

The Real Brokerage Inc.

February 2024 Agent Survey



Nasdaq: REAX

About the Survey

- The February 2024 Real Agent Survey included responses from over 500 real estate agents across the United States and Canada and was launched in the last week of February 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, whereas 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.

Agent Optimism Index



Agent Optimism Index of 69.2 shows confidence in the home sales outlook, with readings above 50 indicating a positive outlook and readings below 50 a negative outlook

Transaction Growth Index



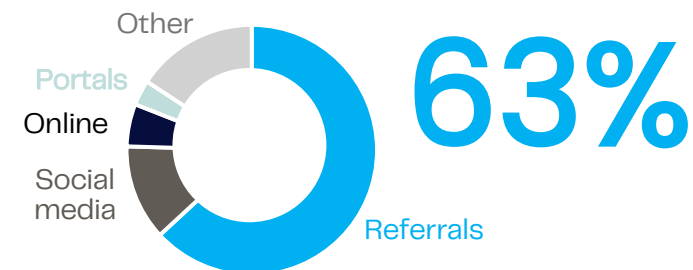
Transaction Growth Index at 48.7 suggests a minor decrease in North American home sales in February, with scores above 50 indicating growth and below 50, a decline. U.S. sees slight drop, while Canada growth pace slows

A Prevailing Sellers Market



57% of agents noted Sellers have the upper hand in home sale transactions in their markets, an 11% increase from 46% in January

Referrals Drive Most Leads



63% of agents identify networking and referrals as their top lead source, ahead of social media (12%), online (5%), and home search portals (3%)

Affordability Remains Key



45% of agents view higher rates and affordability as the biggest challenge currently facing home buyers, followed by a lack of inventory at 42%

Post-Sale, Email Preferred



53% of agents prioritize emails and calls for post-sale engagement, followed by personalized gifts/cards (15%) and market updates (15%)