



NEWS RELEASE

Real's Monthly Agent Survey: Private Listings Gain Industry Attention, But Remain Rare in Practice

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Survey data points to limited client demand for off-market listings, even as industry debate intensifies

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 March 2026 Agent Survey. The findings suggest that while private listings and off-market strategies have become a growing topic of industry discussion, their actual use remains limited for most agents and clients.

The data highlights a gap between industry narrative and on-the-ground behavior, with most agents reporting minimal client demand for private listings and reserving them for limited, specific use cases rather than broad adoption.

The survey also reflects a cooling in agent sentiment following February's peak, even as transaction activity shows signs of stabilization.

"There's clearly more conversation happening across the industry around private listings, but the data shows adoption is still quite limited," said Jason Cassity, Chief Growth Officer of Real. "Agents are ultimately focused on what drives the best outcome for their clients, and today that often means maximizing exposure — while still keeping flexibility for more tailored strategies when needed."

Key Survey Findings: Market Trends and Insights

- Agent Optimism Moderates but Remains Positive: Real's Agent Optimism Index, which measures agents' 12-month

forward outlook, registered at 62.0 in March, down from 70.3 in February. Despite the month-over-month decline, the index remains well above 50, indicating a net positive outlook. Fifty-three percent (53%) of agents reported feeling more optimistic than the prior month, though only 12% described themselves as significantly more optimistic.

- **Transaction Activity Shows Modest Improvement:** Real's Transaction Growth Index, which tracks home sales activity reported by agents within their local markets, increased to 50.3 in March from 48.1 in February. While 34% of agents reported fewer transactions compared to March 2025, another 34% reported a year-over-year increase, and 32% 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.

- **Buyer Advantage Persists but Continues to Narrow:** Forty percent (40%) of agents said their local market favors buyers, down from 45% in February. Meanwhile, 25% reported sellers hold the advantage, and 35% described their market as balanced.
- **Affordability Remains the Primary Constraint:** Affordability continues to be the most significant challenge for buyers, cited by 45% of agents, up from 41% last month. Economic uncertainty remained largely unchanged at 27%, while inventory concerns declined to 16%, suggesting some easing in supply conditions.

Key Survey Findings: Agent Perspectives on Private and 'Coming Soon' Listings

- **Private Listings See Limited Adoption Despite Increased Industry Attention:** Despite growing discussions around private and off-market listings, agent-reported usage remains low. Sixty-nine percent (69%) of agents said none of their clients ask to market their home privately, while an additional 23% reported that 10% or fewer clients express interest in off-market strategies.
- **Agents Rarely Recommend Private Listings:** Fifty-four percent (54%) of agents said they would not recommend a private listing strategy for any of their listings. Among those who would consider it, 24% cited high-end or luxury properties as the most appropriate use case, while 21% said it may be suitable depending on specific seller needs.
- **'Coming Soon' Portal Integration Viewed as Incremental Rather than Essential for Most Agents:** Agents reported mixed views on the importance of their brokerage offering a "Coming Soon" period integrated with major home search portals. Approximately 37% of agents either would not use these features or consider them not important (21% do not use them and 16% say they are not important). Another 43% said such features are somewhat important but not a deciding factor, while a smaller group — 20% combined — view them as very or critically important.

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 March 2026 Agent Survey included responses from 437 real estate agents across the United States and Canada and was conducted between March 25, 2026 and April 7, 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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