



# The Real Brokerage August 2024 Agent Survey Highlights

September 26, 2024



Nasdaq: REAX  
[investors.onereal.com](https://investors.onereal.com)

Navigation: [rea](#) | [Brokerage](#) | [Mortgage](#) | [Title/Escrow](#) | [About Real](#) | [Investor Relations](#) | [Agent Login](#)

## Everything you need under one roof.

We're your home for a seamless buying and selling experience, start to finish.

- Discover your Home
- Get a Loan
- Close Escrow

52%

# About the Survey

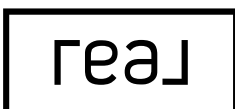
The Real Brokerage Inc. (“Real” or the “Company”) August 2024 Agent Survey included responses from approximately 300 real estate agents across the United States and Canada and was conducted between August 30, 2024 and September 15, 2024.

Responses to questions regarding transaction growth and agent optimism 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. Additionally, given the smaller sample size, there can be greater variability in Canada index results on a month-to-month basis.

# About Real

Real (NASDAQ: REAX) is a real estate experience company working to make life’s most complex transaction simple. The fast-growing company combines essential real estate, mortgage and closing services with powerful technology to deliver a single seamless end-to-end consumer experience, guided by trusted agents. With a presence in all 50 states throughout the U.S. and Canada, Real supports over 21,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.



# Legal Disclosure

Certain statements herein relating to The Real Brokerage Inc. constitute “forward-looking statements”, within the meaning of applicable securities laws, including without limitation, statements regarding future estimates, business plans and/or objectives, sales programs, forecasts and projections, assumptions, expectations, and/or beliefs of future performance.

Such “forward-looking statements” involve known and unknown risks and uncertainties that could cause actual and future events to differ materially from those anticipated in such statements.

Forward looking statements include, but are not limited to, statements with respect to commercial operations, anticipated revenues, the overall projected size of the market and other information that is based on forecasts of future results and other key management assumptions.

The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law.

Future Oriented Financial Information: To the extent any forward-looking information in this Presentation constitutes “future-oriented financial information” or “financial outlooks” within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate anticipated results and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks.

Future-oriented financial information and financial outlooks, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above.

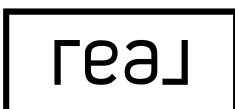
Our actual financial position and results of operations may differ materially from management’s current expectations and, as a result, our revenue and profitability may differ materially from the revenue and profitability profiles provided in this Presentation. Such information is presented for illustrative purposes only and may not be an indication of our actual financial position or results of operations.

gea

# Key Market Insights: Early Impacts of NAR Settlement Rule Changes

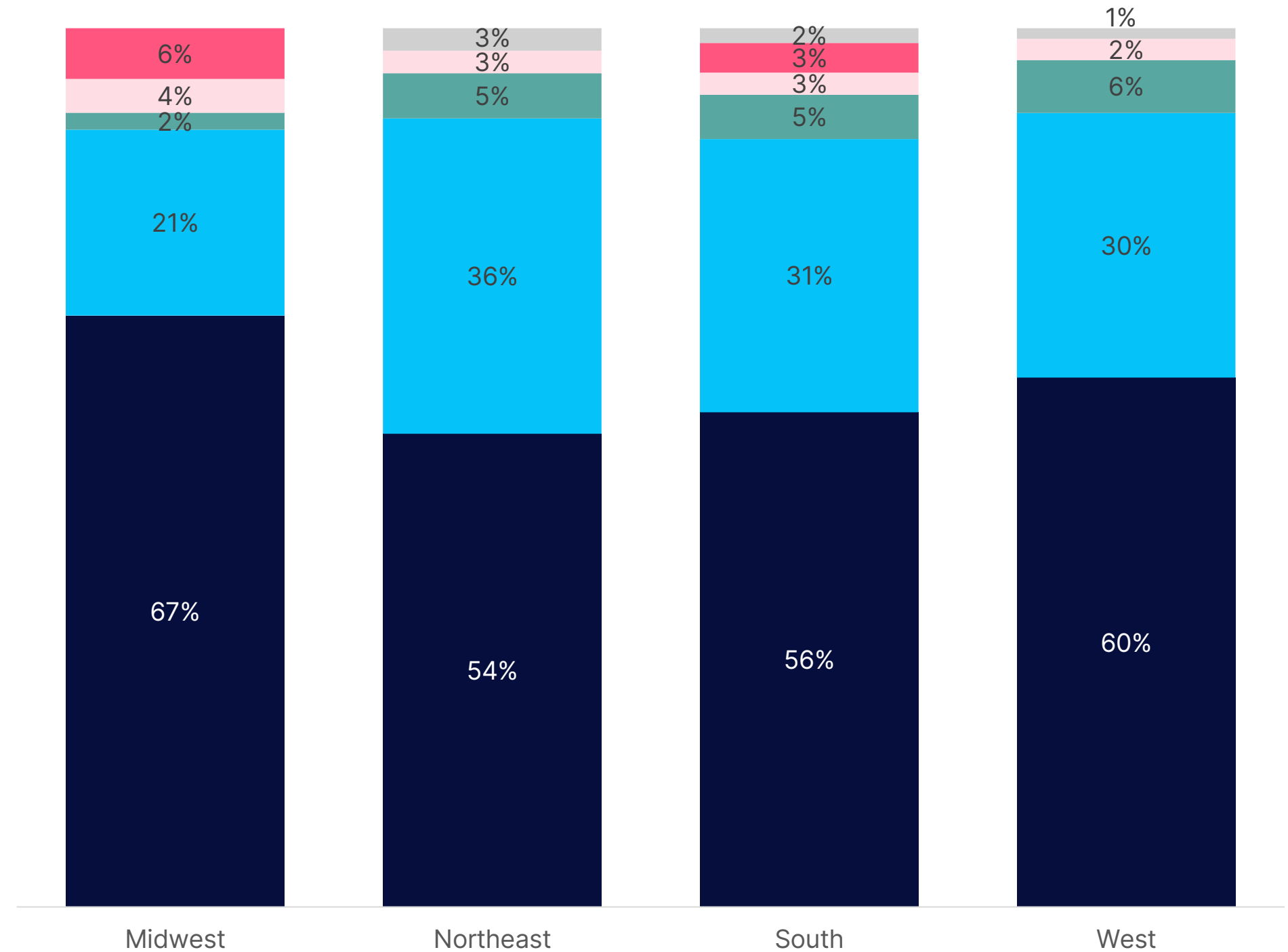
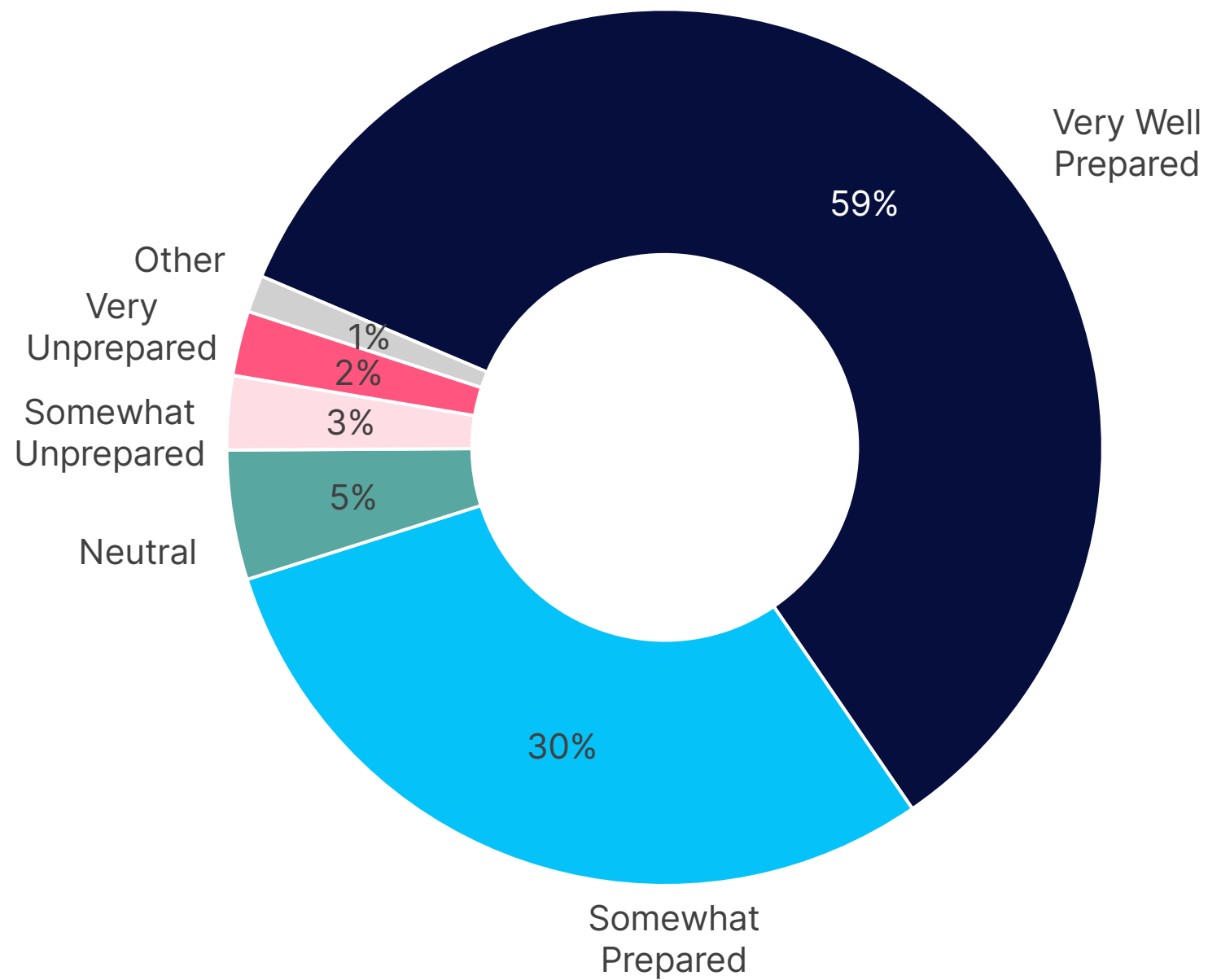
# Early Impacts of NAR Settlement Rule Changes

- **Agents Well-Prepared for Change:** 89% of agents felt "very well" or "somewhat" prepared for NAR rule changes.
- **Success in Securing Buyer Representation Agreements:** 65% of agents found securing buyer representation agreements "very easy" or "somewhat easy" under the new rules. Only 16% reported facing challenges in this area.
- **No Significant Impact on Market Activity:** 55% of agents observed no change in market activity since August 17. 26% of agents reported a slight decrease, and 6% saw a significant decrease, while 12% noted slight or significant increases. Responses potentially indicative of a late-summer seasonal slowdown rather than rule-driven changes.
- **Most Buyers Expect Sellers to Cover Agent Compensation:** 83% of agents reported buyers expect sellers to cover 100% of buyer agent commissions.
- **Sellers Largely Willing to Pay Buyer Agent Commissions:** 63% of agents reported that sellers are frequently covering buyer agent commissions, with another 21% indicating occasional coverage.
- **Buy-Side Commission Rates Largely Steady:** 55% of agents reported sellers are offering buy-side commissions of 2.5% or greater. Real's internal data shows average buy-side commission rates through September 15<sup>th</sup> consistent with historical levels.
- **Still, Agents Foresee Modest Adjustments in Future Buy-Side Commission Rates:** 49% of agents surveyed expect future buy-side commissions in the 2.6%-3.0% range, down from 57% pre-rule changes.



