



NEWS RELEASE

Real's Monthly Agent Survey: Competitive Economics Remain the Top Driver of Brokerage Choice

2026-07-24

Commissions remain the top factor in agents' brokerage choice, with revenue share, equity opportunities, and culture also playing meaningful roles

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 June 2026 Agent Survey. The findings reinforce a consistent trend seen across prior Real surveys: while commission splits and overall economics remain the single most important factor in agents' choice of brokerage, revenue share and equity opportunities, company culture, and brokerage support also play meaningful roles in how agents evaluate where to build their businesses.

Agents also reported a dip in optimism in June and moderating transaction activity — though sentiment remained net positive, with buyers and sellers continuing to navigate an uneven recovery.

"Choosing a brokerage is one of the most important business decisions an agent makes, and this survey mirrors what we hear from our agents every day," said Tamir Poleg, Chairman and CEO of Real. "Economics matter, and they always will — but they're increasingly one factor among several. Agents are looking at the whole value proposition — technology, culture, support and pathways to build long-term wealth — not just the best split on their next deal."

Key Survey Findings: Market Trends and Insights

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

decreased to 60.6 in June from 61.3 in May. The index remains comfortably above the 50 threshold that signals a net positive outlook. Forty-five percent (45%) of agents reported feeling more optimistic than the prior month, including 9% who described themselves as significantly more optimistic.

- **Transaction Activity Moderates:** Real's Transaction Growth Index, which tracks home sales activity reported by agents within their local markets, decreased to 48.0 in June from 51.5 in May, slipping below the 50 threshold that signals year-over-year growth. Thirty percent (30%) of agents reported increased transaction activity compared to June 2025, while 35% reported activity was unchanged and another 35% 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.
- **Buyer-Favorable Conditions Continue to Moderate:** Thirty-eight percent (38%) of agents characterized their local market as favoring buyers, the lowest reading in more than a year. Twenty-seven percent (27%) reported seller-favorable conditions, while 35% described their markets as balanced.
- **Affordability Remains the Biggest Challenge for Buyers:** Affordability continued to be the primary challenge facing buyers, cited by 46% of agents, up from 44% in May. Economic uncertainty followed at 28%, while inventory constraints were cited by 16% of agents.

Key Survey Findings: Factors Shaping Brokerage Affiliation

- **Competitive Economics Remain the Primary Driver of Brokerage Choice:** When asked about the single most important factor in choosing their current brokerage, 39% of agents cited commission splits and overall economics, more than any other factor. Revenue share and equity opportunities ranked second among defined categories at 14%, ahead of company culture (12%), technology (8%) and brokerage support (3%) — reflecting the growing importance of long-term wealth-building opportunities alongside near-term earnings.
- **Agent Priorities Vary by Career Stage:** The survey revealed meaningful differences across experience cohorts. Newer agents (those with fewer than two years of experience) placed notably greater weight on lead generation opportunities as a potential reason to change brokerages, with 39% citing it as their top switch factor versus 11%-21% among more experienced cohorts. Agents with 11 to 19 years of experience most commonly cited commission economics as their primary reason for joining their current brokerage, at 53% — the highest of any cohort. Among agents with 20 or more years of experience, the gap between commission economics (25%) and revenue share and equity opportunities (22%) narrowed dramatically compared with other cohorts, suggesting that as agents' businesses mature, evaluation criteria shift toward passive income streams alongside production-based earnings.
- **Agents' Priorities Broaden When Considering a Move:** When agents were asked what would matter most if they considered changing brokerages today, economics remained the leading factor at 25%, but by a narrower margin than in their initial choice. Lead generation opportunities emerged as a meaningful driver at 19%, followed by brokerage support at 14%. The shift suggests that as agents grow their books of business, their needs evolve from

initial economics-driven decisions toward the broader set of capabilities that help sustain and scale production over time.

Taken together, the findings suggest that while economics get an agent's attention, the fuller mix of what a brokerage offers — support, culture, growth opportunities and pathways to long-term wealth — is what tends to keep them.

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 June 2026 Agent Survey included responses from 153 real estate agents across the United States and Canada and was conducted between July 1, 2026 and July 9, 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 35,000 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.

Investor inquiries, please contact:

Loren Irwin

Director, Investor Relations and Financial Reporting

investors@therealbrokerage.com

908.280.2515

For media inquiries, please contact:

press@therealbrokerage.com

201.564.4221

Source: The Real Brokerage Inc.