



NEWS RELEASE

Real's Monthly Agent Survey: Agents Forecast Stronger Spring Selling Season

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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 February 2026 Agent Survey. The findings indicate that while transaction growth remained subdued in February, agents are positioning for a more active spring, buoyed by improving buyer sentiment and increased AI integration into their businesses.

"Our February survey shows a decoupling between current market challenges and forward expectations," said Tamir Poleg, Chairman and CEO of Real. "While the broader macroeconomic uncertainty persists, our agents are not in a 'wait-and-see' mode. They are proactively leaning into AI to gain a competitive edge, while signaling confidence in a strong 2026 spring selling season."

Key Survey Findings: Market Trends and Insights

- Agents Project Spring Selling Season to Outpace Prior Year: Agents are overwhelmingly bullish on a potential rebound in market activity as the industry moves into the peak moving months. A significant majority of agents (73%) expect a stronger spring season than in 2025. This includes over one-third (36%) who anticipate a "significantly stronger" market, citing a buildup of latent demand.
- Agent Optimism Remains Strong Ahead of Spring: Real's Agent Optimism Index, which measures agents' 12-month forward outlook, registered at 70.3 in February. While a slight decrease from 72.0 in January, the index remains significantly above 50, indicating a net positive outlook. Seventy-one percent (71%) of agents reported feeling more optimistic than the prior month, including 21% who described themselves as significantly more

optimistic.

- Transaction Activity Moderates Month over Month: Real's Transaction Growth Index, which tracks home sales activity reported by agents within their local markets, registered at 48.1 in February, down from 54.1 in January. While 33% of agents reported fewer transactions compared to February 2025, 27% reported a year-over-year increase, and 40% reported stable activity.

Note: This index reflects agents' perceptions of local market trends and is not indicative of Real'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.

- Market Continues to Favor Buyers: Forty-five percent (45%) of agents characterized their local market as favoring buyers, up from 40% in January. Twenty-one percent (21%) said sellers hold the advantage, while 34% reported balanced conditions.
- Affordability Concerns Ease Slightly as Economic Uncertainty Rises: Affordability remains the primary challenge for buyers, cited by 41% of agents in February (a 4% decrease from the prior month). Meanwhile, economic uncertainty rose to 28%, an increase of 6% month-over-month. Inventory concerns were cited by 22% of agents.

Key Survey Findings: Strategic AI Adoption and the Macro Environment

The February survey also explored how agents and their clients are navigating the intersection of rapid technological change and broader macroeconomic shifts.

- Headlines Fuel Surge in AI Adoption: The data confirms that concerns regarding AI disruption are acting as a catalyst for agents' business process evolution. Eighty-six percent (86%) of agents reported engaging with AI tools, with 59% stating they are "actively increasing usage" specifically in response to recent headlines. Only 9% of agents reported no change in their business processes, signaling AI adoption is approaching a critical mass with agents.
- Market Volatility vs. Client Behavior: When asked how recent equity market volatility and AI-related job concerns have affected client behavior, agents reported that transactions remain largely resilient:
 - 50% of agents reported no meaningful impact on client behavior.
 - 25% of agents noted hearing more concerns or questions, but reported that deals are still moving forward.
 - 15% of agents observed that clients have become noticeably more cautious.
 - 10% of agents reported these concerns are not relevant to their local markets.
- Growing Economic Uncertainty a Bigger Factor Impacting Client Decisions: While clients are generally moving forward through tech headlines, broader economic uncertainty is causing some friction. Seventy-six percent (76%) of agents have seen clients delay home buying or selling decisions due to general economic or job security concerns, with 30% reporting these delays are occurring "frequently."

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 February 2026 Agent Survey included responses from 151 real estate agents across the United States and Canada and was conducted between February 27, 2026 and March 6, 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'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 33,000 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 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 4, 2026, a copy of which is available under the Company's SEDAR+ profile at 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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