



NEWS RELEASE

# Real's August Agent Survey: Agents Remain Optimistic, While Commission Rates Remain Stable

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MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX, "Real"), a leading real estate technology platform redefining the industry through innovation and culture, today released results from its August 2025 Agent Survey. The data reveals that agent optimism about the market outlook remains resilient, even as transaction activity continues to trend below last year's levels. Notably, the survey also showed that in the twelve months since NAR-mandated practice changes went into effect, the vast majority of agents report no change in typical commission rates. This stability highlights the enduring value agents provide to their clients throughout the transaction process.

"Our August survey shows that despite ongoing market challenges, agents remain optimistic about the future," said Tamir Poleg, Chairman and CEO of Real. "With the recent pullback in mortgage rates, we are hopeful the housing market will begin to recover to more normalized transaction levels. Meanwhile, Real will continue to equip our agents with the technology, tools and support to thrive in any market."

## Key Survey Findings: Market Trends and Insights

- **Agent Optimism Remains Positive Despite a Slight Dip:** Real's Agent Optimism Index, which measures agents' 12-month outlook, saw a slight decrease to 64.2 in August from 67.2 in July. However, the index remains well above 50, indicating a net positive outlook. Overall, 60% of agents felt more optimistic compared to the prior month, including 10% who were significantly more optimistic.
- **Transaction Activity Continues to Moderate:** Real's Transaction Growth Index, which tracks agent-reported year-over-year changes in home sales activity within their local markets, registered at 42.7 in August, down from 49.3 in

July. The data shows 48% of agents saw fewer transactions compared to last August, while 25% reported an increase, and 27% saw activity that was approximately flat year-over-year. (Note: This index reflects agents' perceptions of local market trends and is not indicative of Real's company-specific transaction volume. 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).

- Buyer's Market Continues to Dominate: In August, 50% of agents reported their local market favors buyers, a slight decrease from 52% in July. The proportion of agents who said their market favored sellers remained consistent at 19%, while 31% described conditions as balanced.
- Affordability and Economic Concerns Persist: Affordability continues to be the primary challenge for buyers, cited by 53% of agents in August. Economic uncertainty remains the second biggest challenge, cited by 24% of agents. Meanwhile, inventory constraints and buyer competition were seen as lesser issues, cited by 15% and 5% of agents, respectively.
- Smooth Transition to Buyer Agreements: A year after NAR-mandated practice changes went into effect, over two-thirds (67%) of agents reported having little to no difficulty in educating clients on the purpose and terms of mandatory written buyer representation agreements, compared to 30% of agents who reported some level of difficulty in educating their clients.
- Commission Rates Unchanged, a Testament to Agent Value: When asked about how commission rates have changed relative to before the NAR practice changes went into effect, a majority of agents reported no change. Overall, 72% of agents reported list-side commission rates have remained about the same, while 60% reported the same for buy-side. Notably, commission rates for homes in the \$500,000-\$750,000 price range showed the most stability. This data demonstrates that clients recognize and value the service and support provided by real estate agents.

A full summary of these results can be found on Real's investor relations website at <https://investors.onereal.com/>.

## About the Survey

The Real Brokerage August 2025 Agent Survey included responses from over 165 real estate agents across the United States and Canada and was conducted between August 27, 2025 and September 15, 2025. 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 29,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.

## Forward-Looking Information

This press release contains forward-looking information within the meaning of applicable Canadian securities laws. Forward-looking information is often, but not always, identified by the use of words such as “seek”, “anticipate”, “believe”, “plan”, “estimate”, “expect”, “likely” and “intend” and statements that an event or result “may”, “will”, “should”, “could” or “might” occur or be achieved and other similar expressions. These statements reflect management’s current beliefs and are based on information currently available to management as of the date hereof. Forward-looking information in this press release includes, without limiting the foregoing, expectations regarding the residential real estate market in the U.S. and Canada. Forward-looking information is based on assumptions that may prove to be incorrect, including but not limited to expectations regarding 2025 market conditions. Real considers these assumptions to be reasonable in the circumstances. However, forward-looking information is subject to known and unknown risks, uncertainties and other factors that could cause actual results, performance or achievements to differ materially from those expressed or implied in the forward-looking information. Important factors that could cause such differences include, but are not limited to, slowdowns in real estate markets and economic and industry downturns, and those risk factors discussed under the heading “Risk Factors” in the Company’s Annual Information Form dated March 6, 2025, and “Risks and Uncertainties” in the Company’s Quarterly Management’s Discussion and Analysis for the period ended June 30, 2025, copies of which are available under the Company’s SEDAR+ profile at [www.sedarplus.ca](http://www.sedarplus.ca). These factors should be carefully considered and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this press release are based upon what management believes to be reasonable assumptions, Real cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this press release, and Real assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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