The Real Brokerage June 2025 Agent Survey Highlights

July 22, 2025

Nasdaq: REAX
investors.onereal.com

About the Survey

The Real Brokerage Inc. (“Real” or the “Company”) June 2025 Agent Survey included responses from over 150 real estate agents across the United States and Canada and was conducted between June 30, 2025 and July 15, 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 28,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.

Legal Disclosure

This presentation 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 presentation 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 and business plans. 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 March 31, 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.

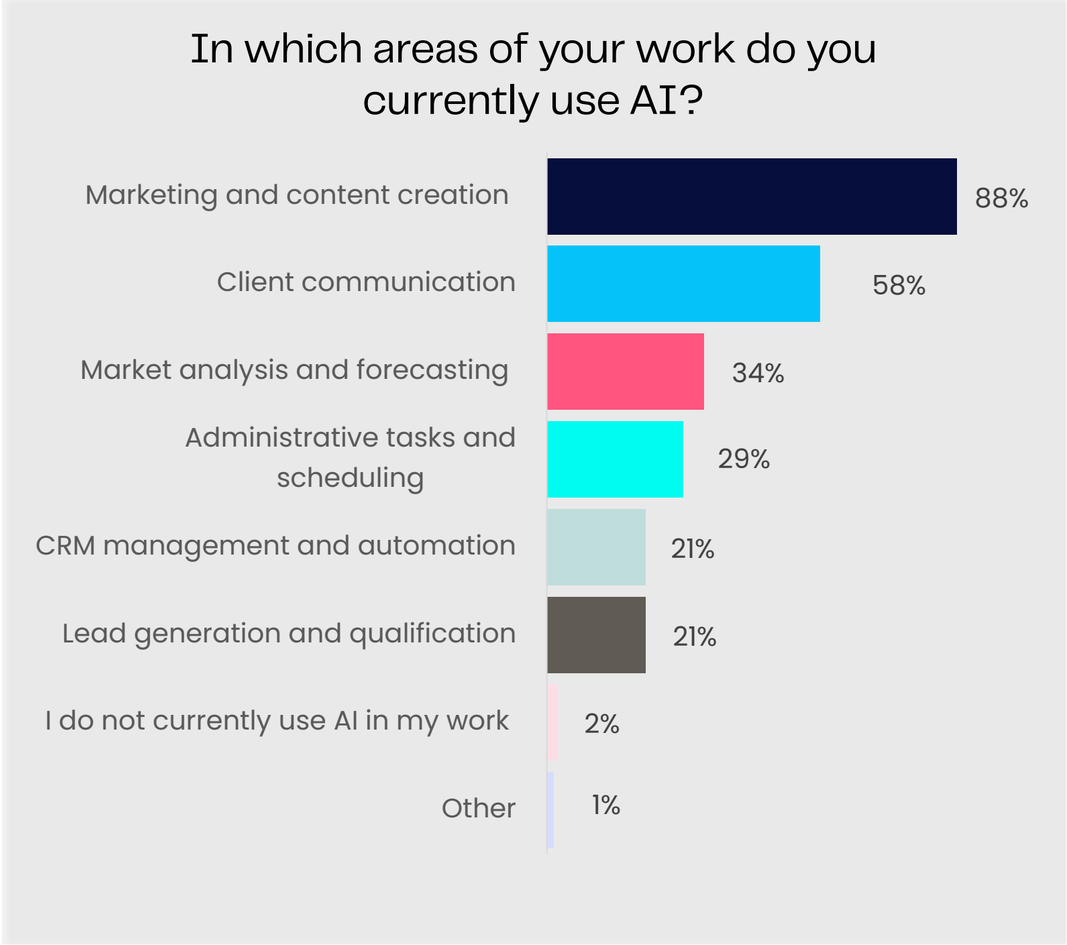
Although the forward-looking statements contained in this presentation are based upon what management believes to be reasonable assumptions, Real cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date 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.

