



NEWS RELEASE

Real's Monthly Agent Survey: Optimism Hits 11-Month High as Agents Anticipate a 2026 Recovery

2026-01-29

Agent sentiment rises sharply; improving balance signals a more stable market heading into the new year

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 December 2025 agent survey. The findings show that agent confidence has reached its highest level since January 2025, fueled by improving sentiment and a shift toward more balanced market conditions.

"While we typically see a seasonal uptick in optimism at year-end, the current enthusiasm feels different," said Tamir Poleg, Chairman and CEO of Real. "Our agents are seeing the market move toward a healthier balance. Affordability is still the biggest hurdle, but we're seeing that pressure start to ease, which is exactly what needs to happen for a broader recovery to take shape in 2026."

Key Survey Findings: Market Trends and Insights

- **Agent Optimism Hits 11-Month High:** Real's Agent Optimism Index, which tracks agents' 12-month forward outlook, rose to 70.8 in December from 66.6 in November - marking the highest reading since January 2025. Seventy percent (70%) of agents reported feeling more optimistic than the prior month, including 19% who described themselves as significantly more optimistic. The index remains well above the 50-point threshold that signals net positive sentiment.
- **Transaction Activity Shows Signs of Stabilization:** Real's Transaction Growth Index, which tracks agent-reported

year-over-year changes in local home sales activity, increased to 47.9 in December from 45.8 in November. While 37% of agents reported fewer transactions compared to December 2024, 29% saw an increase, and 34% 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 values above 50 indicating year-over-year growth and below 50 signaling a decline.

- **Market Shifting Toward Balance:** Forty-nine percent (49%) of agents characterized their local market as favoring buyers, down from 54% in November. Seventeen percent (17%) said sellers hold the advantage, while 34% reported balanced conditions - a continuation of the rebalancing trend seen in recent months.
- **Affordability Pressures Begin to Ease:** Affordability remained the most frequently cited challenge for buyers, mentioned by 50% of agents — down modestly from 55% in November. Economic uncertainty held steady as the second most cited concern (26%), while 18% of agents pointed to inventory constraints as the primary barrier to buyers.

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 December 2025 Agent Survey included responses from 567 real estate agents across the United States and Canada and was conducted between December 30, 2025 and January 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 32,000 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 6, 2025, and “Risks and Uncertainties” in the Company’s Quarterly Management’s Discussion and Analysis for the period ended September 30, 2025, 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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Source: The Real Brokerage Inc.