# Significant Majority of Agents Prepared for Rule Changes

How prepared did you feel for these changes when they took effect?



Based on survey of approximately 300 real estate agents conducted by Real at the end of August through September 15, 2024; All monthly agent survey results can be accessed at [investors.onereal.com](https://investors.onereal.com).

Northeast consists of: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

Midwest consists of: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, Wisconsin

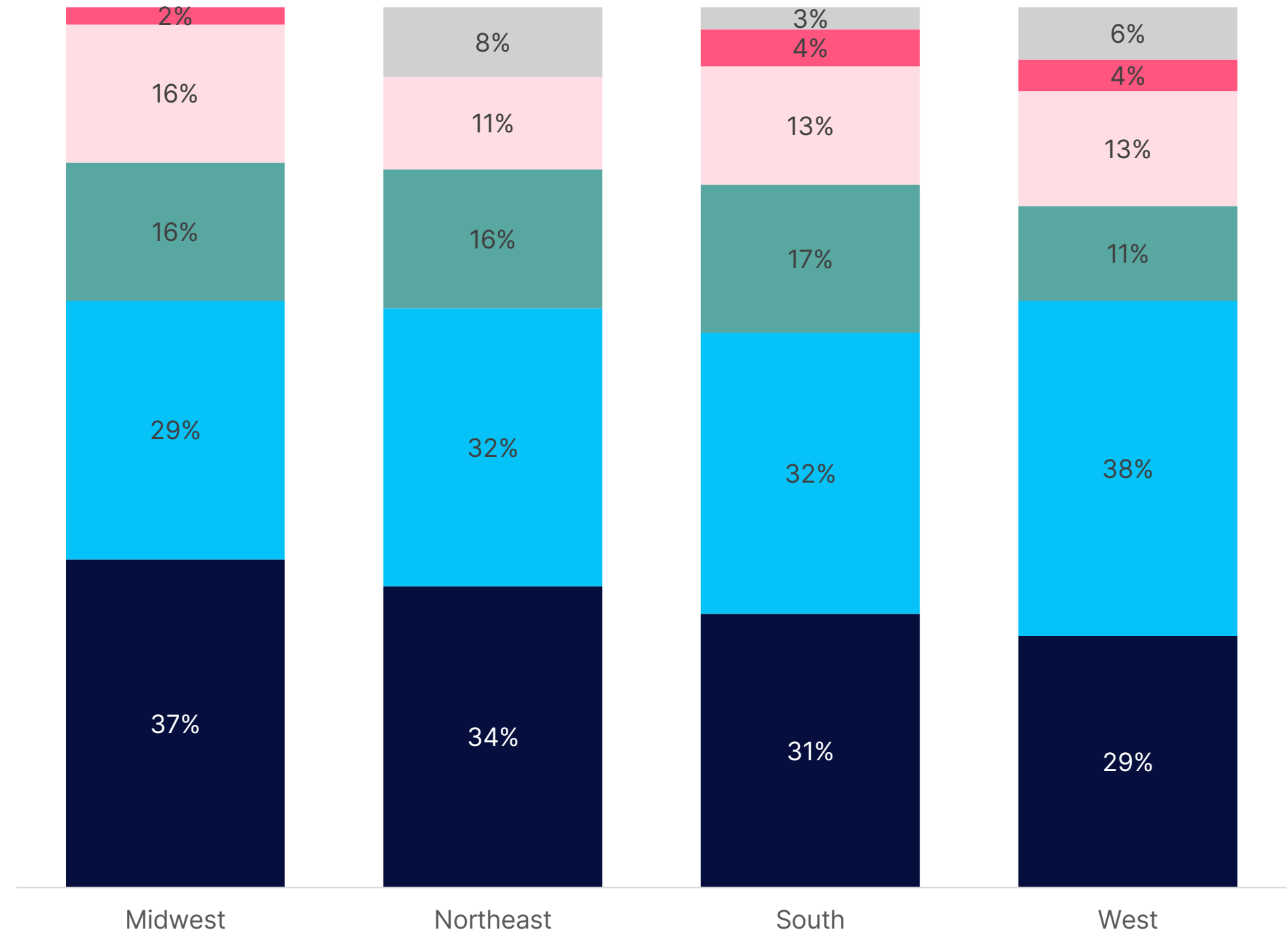
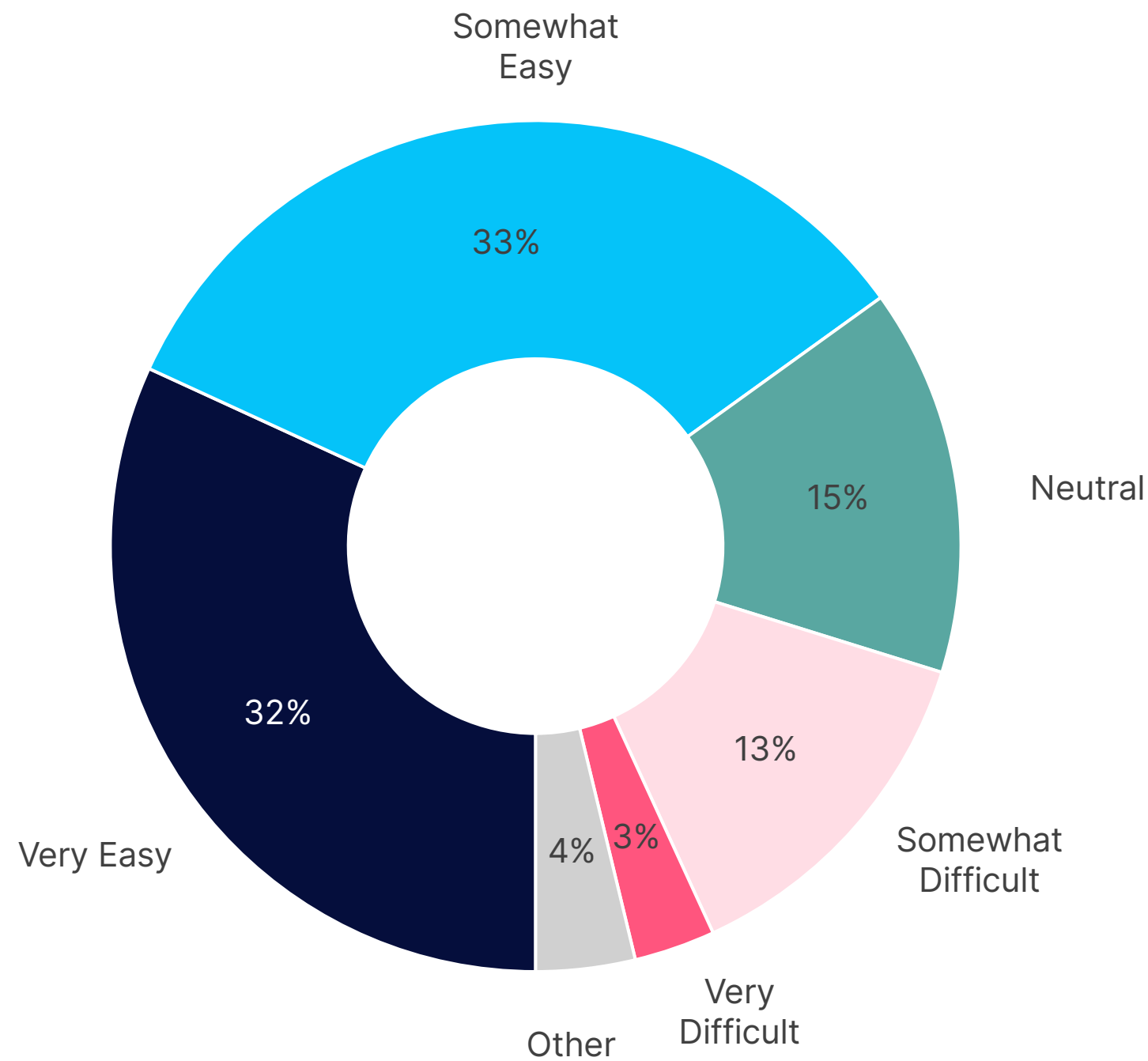
South consists of: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

West consists of: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming



# Strong Success in Securing Buyer Rep Agreements

How easy has it been to get buyers to sign the required representation agreements since the rule changes?



Based on survey of approximately 300 real estate agents conducted by Real at the end of August through September 15, 2024; All monthly agent survey results can be accessed at [investors.onereal.com](https://investors.onereal.com).