Key Survey Findings: AI in the Real Estate Industry

Agent's Use and Perception of AI in the Workplace

- **Daily AI Use Surges Among Agents:** *Agents were asked how often they use AI:*
  - Nearly 58% of agents reported using AI tools on a daily basis, a notable increase from approximately 50% last year.
  - An additional 25% of agents use AI a few times a week, and 14% use AI a few times a month.
  - Only 3% of agents report never using AI or using it less than once a month.
- **AI Transforms Marketing and Communications:** *Agents were asked about what areas of work they use AI in:*
  - **Marketing and Content Creation:** An overwhelming 88% of agents utilize AI for enhancing marketing assets, property descriptions, social media presence, and virtual staging.
  - **Client Communications:** Fifty-eight percent (58%) of agents are streamlining client interactions through chatbots, automated follow-ups, and AI-generated email drafting.
  - **Market Analysis and Forecasting:** Thirty-four percent (34%) of agents are leveraging AI to analyze pricing trends and neighborhood insights.
- **Time Savings Leads Benefits of AI***: When asked about the biggest benefit from incorporating AI into their work, the survey found:*
  - A significant 68% of agents appreciate substantial time savings enabled by AI, while 14% credited AI tools with improving their marketing effectiveness.
  - Conversely, 9% of agents have yet to see a significant benefit from AI in their business.
- **Concerns with AI Focus on Accuracy and Human Touch.** *Regarding the biggest concerns around the use of AI in real estate, agents reported:*
  - 29% of agents indicated their biggest concern was around the risk of bias or inaccuracies in AI-generated information/recommendations.
  - The second biggest concern noted involved the potential for reduced human connection or empathy in client interactions, reported by 24% of agents.

How Agents Use AI: Marketing and Communications

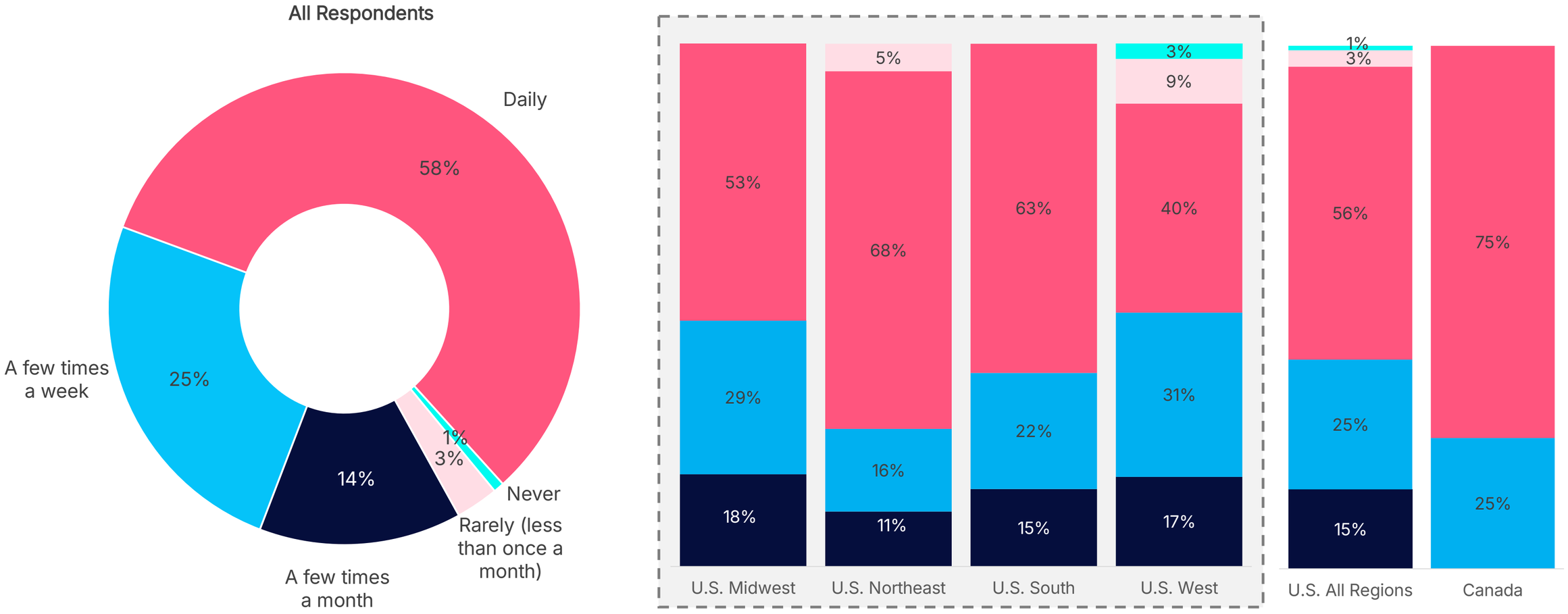


Note: Totals exceed 100% as respondents were allowed to select multiple answers.

