



NEWS RELEASE

Real's Monthly Agent Survey: Buyers Pull Back Amid Economic Uncertainty, While Sellers Reset Expectations

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Survey finds buyers becoming more cautious while sellers show increasing willingness to negotiate

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 May 2026 Agent Survey, revealing a spring housing market that has fallen short of expectations for many agents, prompting both buyers and sellers to adjust their strategies.

While transaction activity improved modestly in May, the survey found that buyers are becoming increasingly price-sensitive and cautious in their decision-making. At the same time, sellers are responding by becoming more flexible on pricing and concessions, helping facilitate transactions in a market still challenged by affordability constraints.

"The spring market has been slower than many agents anticipated at the start of the year, but we're seeing buyers and sellers adapt to market conditions," said Tamir Poley, Chairman and CEO of Real. "Buyers are taking a more measured approach to purchasing decisions, while sellers are increasingly willing to negotiate to get deals done. That flexibility is helping support transaction activity even as affordability challenges and broader economic concerns continue to weigh on the market."

Key Survey Findings: Market Trends and Insights

- Agent Optimism Dips in May: Real's Agent Optimism Index, which measures agents' 12-month forward outlook,

decreased to 61.3 in May from 64.0 in April. The index remains comfortably above the 50 threshold that signals a net positive outlook. Fifty-one percent (51%) of agents reported feeling more optimistic than the prior month, including 13% who described themselves as significantly more optimistic.

- **Transaction Activity Shows Month Over Month Improvement:** Real's Transaction Growth Index, which tracks home sales activity reported by agents within their local markets, increased to 51.5 in May from 50.6 in April, remaining above the 50 threshold that signals year-over-year growth. Thirty-five percent (35%) of agents reported increased transaction activity compared to May 2025, while 36% reported activity was unchanged and 29% reported fewer transactions.

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.

- **Buyers Continue to Hold Market Advantage:** Forty-two percent (42%) of agents characterized their local market as favoring buyers, compared to 25% who reported seller-favorable conditions. Another 33% described conditions as balanced.
- **Affordability Remains the Top Challenge:** Affordability remained the primary challenge facing buyers in May, cited by 44% of agents. Economic uncertainty followed at 27%, while inventory concerns were cited by 17% of agents.

Key Survey Findings: Spring Selling Season Falls Short of Initial Expectations

- **Spring Selling Season Underperforming Expectations.** When asked how the spring selling season is shaping up relative to expectations at the start of the year, 38% of agents said market activity has been weaker than expected, including 13% who described conditions as "much weaker." By comparison, 33% said activity is performing about as expected, while 29% reported a stronger-than-expected spring market.
- **Economic Uncertainty Influencing Buyer and Seller Decisions.** The softer-than-expected spring season appears to be driven in part by growing economic uncertainty. Nearly one-third of agents (29%) reported that recent developments—including mortgage rate trends, stock market volatility and geopolitical headlines—are having a significant impact on clients' willingness to buy or sell a home. Another 50% reported a moderate impact, suggesting economic concerns are influencing decision-making for a large majority of consumers.
- **Buyers Becoming More Selective and Price Conscious.** Agents reported several notable shifts in buyer behavior over the past 30 to 60 days. Thirty-nine percent (39%) said buyers are increasingly requesting seller concessions, while 36% reported buyers are delaying home searches or reducing their budgets. The findings suggest buyers remain active in the market but are approaching purchasing decisions more cautiously as affordability pressures and economic uncertainty persist.
- **Sellers Adjusting Expectations to Meet Market Conditions.** On the seller side, 39% of agents reported that seller clients are becoming more willing to adjust pricing or offer concessions, closely aligning with the share of buyers seeking them. Meanwhile, 27% said sellers are hesitating to list due to market uncertainty, while 16% reported some sellers are accelerating listings in anticipation of potential market changes. Just 24% of agents reported no

meaningful changes in seller behavior.

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 May 2026 Agent Survey included responses from 507 real estate agents across the United States and Canada and was conducted between May 27, 2026 and June 5, 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 34,000 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, and "Risks and Uncertainties" in the Company's Quarterly Management's Discussion and Analysis for the period ended March 31, 2026, copies of which are 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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