Northeast consists of: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

Midwest consists of: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, Wisconsin

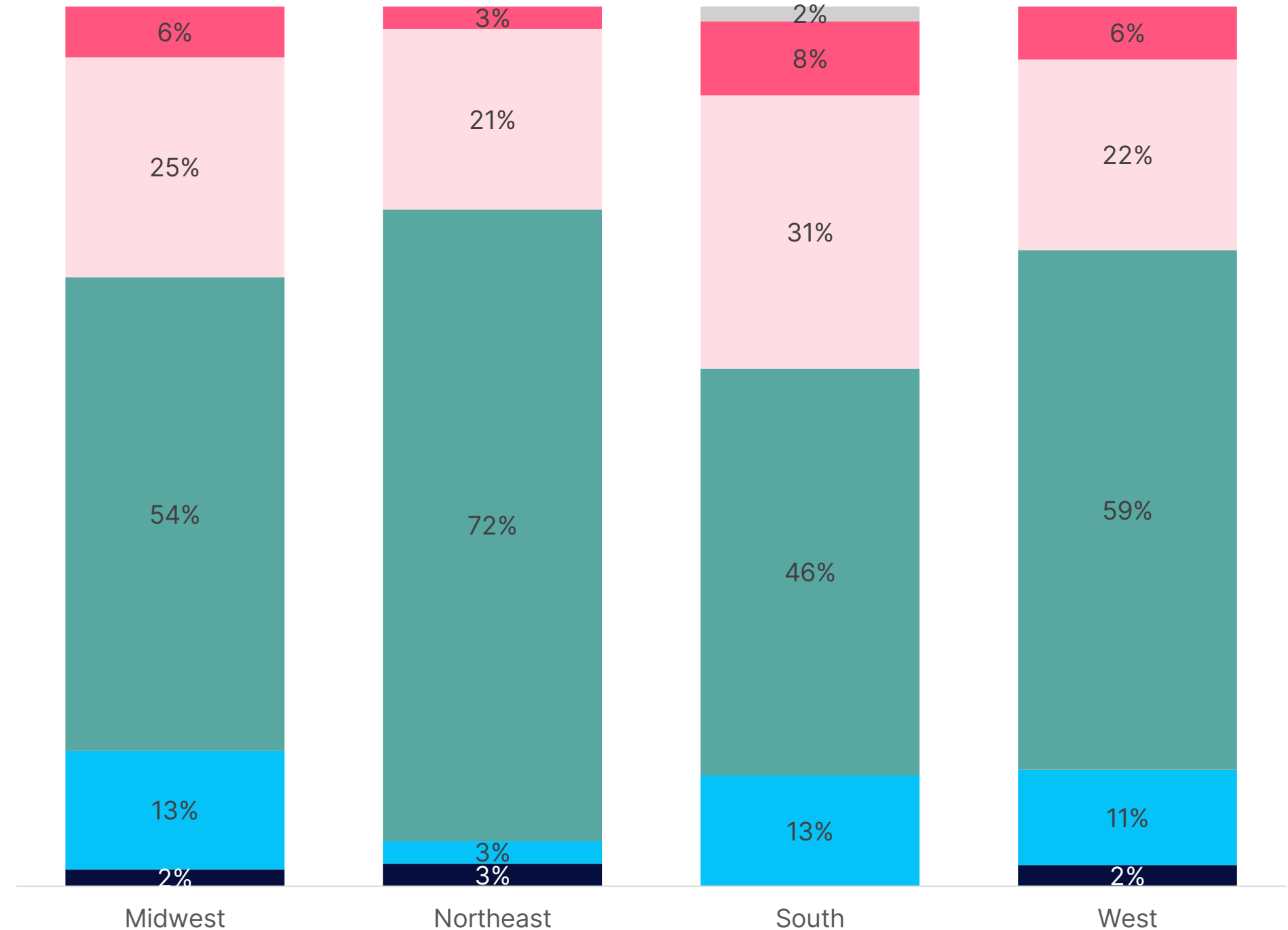
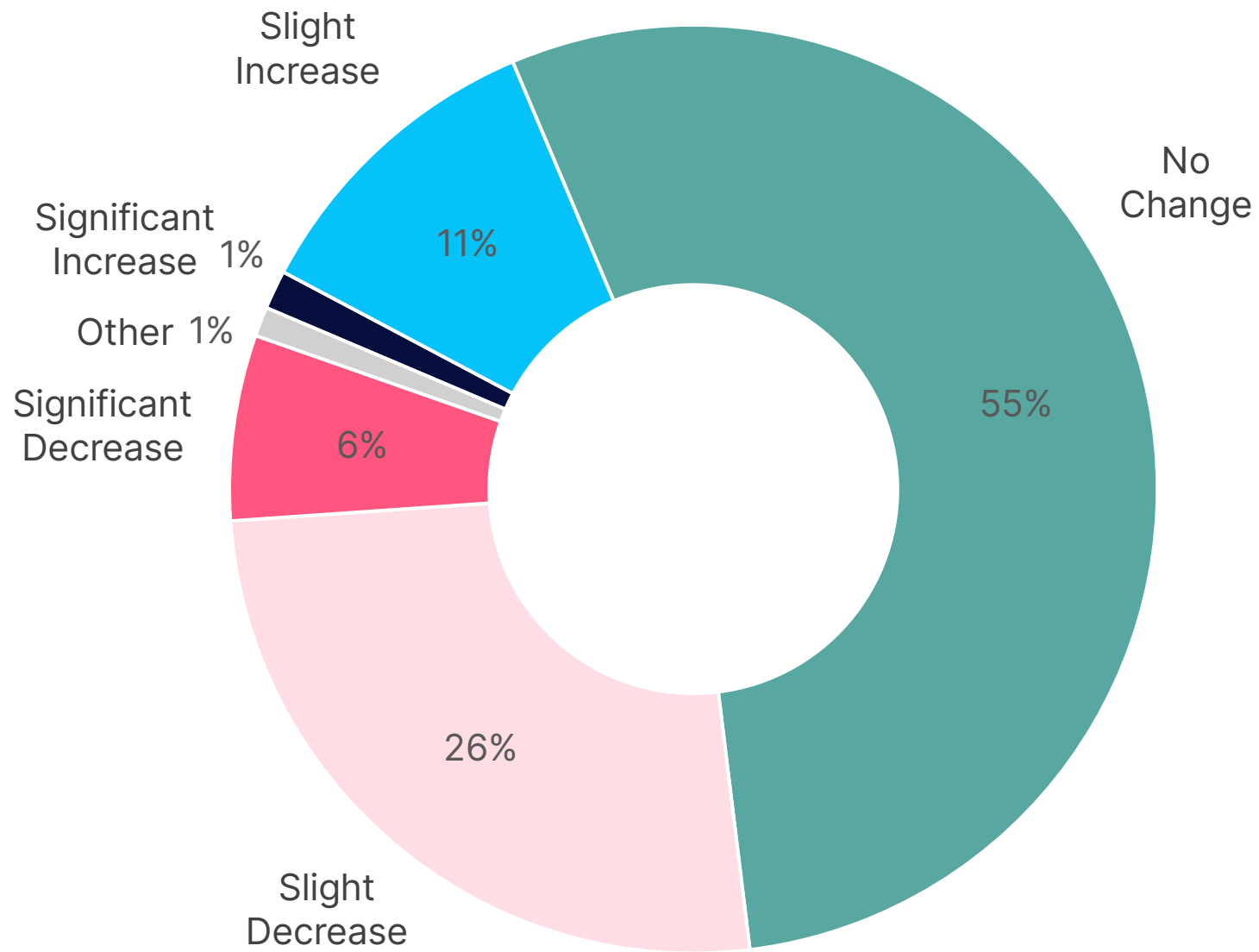
South consists of: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

West consists of: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming



# No Immediate Impact to Market Activity Observed

Have you noticed any change to overall market activity (e.g. buyer interest, listings) in your area since the rule changes?



Based on survey of approximately 300 real estate agents conducted by Real at the end of August through September 15, 2024; All monthly agent survey results can be accessed at [investors.onereal.com](https://investors.onereal.com).

Northeast consists of: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

Midwest consists of: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, Wisconsin

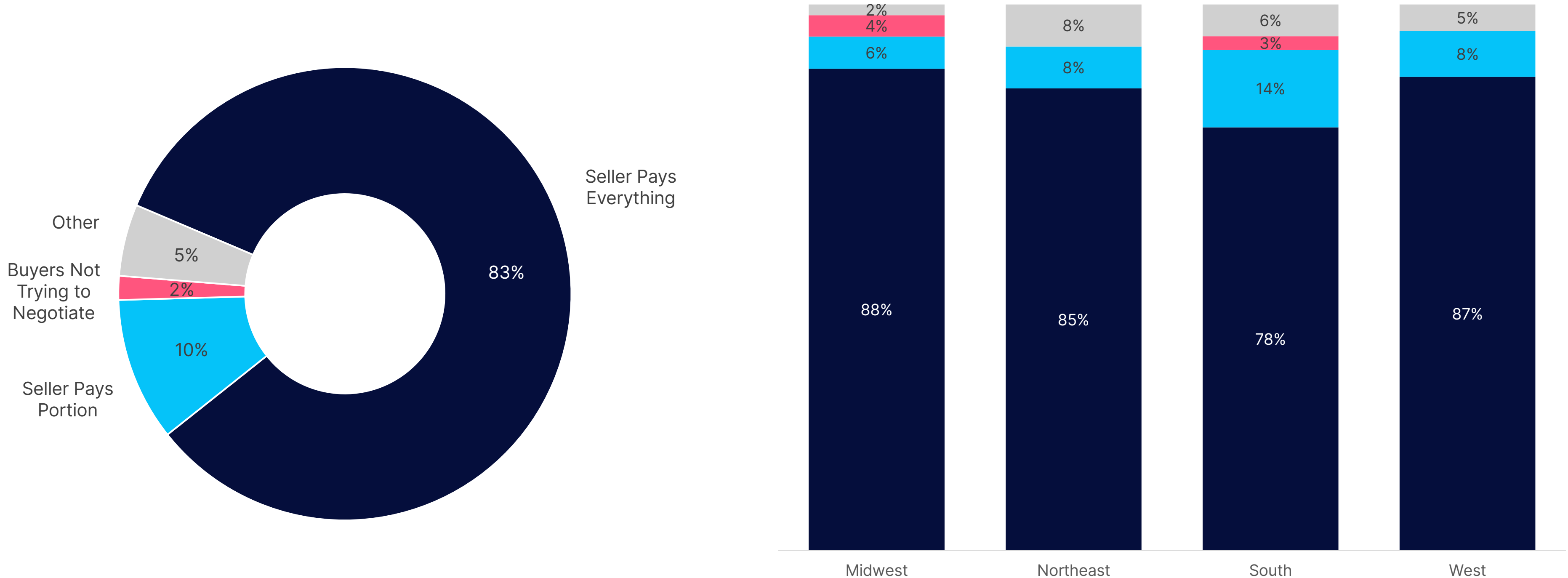
South consists of: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

West consists of: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming



# Most Buyers Expect Sellers to Cover Agent Compensation

If buyers are looking for sellers to participate in buyer agent compensation, what are they asking for?



Based on survey of approximately 300 real estate agents conducted by Real at the end of August through September 15, 2024; All monthly agent survey results can be accessed at [investors.onereal.com](https://investors.onereal.com).