Based on survey conducted by Real between June 30, 2025, through July 15, 2025; All monthly agent survey results can be accessed at investors.onereal.com.

AI is Now Integral in the Day-to-Day Life of Agents

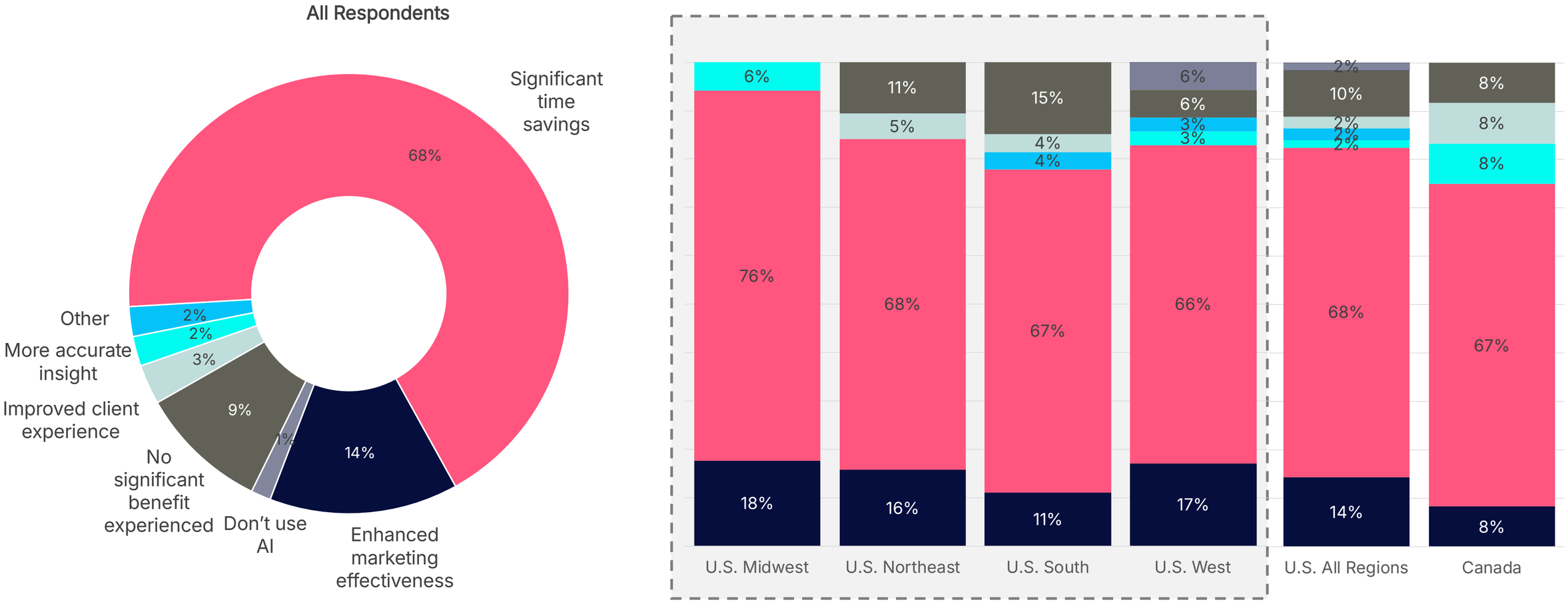
How often do you use AI tools in your work?



Based on responses from 260 real estate agents conducted by Real between June 30, 2025, and July 15, 2025; All monthly agent survey results can be accessed at investors.onereal.com.
Northeast consists of: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont
Midwest consists of: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, Wisconsin
South consists of: Alabama, Arkansas, Delaware, D.C., Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia
West consists of: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

Time Savings Leads Benefits Offered by AI

What is the biggest benefit you've experienced from using AI in your work?



