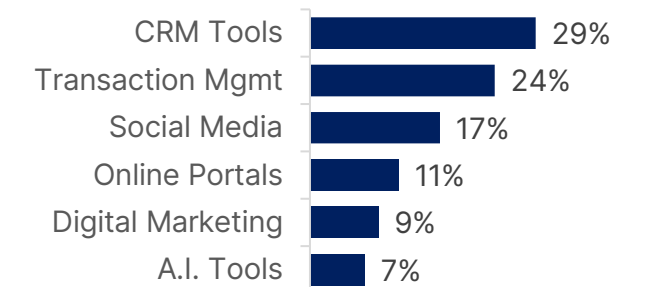
Two-thirds of agents said the most common reason for listing a home was upsizing or downsizing due to changes in individual or family circumstances

### Affordability Remains the Biggest Challenge



56% of agents view affordability as the biggest challenge currently facing home buyers, down from 60% in June

### Top Agent Tech Tools: CRM & Transaction Management



Agents prioritize CRM and transaction management tools most, with social media, online portals, and A.I. also valued in their tech toolkit