Northeast consists of: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

Midwest consists of: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, Wisconsin

South consists of: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

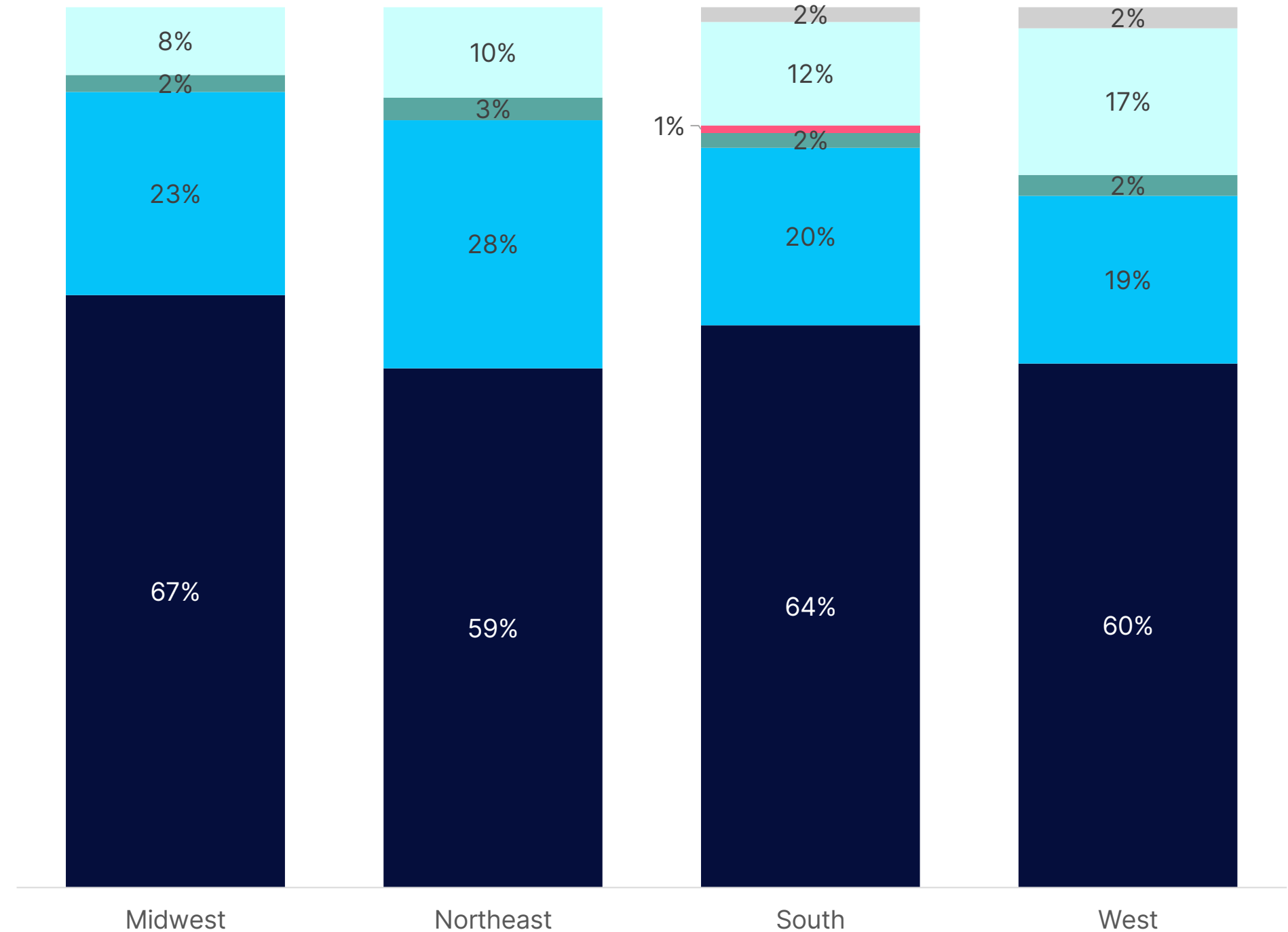
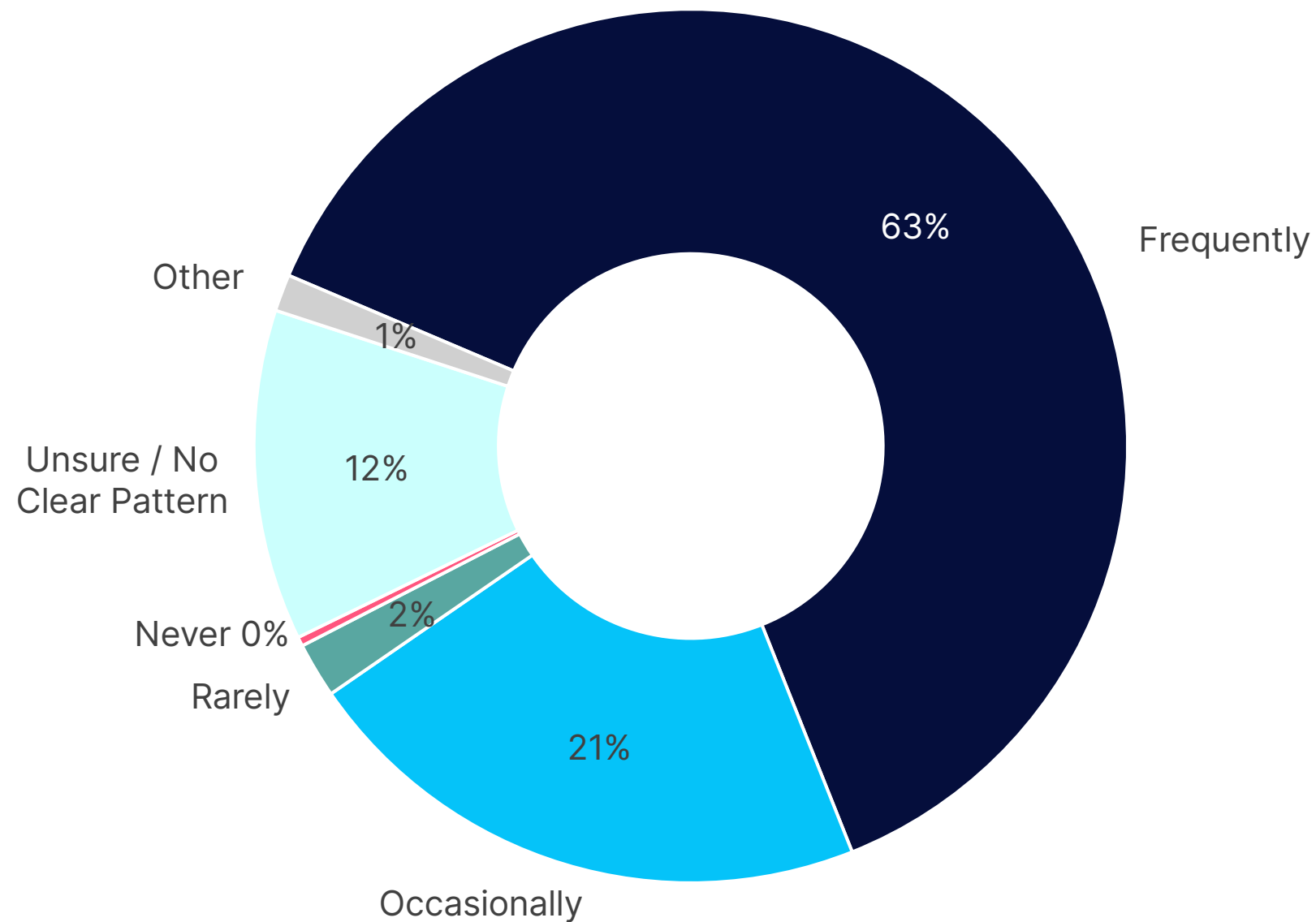
West consists of: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming





# Sellers Largely Willing to Pay Buyer Agent Commissions

Are sellers still willing to cover buyer agent compensation in your market?



Based on survey of approximately 300 real estate agents conducted by Real at the end of August through September 15, 2024; All monthly agent survey results can be accessed at [investors.onereal.com](https://investors.onereal.com).

