



NEWS RELEASE

Real's September Agent Survey: Optimism Improves as Transaction Activity Rebounds; Agents Highlight Value of Access to Capital

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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 September 2025 Agent Survey. The findings show that both agent optimism and transaction activity improved after a late-summer slowdown, while survey questions on access to capital underscored the growing importance of financial flexibility for real estate professionals.

"We're seeing a clear shift in sentiment following the recent pullback in rates," said Tamir Poleg, Chairman and CEO of Real. "Our September survey shows optimism improving month over month, which is encouraging as transaction activity begins to stabilize. At the same time, agents continue to operate in a market where deals are harder to come by. That's why the launch of Real Wallet Capital is so timely — giving agents flexible access to credit tied to their production helps them navigate uneven cash flow and continue investing in their businesses."

"Agents tell us they face real challenges - irregular cash flow, unpredictable closings - but also see constant opportunities to invest in growth - from marketing campaigns to home staging," said Dominic Parikh, General Manager of Real Wallet. "Banks aren't building products tailored for agents, and no other brokerage is innovating in this space like Real. The survey shows just how much our agents value access to capital — it's a game-changer for unlocking their potential."

Key Survey Findings: Market Trends and Insights

- Agent Optimism Rebounds: Real's Agent Optimism Index, which measures agents' 12-month outlook, rose to 66.2 in September from 64.2 in August. The index remains well above 50, indicating a net positive outlook. Nearly two-thirds (63%) of agents reported being more optimistic than the prior month, including 14% who were significantly

more optimistic.

- Transaction Activity Shows Improvement: Real's Transaction Growth Index, which tracks home sales activity reported by agents within their local markets, registered at 49.5 in September, a significant increase from 42.7 in August. While 40% of agents reported fewer transactions compared to last September, 34% reported an increase, and 26% reported stable activity. (Note: This index reflects agents' perceptions of local market trends and is not indicative of Real's company-specific transaction volume. Scores are weighted on a 0-100 point scale, with scores above 50 indicating year-over-year growth and scores below 50 signaling a decline).
- Buyer Power Strengthens, Sellers Weaken: More than half (52%) of agents said their local market favors buyers, while just 17% said it favored sellers - the lowest level recorded in survey history. Another 31% described conditions as balanced.
- Affordability and Economic Uncertainty Remain Top Concerns: Affordability continues to be the primary challenge for buyers, cited by 55% of agents in September. Economic uncertainty remains the second biggest challenge, cited by 27% of agents. Inventory shortages (13%) and buyer competition (3%) ranked lower.

Key Survey Findings: Agents Value Seamless Access to Liquidity Solutions

This month's survey dedicated a section to gauging agent interest in new financial products tailored to their business needs, with results confirming high demand for liquidity to fuel business growth and transaction volume.

- Over 80% of agents surveyed said seamless access to capital would be valuable, with nearly one-third rating it "extremely valuable."
- When asked about the types of financial solutions they would benefit from, agents prioritized growth and transaction-enabling investments:
 - 58% of agents would value support to fund real estate investments/flips.
 - 43% would value options to enable investment in their marketing programs.
 - 40% would value assistance for buyers with down payments or other closing expenses.
 - 40% would value support for seller repairs or staging costs to accelerate sales.
 - 21% would value help for buyers to cover short-term expenses like moving or renovation costs.

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 September 2025 Agent Survey included responses from over 334 real estate agents across the United States and Canada and was conducted between September 22, 2025 and October 13, 2025. 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 30,000 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 2025 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 June 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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