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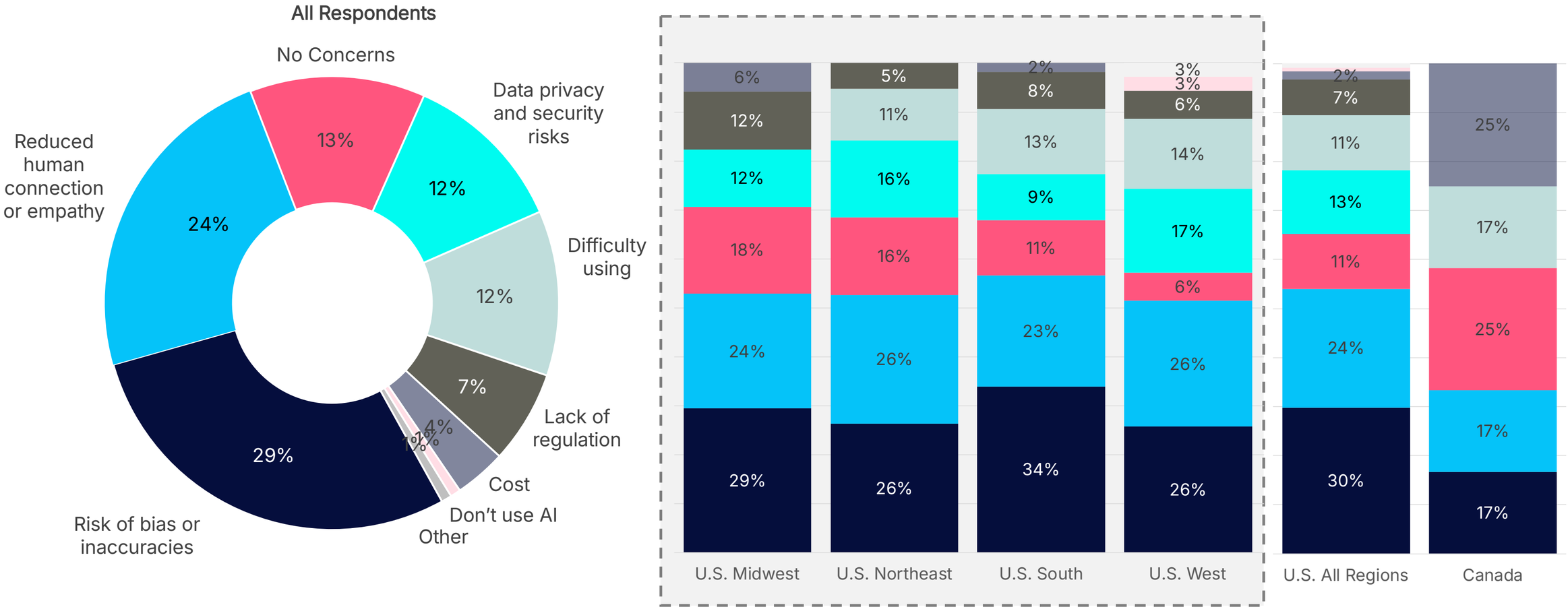
AI Concerns Center Around Accuracy and Empathy

What is your biggest concern regarding the use of AI in real estate?



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Key Survey Findings: Market Trends and Insights

Market Trends & Insights

- **Transaction Growth Index Shows Modest Improvement from May**
  - Real's Transaction Growth Index, which tracks agent-reported year-over-year changes in home-sales activity within their local markets, rose to 46.2 in June, a modest improvement from 44.2 in May
  - This improved index suggests the pace of decline in local market activity was more moderate in June than in May.
  - In the U.S., the subindex was 44.8, compared to 43.9 in May. Meanwhile, Canada's index reading was 59.6, up from 46.7.
- **Agent Optimism Remains Resilient**
  - Real's Agent Optimism Index, which measures agents' 12-month outlook for their local markets, grew slightly to 59.5 in June from 57.0 in May.
  - While a reading above 50 indicates net optimism, overall sentiment remains similar to this time last year.
  - Still, 48% of agents felt more optimistic in June (including 10% who felt significantly more optimistic) compared to May.
- **Buyer Power Strengthens Across Markets**
  - In June, 48% of agents said their local market favors buyers, marking an increase from 43% in May. Only 26% of agents believed their local market favored sellers, while 26% described conditions as balanced.
  - June marked the highest share for buyers since the survey began in January 2024.
- **Affordability and Economic Concerns Persist for Buyers**
  - Affordability was again the top challenge facing buyers, cited by 51% of agents.
  - Economic uncertainty remained a significant barrier, with 26% of agents citing it as the top challenge for buyers, only slightly down from 28% in May.
  - Inventory constraints (16%) and buyer competition (5%) continue to be seen as lesser issues.