Northeast consists of: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

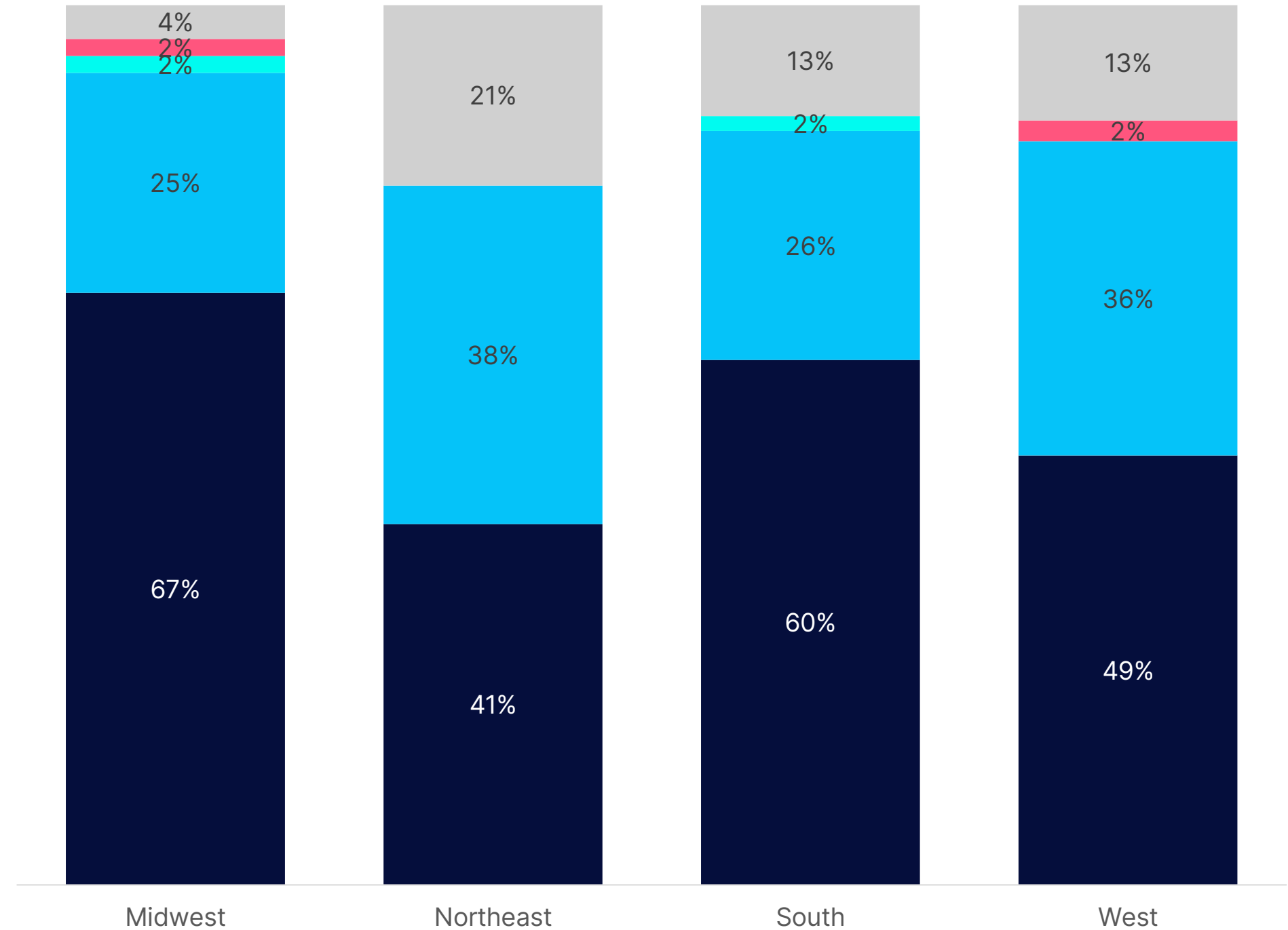
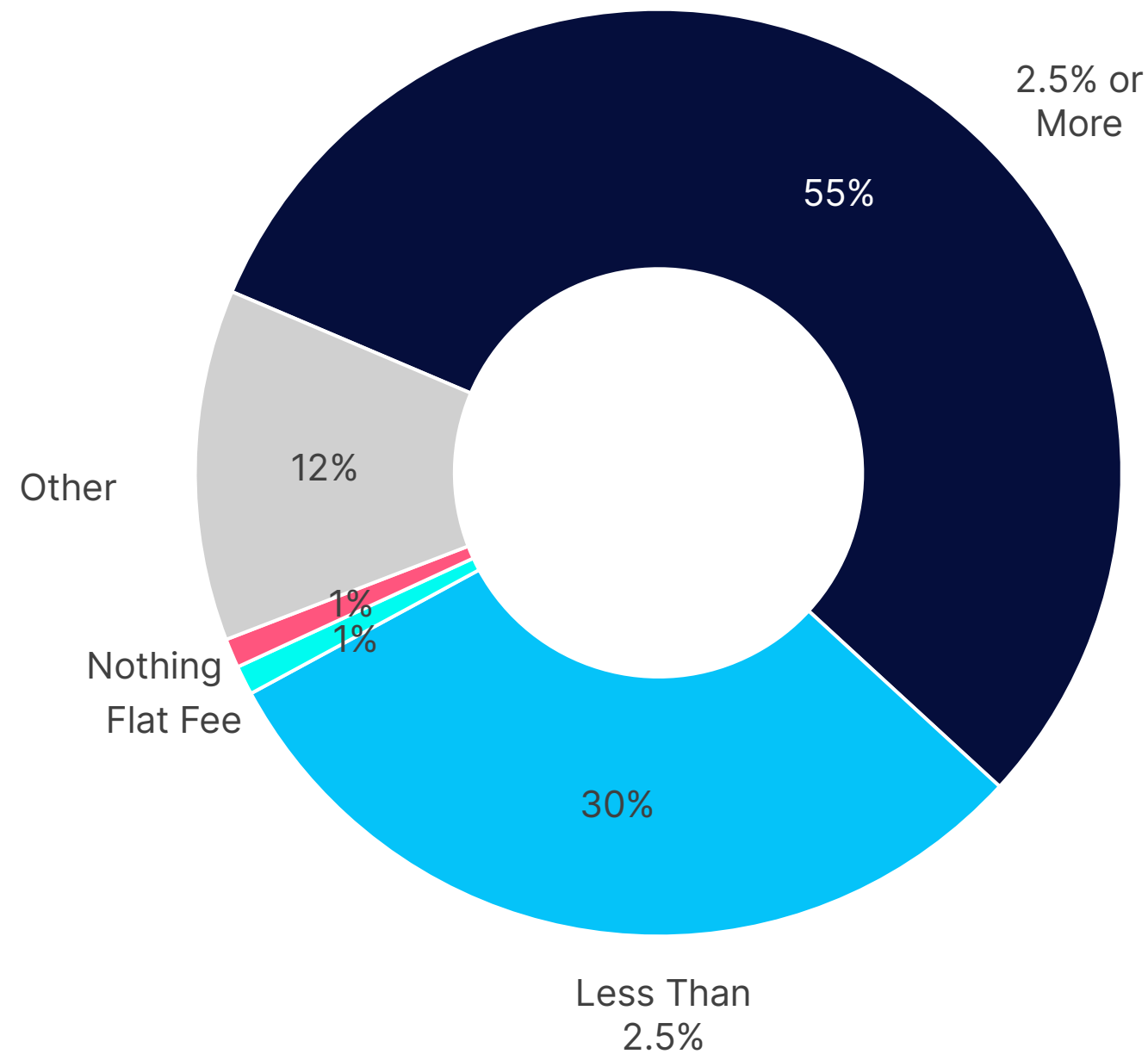
Midwest consists of: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, Wisconsin

South consists of: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

West consists of: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

# Majority of Sellers Offering Competitive Buyer Agent Rates

What type of compensation are sellers willing to cover regarding buyer agent compensation in your market?



Based on survey of approximately 300 real estate agents conducted by Real at the end of August through September 15, 2024; All monthly agent survey results can be accessed at [investors.onereal.com](https://investors.onereal.com).

Northeast consists of: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

Midwest consists of: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, Wisconsin

South consists of: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

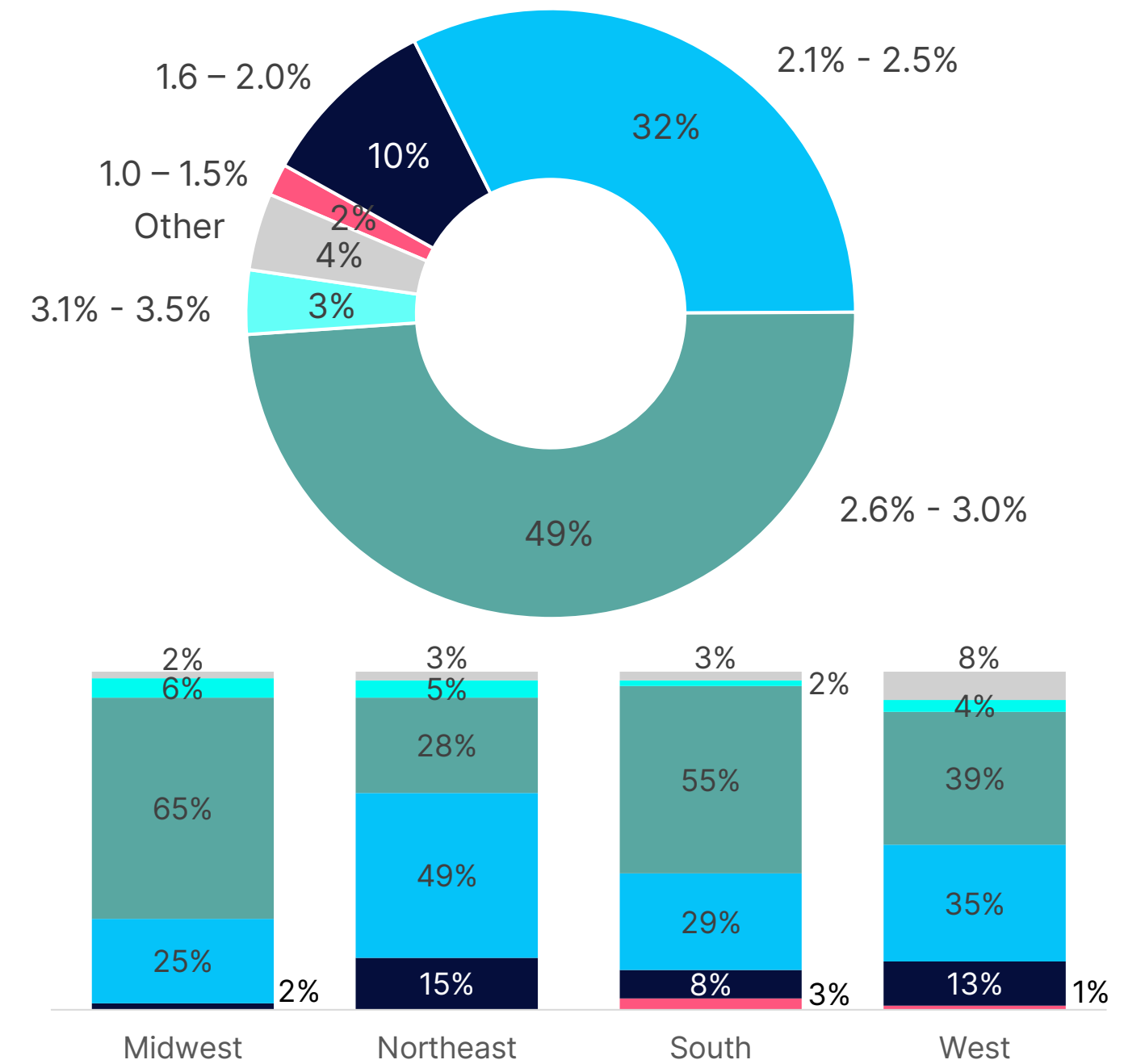
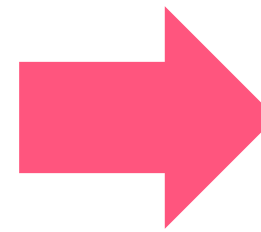
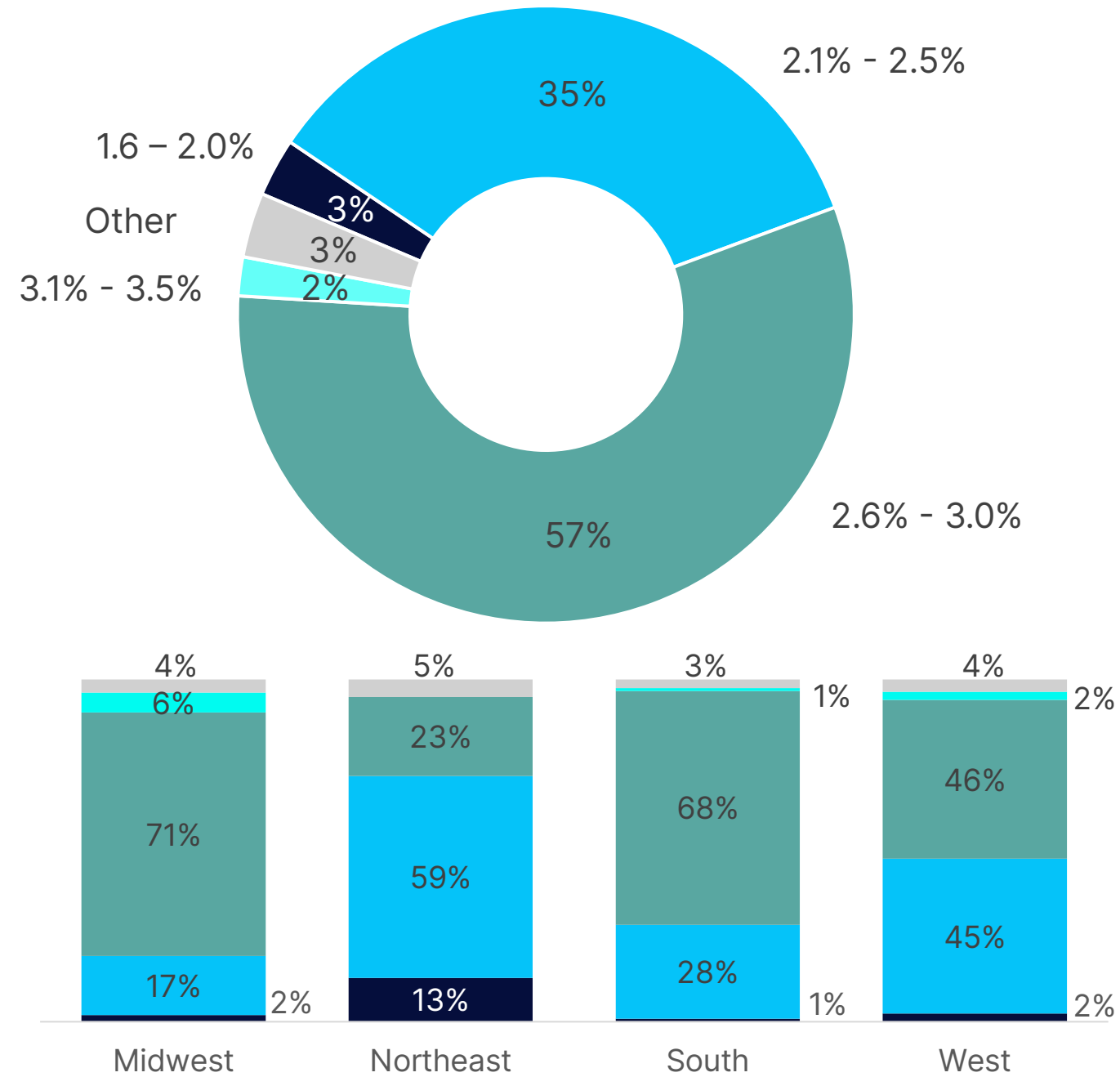
West consists of: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming



