NEWS RELEASE

Real REMAX Group's Monthly Agent Survey: Higher Mortgage Rates Deepen Affordability Pressures

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Three out of four agents say homes are taking longer to sell as inventory rises and buyers remain price-sensitive

MIAMI--(BUSINESS WIRE)-- Real REMAX Group (NASDAQ: REAX), a leading technology-enabled global real estate platform, today released results from its August 2026 Agent Survey, highlighting continued affordability pressures, rising inventory and longer days on market. The findings point to a housing market where buyers have more options, but higher borrowing costs continue to constrain purchasing power and transaction activity.

"Affordability continues to be the biggest challenge in the housing market," said Tamir Poleg, Chairman and CEO of Real REMAX Group. "Higher mortgage rates are putting additional pressure on buyers, while many sellers have been slow to adjust their price expectations. With homes taking longer to sell, realistic pricing and sound advice matter more than ever."

Key Survey Findings: Market Trends and Insights

- Agent Sentiment Cools: The Company's Agent Optimism Index, which measures agents' 12-month forward outlook, decreased to 54.3 in August from 58.9 in July, but remained above the 50 threshold that signals a net positive outlook. Thirty-nine percent (39%) of agents reported feeling more optimistic than the prior month, including 8% who described themselves as significantly more optimistic, compared to 25% who reported feeling more pessimistic.
- Transaction Activity Softens: Real REMAX Group's Transaction Growth Index, which tracks home sales activity

reported by agents within their local markets, decreased to 44.6 in August from 52.5 in July, slipping below the 50 threshold that signals year-over-year growth. Twenty-five percent (25%) of agents reported increased transaction activity compared to August 2025, while 34% reported activity was unchanged and 41% reported fewer transactions.

Note: This index reflects agents' perceptions of local market trends and is 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 year-over-year growth and below 50 signaling a decline.

- Buyer-Favorable Conditions Persist: Forty-six percent (46%) of agents characterized their local market as favoring buyers. Nineteen percent (19%) reported seller-favorable conditions, while 35% described their markets as balanced.
- Affordability Remains the Top Buyer Challenge: Affordability was cited by 58% of agents as the biggest challenge facing buyers, the highest level in the past 12 months. Economic uncertainty followed at 26%, while inventory constraints were cited by 9% of agents.

Key Survey Findings: Housing Inventory and Days on Market

- Homes Taking Longer to Sell: Three-quarters (75%) of agents reported homes in their local markets are taking longer to sell than a year ago, including 23% who reported significantly longer days on market. Just 6% of agents said homes are selling faster than the prior year.
- Housing Inventory Builds: Fifty-three percent (53%) of agents reported higher housing inventory than a year ago, compared to 20% who reported lower inventory levels. Thirteen percent (13%) reported significantly higher inventory levels.
- Seller Price Expectations Remain a Key Hurdle: When asked what is contributing most to longer days on market, 48% of agents pointed to seller price expectations, while 35% cited fewer buyers able to afford a home at current borrowing costs.

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

About the Survey

The Real REMAX Group August 2026 Agent Survey included responses from 455 real estate agents affiliated with The Real Brokerage Inc. across the United States and Canada and was conducted between September 1, 2026 and September 11, 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" within the meaning of the federal securities laws, including Section 27A of the U.S. Securities Act of 1933, as amended, and Section 21E of the U.S. Exchange Act of 1934, as amended, and the U.S. Private Securities Litigation Reform Act of 1995, including statements regarding the stock repurchase authorization. Forward-looking statements include all statements that do not relate solely to historical or current facts, and can generally be identified by the use of words such as “anticipate”, “believe”, “estimate”, “expect”, “intend”, “plan”, “potential”, “project”, and similar expressions or future or conditional verbs such as “could”, “may”, “should”, “will” and “would”. Such forward-looking statements include, but are not limited to, statements regarding Real REMAX Group leadership’s confidence in the execution of its strategy; statements regarding the anticipated benefits of the recently completed business combination (the “business combination”) by and between The Real Brokerage Inc. (“legacy Real”) and RE/MAX Holdings, Inc. (“legacy REMAX”); the anticipated impact of the business combination on Real REMAX Group’s business and financial and operating results, including its expected leverage and the amount and timing of synergies from the business combination; and the anticipated amount, manner and timing of execution of the share repurchase program. These statements inherently involve numerous risks, uncertainties, and assumptions that could cause actual results to differ materially from those projected in these statements, including statements about the anticipated benefits of the business combination. Where, in any forward-looking statement, Real REMAX Group expresses an expectation or belief as to future results or events, it is based on Real REMAX Group’s current plans and expectations, expressed in good faith and believed to have a reasonable basis. However, Real REMAX Group cannot give any assurance that any such expectation or belief as to future results will be achieved or accomplished. Significant risk factors that may cause such a difference include, but are not limited to, risks related to disruption from the business combination, including disruption of management time from current plans and ongoing business operations due to the business combination and matters relating to integrating the businesses of legacy Real and legacy REMAX; the risk that the business combination could have an adverse effect on Real REMAX Group’s ability to retain agents, franchisees and personnel or that there could be potential adverse reactions or changes to business relationships resulting from the business combination; unexpected costs, charges or expenses resulting from the business combination; potential litigation relating to the business combination and the effects of any outcomes related thereto; the ability of Real REMAX Group to achieve the synergies and other anticipated benefits expected from the business combination or such synergies and other anticipated benefits taking longer to realize than anticipated; the ability of Real REMAX Group to achieve the expected leverage or such leverage taking longer to realize than anticipated; anticipated tax treatment, unforeseen liabilities, future capital expenditures, economic performance, future prospects and business and management strategies for the management, expansion and growth of the Company's operations; slowdowns in real estate markets, economic and industry downturns, Real REMAX Group's ability to attract new agents and retain current agents, Real REMAX Group's inability to successfully launch new products and features; Real REMAX Group's inability to scale while improving operating leverage, or inability to successfully execute its strategies, including its strategy related to HeyLeo; possible unfavorable results in legal proceedings; changes in laws, regulations or the regulatory environment affecting our business; disruption to our technology or cybersecurity incidents; and other risk factors detailed from time to time in our reports filed with the SEC, as well as in legacy Real's and legacy REMAX's reports filed with the SEC, including legacy Real's annual report on Form 40-F, reports on Form 6-K and other documents filed with the SEC, and legacy REMAX's annual report on Form 10-K, quarterly reports on Form 10-Q, reports on Form 8-K and other documents filed with the SEC, copies of which are available at **www.sec.gov**, and legacy Real's reports filed with Canadian securities regulators, including legacy Real's audited annual financial statements and annual management's discussion and analysis for the financial year ended December 31, 2025, Annual Information Form dated March 4, 2026 and quarterly financial statements and quarterly management's discussion and analysis for the period ended June 30, 2026, copies of which are available under legacy Real's SEDAR+ profile at **www.sedarplus.ca**.

Real REMAX Group does not assume any obligation to publicly provide revisions or updates to any forward-looking statements, whether as a result of new information, future developments or otherwise, should circumstances change, except as otherwise required by securities and other applicable laws. 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.

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