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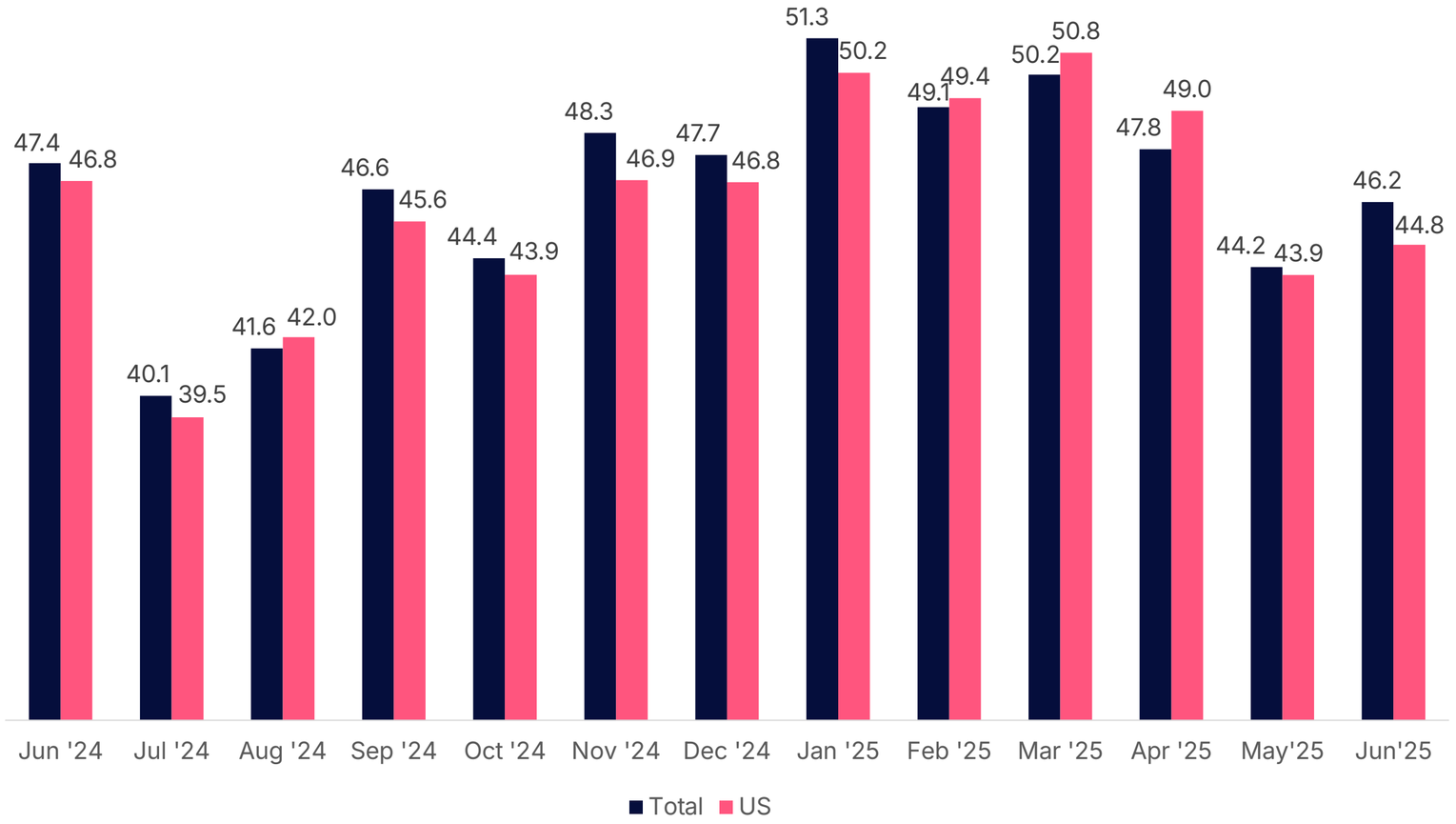
Transaction Growth Index

Each month, agents are asked: “In your primary market, how would you describe the number of transactions closed compared to the same month last year?”