# Some Agents Expect Lower Buy-Side Commissions in Future

What was the typical buy-side commission rate you secured before the rule changes?

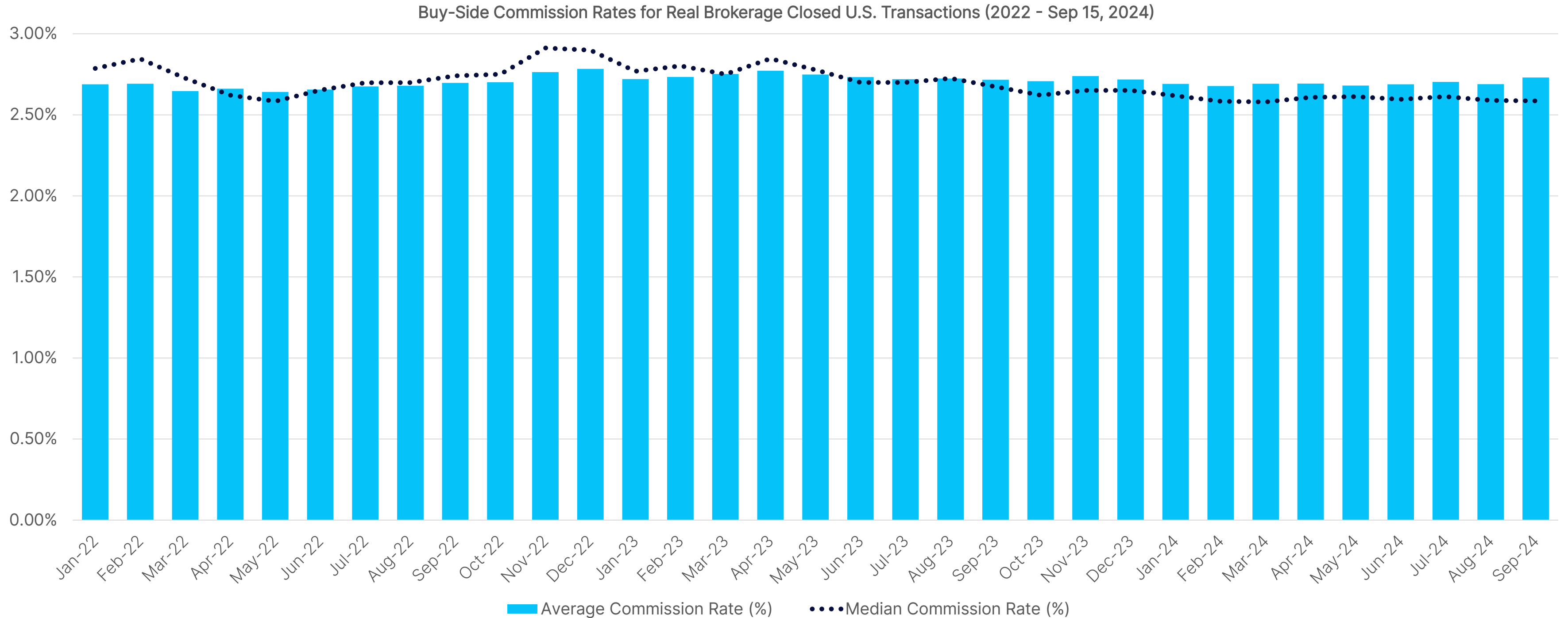
What is the typical buy-side commission rate you expect to secure following the rule changes?



Based on survey of approximately 300 real estate agents conducted by Real at the end of August through September 15, 2024; All monthly agent survey results can be accessed at [investors.onereal.com](https://investors.onereal.com).  
 Northeast consists of: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont  
 Midwest consists of: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, Wisconsin  
 South consists of: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia  
 West consists of: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

# Real Data Shows Steady Buy-Side Commission Rates

Average buy-side commission rates tracking in line with historical range



Data includes U.S. sale transactions where a Real agent represented the buyer, from January 2022 through September 15, 2024. Transactions are based on closing date. Significant outliers, representing special situations not relevant to this analysis, have been excluded

# In Their Own Words: Agent Insights from the Survey

## Comments on Preparedness for Rule Changes

- “I feel well-prepared because we’ve been doing buyer agreements for years now. It’s just more about educating the buyers, which we were already doing.” – Real agent in Washington
- “No big deal. People are making a bigger deal than it really is. We have been doing this for years.” – Real agent in Illinois
- “I haven’t had any issues. When I meet with a buyer for the first time, I go over my value proposition and they end up signing the buyer agency agreement right away. I have conversations with my sellers upfront about all the changes and the fact that a buyer agent commission can be written into an offer, so they are prepared.” – Real agent in Massachusetts

## Comments on Market Activity

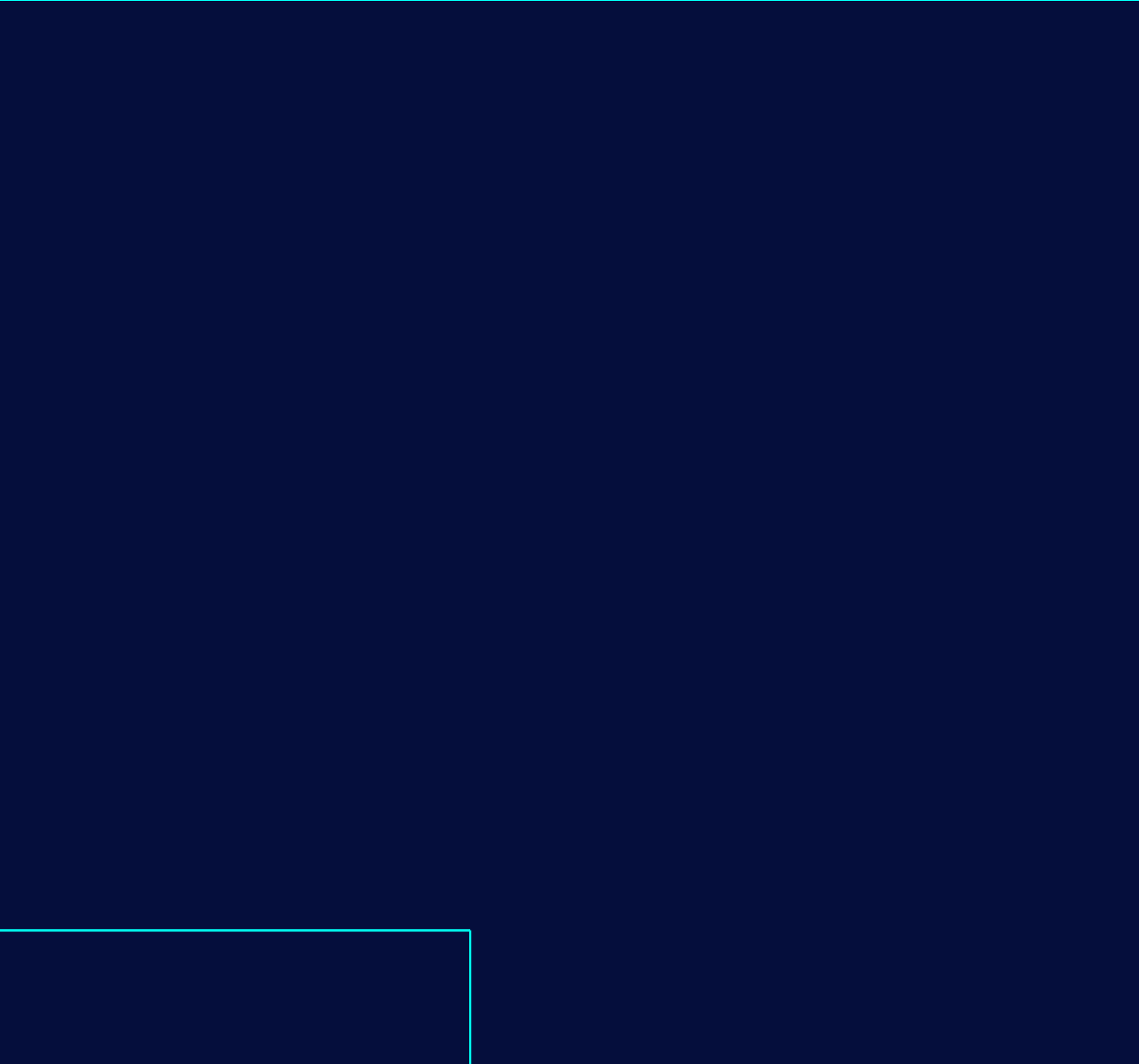
- “I’m not sure that the buyer agency agreement is causing a slow down. I think it has more to do with the state of the economy and the interest rates.” – Real agent in Florida
- “Clients are very confused - both sellers and buyers. Some think that the law is you do not pay realtors anymore and they don’t really like the paperwork up front which has been causing delays and missed opportunities.” – Real agent in Texas
- “Not certain if decrease in activity is due to normal end of summer slowness or due to market shift.” – Real Agent in New York
- “Buyers are hesitant about looking at properties. Showings have slowed down over the past couple weeks since the change.” – Real Agent in Maryland

