NEWS RELEASE

Real REMAX Group’s Monthly Agent Survey: Buyer Leverage Reaches Record High as Home Sale Cancellations Rise

2026-11-25

64% of agents report buyer-favorable market conditions, while nearly half say contract cancellations are above historical norms

MIAMI--(BUSINESS WIRE)-- Real REMAX Group (NASDAQ: REAX), a leading technology-enabled global real estate platform, today released results from its October 2026 Agent Survey, highlighting increasingly buyer-favorable housing market conditions and a rise in home purchase contract cancellations. The share of agents reporting buyer-favorable conditions reached sixty-four percent (64%), the highest level since the survey began in January 2024. While agent optimism improved in October, transaction activity remained subdued as mortgage rates and affordability continued to weigh on homebuyer demand.

The survey also found that nearly half of agents reported contract cancellations occurring more frequently than historical norms. Inspection and property condition issues, along with financing and affordability challenges, were the most commonly cited reasons for deals falling through. When contracts are canceled, agents reported that properties are more likely to return to the market at their original asking prices than at reduced prices.

“Buyers continue to gain negotiating leverage as affordability challenges weigh on housing demand,” said Tamir Poleg, Chairman and CEO of Real REMAX Group. “Agents are also seeing more transactions fall through as buyers encounter financing hurdles. The gap between buyer and seller expectations remains a challenge and sellers who are realistic about pricing will be better positioned to complete transactions in today's market.”

Key Survey Findings: Market Trends and Insights

- Agent Optimism Rebounds from September: The Company's Agent Optimism Index, which measures agents' 12-month forward outlook, increased to 53.0 in October from 45.8 in September, rising above the 50 threshold that signals a net positive outlook. Thirty-six percent (36%) of agents reported feeling more optimistic than the prior month, compared to twenty-eight percent (28%) who reported feeling more pessimistic.
- Transaction Activity Remains Subdued: The Company's Transaction Growth Index, which tracks home sales activity reported by agents within their local markets, remained at 40.3 in October, unchanged from September and below the 50 threshold that signals year-over-year growth. More than half, fifty-five percent (55%), of agents reported fewer transactions compared to the same time last year, while twenty-four percent (24%) reported unchanged activity and twenty-one percent (21%) reported an increase.
  Note: These indices reflect agents' perceptions of local market trends and are not indicative of Real REMAX Group's company-specific transaction volume. Index scores are weighted on a 0-100 point scale, with scores above 50 indicating a net positive outlook or year-over-year growth, as applicable.
- Buyer-Favorable Conditions Reach New High: Sixty-four percent (64%) of agents characterized their local markets as favoring buyers, up from fifty-five percent (55%) in September and the highest reading since the survey began in January 2024. Just ten percent (10%) of agents reported seller-favorable conditions, while twenty-six percent (26%) described their markets as balanced.
- Affordability Remains the Biggest Challenge for Buyers: Sixty-one percent (61%) of agents cited mortgage rates and affordability as the biggest challenge facing buyers, down from sixty-seven percent (67%) in September. Economic uncertainty followed at twenty-five percent (25%), while inventory constraints were cited by just seven percent (7%) of agents.

Key Survey Findings: Home Purchase Contract Cancellation Trends

- Nearly Half of Agents Report Elevated Cancellation Rates: Forty-eight percent (48%) of agents characterized the current frequency of home purchase contract cancellations in their local market as higher than historical norms, including thirty-seven percent (37%) who said cancellations are somewhat higher than normal and eleven percent (11%) who said they are significantly higher. Twenty-eight percent (28%) described cancellation rates as normal.
- Contract Cancellations Increase Over the Past Six Months: Forty-seven percent (47%) of agents reported that home purchase contracts are falling through more frequently than six months ago, including ten percent (10%) who reported a significant increase and thirty-seven percent (37%) who reported a moderate increase. Twenty-nine percent (29%) said cancellation frequency remained about the same.
- Inspections and Financing Issues the Most Common Reasons Deals Fall Through: Inspection or property condition issues were the most commonly cited reason for contracts falling through at twenty-nine percent (29%), followed closely by financing or affordability challenges at twenty-eight percent (28%). Another twenty percent (20%) pointed

to buyers reconsidering their purchases, while just three percent (3%) cited appraisal or valuation issues.

- Most Relisted Homes Return at Original Asking Prices: When a home purchase contract falls through, forty-six percent (46%) of agents reported that the property most commonly returns to the market at the same asking price, compared to thirty-one percent (31%) who said it returns at a reduced asking price. Just three percent (3%) reported that properties typically find another buyer quickly, while another three percent (3%) said they are withdrawn from the market.

A full summary of these results can be found on Real REMAX Group's investor relations website at **https://investors.realremaxgroup.com/**.

About the Survey

The Real REMAX Group October 2026 Agent Survey included responses from 473 real estate agents affiliated with The Real Brokerage Inc. across the United States and Canada and was conducted between November 6, 2026 and November 16, 2026. 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 REMAX Group'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 REMAX Group

Real REMAX Group Inc. (NASDAQ: REAX) is a leading technology-enabled global real estate platform spanning brokerage, franchising and ancillary services. The fast-growing company combines these essential real estate services with powerful technology to deliver a seamless end-to-end consumer experience, guided by trusted real estate professionals. With 180,000+ agents, more than 100,000 of whom are based in the U.S. and Canada, and a presence in over 120 countries and territories, Real REMAX Group supports agents and broker/owners to power their own forward-thinking businesses. Additional information can be found on its website at **www.realremaxgroup.com**.

Forward-Looking Information

Some of the statements in this press release are "forward-looking statements," as that term is defined in the Private Securities Litigation Reform Act of 1995, including, but not limited to, statements relating to the residential real estate market and other markets in which we participate. You can identify forward-looking statements by the fact that these statements do not relate strictly to historical or current matters. Rather, forward-looking statements relate to anticipated or expected events, activities, trends or results. Accordingly, these forward-looking statements should be evaluated with consideration given to the many risks and uncertainties inherent in our business that could cause actual results and events to differ materially from those anticipated by the forward-looking statements. We wish to caution readers not to place undue reliance on any forward-looking statements, which are expressly qualified in their entirety by this cautionary statement and speak only as of the date made. Important factors that could cause differences between anticipated and

actual results include slowdowns in the real estate markets, and economic and industry downturns; the Company's inability to achieve anticipated cost-saving synergies and other benefits of Real's acquisition of REMAX; the Company's inability to attract new agents and franchisees, and retain current agents and franchisees, including increases in agent attrition; the Company's indebtedness, its ability to generate sufficient cash flow to service its debt and to comply with the covenants and restrictions in its credit agreement, and changes in interest rates; the Company's inability to successfully launch new products and features, or successfully provide its technology to REMAX franchisees and their agents; the Company's inability to scale while improving operating leverage, or inability to successfully execute our strategies, including our strategy related to HeyLeo and Leo Pro; possible unfavorable results in legal proceedings; changes in laws, regulations or the regulatory environment affecting our business; disruptions to our technology or cybersecurity incidents; and the other risks and uncertainties described in our filings from time to time with the Securities and Exchange Commission, including those included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our Quarterly Report on Form 10-Q for the period ended September 30, 2026. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. Neither future distribution of this press release nor the continued availability of this press release in archive form on Real REMAX Group's website should be deemed to constitute an update or re-affirmation of these statements as of any future date.

Investor inquiries, please contact:
investors@realremaxgroup.com

For media inquiries, please contact:
press@therealbrokerage.com
201.564.4221

Source: Real REMAX Group Inc.