## Comments on Buyer and Seller Perspectives

- “Sellers are waiting to negotiate in offer which in my opinion is the best option for both sides.” – Real agent in Virginia
- “If explained well sellers are still willing to contribute to buyer agent compensation. I have not had many issues, but it is also very new.” – Real Agent in Ohio
- “Our buyers barely have the money to cover the down payment and so they know right up front they don’t have the money to cover paying for an agent as well. So the sellers here understand covering the buyer agent compensation is needed to sell their property.” – Real Agent in Kansas
- “Young buyers who have never bought a home have not pushed back too much about buyer compensation. They do want the seller to pay compensation but understand they (as buyer) may have to pay.” – Real Agent in Louisiana



# Key Survey Findings: Market Trends and Insights



# Market Trends and Insights

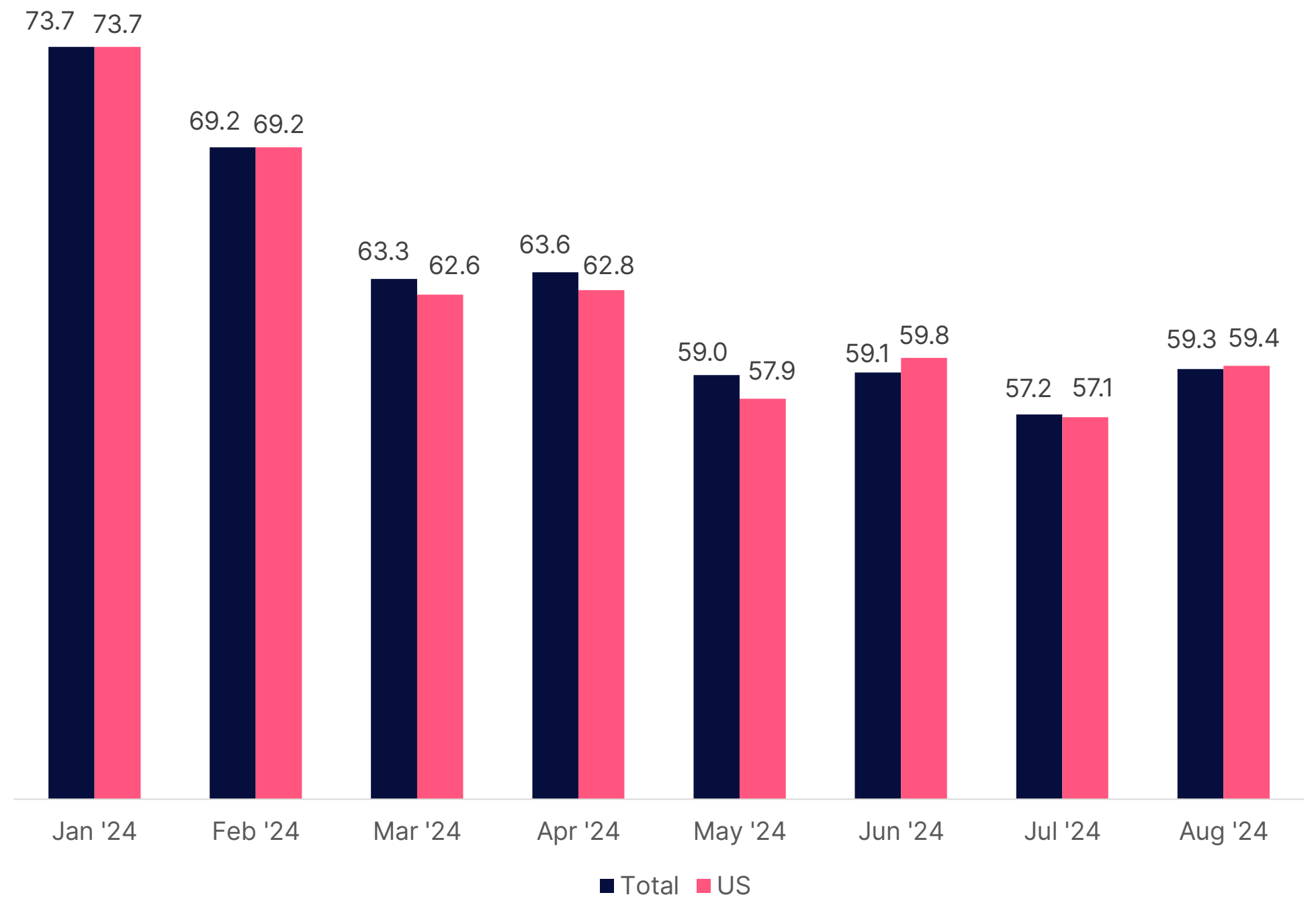
- **Agent Optimism Index Hits Highest Level Since April**
  - The Agent Optimism Index is measured on a 0-100 scale, where a score above 50 indicates a net positive outlook (more optimism than pessimism). The index rose to 59.3 in August, up from 57.2 in July.
  - 38% of agents reported feeling more optimistic about the outlook for their markets, with an additional 9% significantly more optimistic.
- **Home Sale Transactions Continue Downward Trend**
  - The Transaction Growth Index, which captures year-over-year changes in home sale transactions, is also calibrated on a 0-100 scale where scores below 50 signal contraction. The index recorded 41.6 in August, up slightly from 40.1 in July.
  - This contraction aligns with the 4% decline in August existing home sales reported by NAR.
- **Market Power Shifting Back Toward Sellers**
  - 41% of agents now report a seller's market, up from 33% in July. The percentage of agents viewing their market as balanced fell to 39%, while those reporting a buyer's market dropped to 20%.
- **Affordability Still the Biggest Concern**
  - 53% of agents cited affordability/mortgage rates as the top challenge for buyers, down slightly from 56% in July. Inventory concerns rose to 20%, while economic uncertainty grew to 18%.

# Agent Optimism Index

The Real Monthly Agent Survey was initially launched in January 2024. Each month, agents are asked: “Compared to one month ago, are you more optimistic or pessimistic about the outlook for your primary market over the next 12 months?”

Scores are weighted on a 0-100 point scale, with readings above 50 indicating increased optimism about the market outlook over the next 12 months compared to the previous month.

While the Agent Optimism Index has declined since the beginning of the year, it remains in positive territory, reflecting ongoing agent optimism about the future market outlook. Notably, the index saw an uptick in August, reflecting a renewed sense of optimism about the future market outlook.



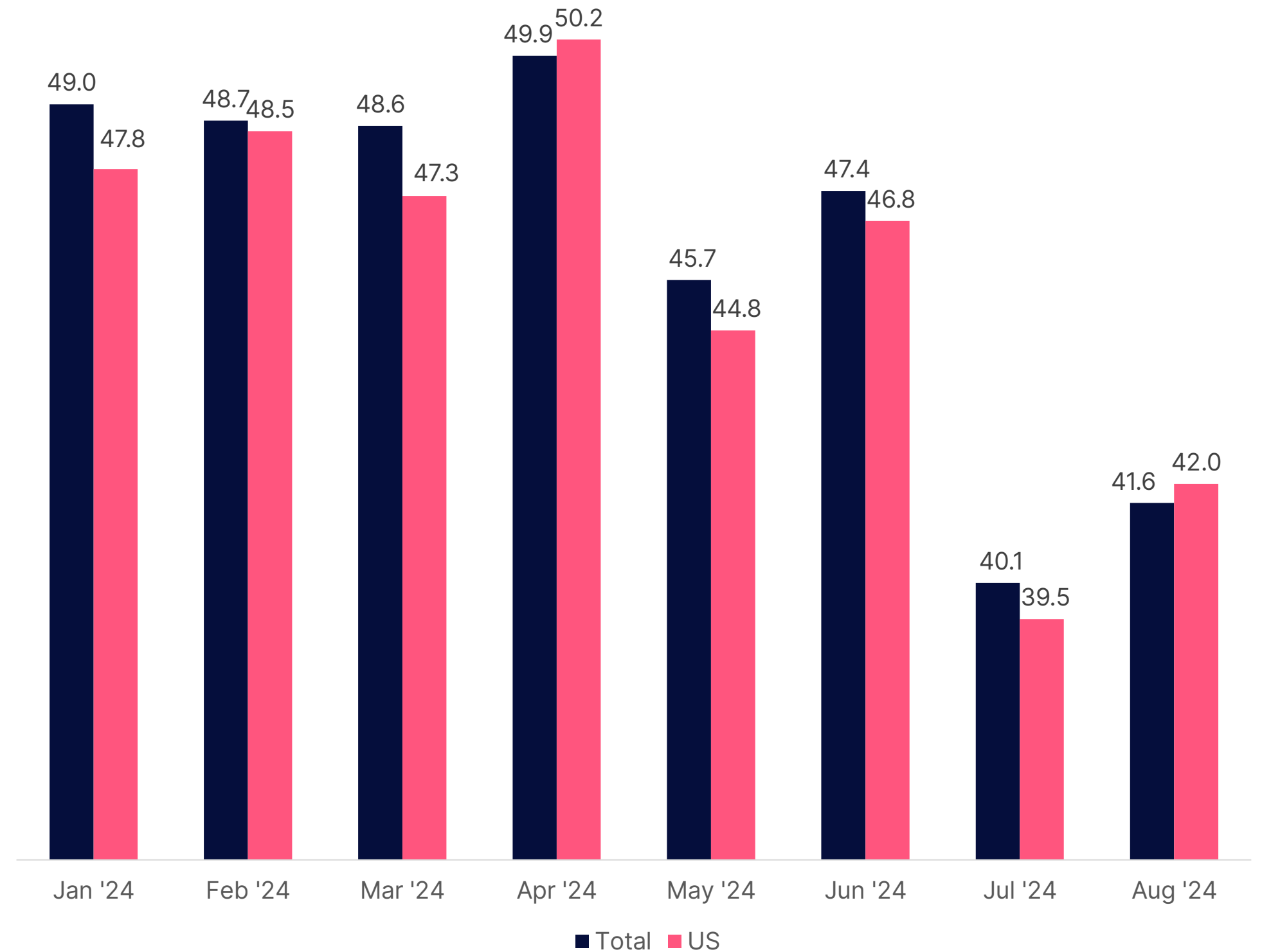


# Transaction Growth Index

Each month, agents are asked: “In your primary market, how would you describe the number of transactions closed compared to the same month last year?”

Scores are weighted on a 0-100 point scale, with scores above 50 indicating year-over-year growth and scores below 50 signaling a decline.

The Total Transaction Growth Index has consistently registered below 50 each month this year, reflecting year-over-year declines in North American home sale transactions.

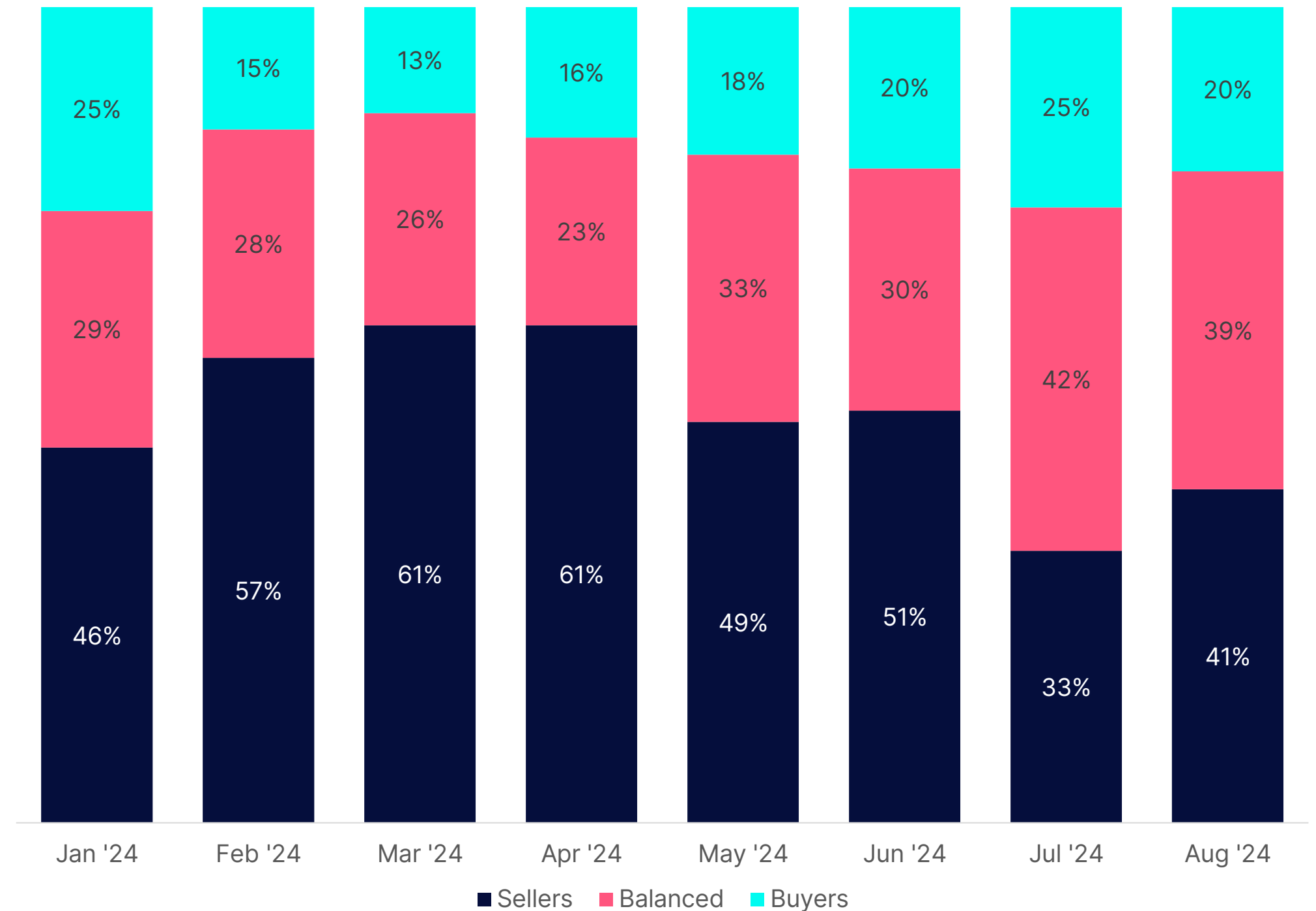


# Balance of Power Between Buyers and Sellers

Each month, agents are asked: “As of the current month, would you consider your primary market to be a buyer's market, seller's market, or balanced market?”

The trend indicates a consistent perception of a Seller's market, with a higher percentage of agents reporting that sellers hold more power compared to buyers.

While this perception peaked in March and April with 61% of agents favoring a Seller's market, recent months have shown a shift. In July, 33% of agents viewed the market as favoring sellers, which increased to 41% in August. Meanwhile, 20% of agents now view the market as a Buyer's market, down from 25% in July, indicating a shift back toward sellers.

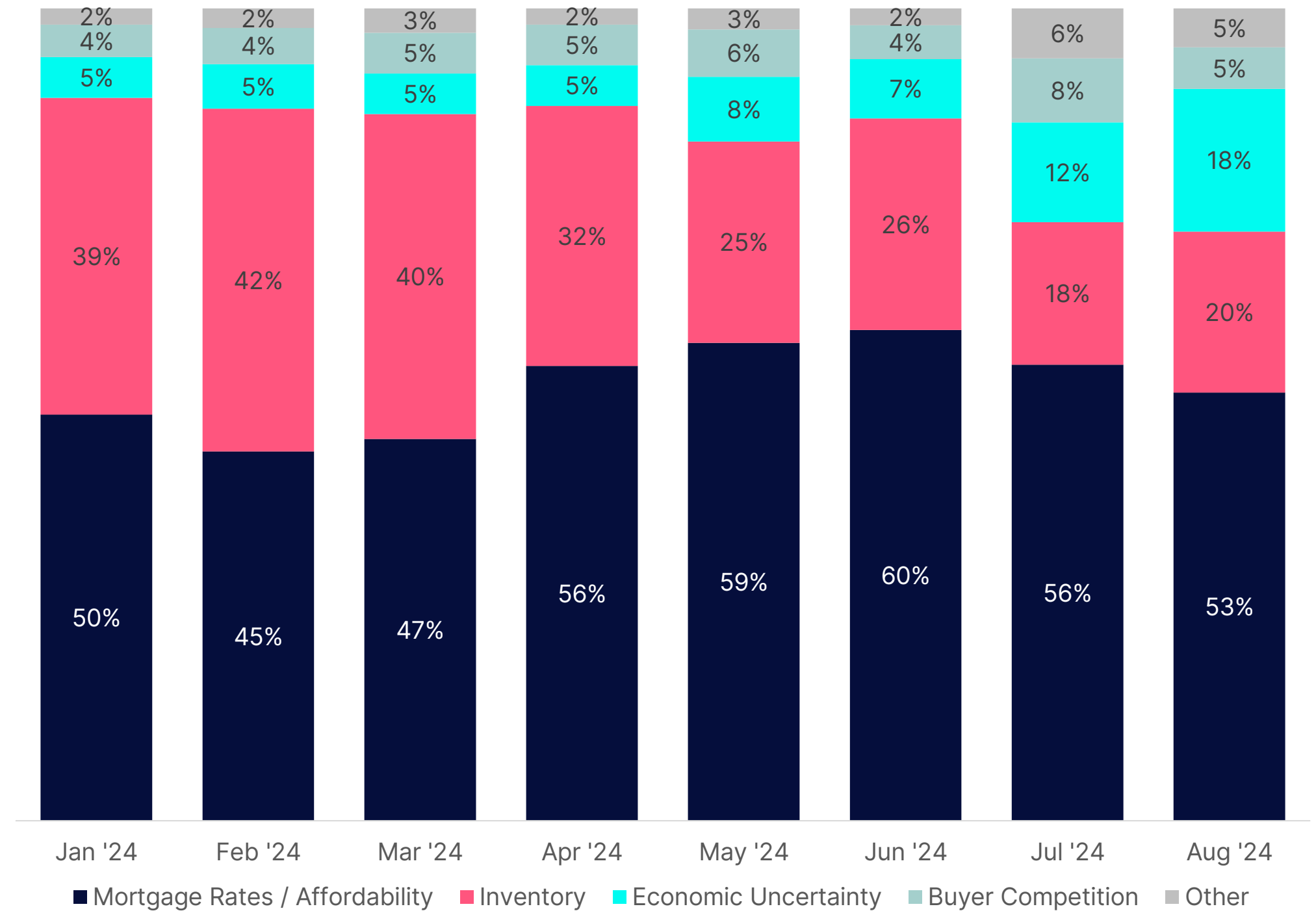


# Biggest Challenges for Prospective Home Buyers

Each month, agents are asked: “What is the biggest challenge currently for buyers in your primary market?”

The data shows that affordability remains the most significant challenge for home buyers, consistently cited by a majority of agents. Inventory shortages and economic uncertainty also continue to be notable concerns.

The monthly trend shows affordability peaking at 60% in June, then slightly easing to 56% in July and 53% in August, likely due to the easing of mortgage rates. Inventory concerns increased slightly, from 18% in July to 20% in August, while economic uncertainty has seen a more meaningful increase, growing from 12% in July to 18% in August.





real Thank you!