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.

Real’s Transaction Growth Index increased to 46.2 in June, up from 44.2 in May, while the U.S. subindex rose to 44.8 from 43.9 in May.



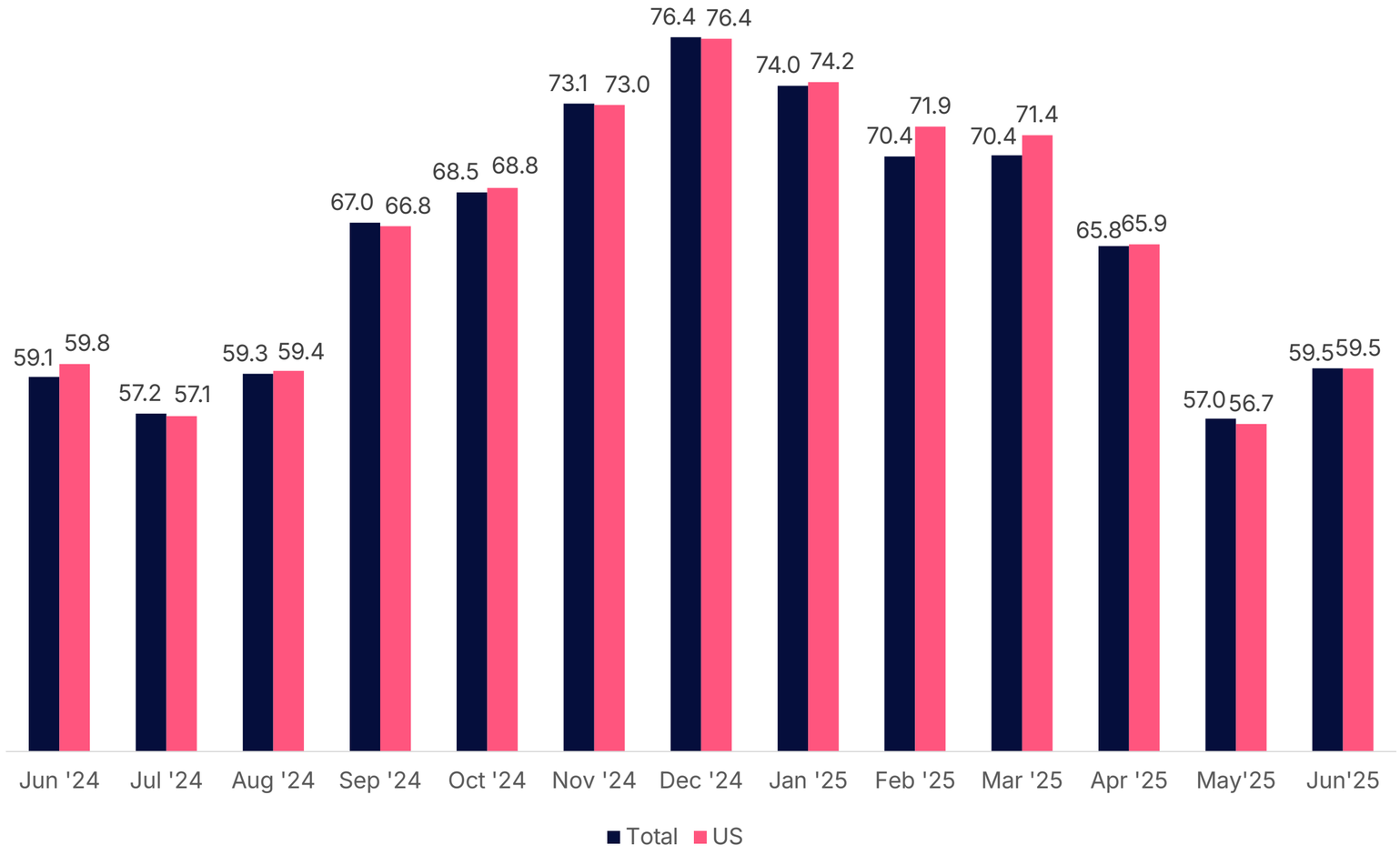
Data derived from monthly surveys conducted by Real, targeting real estate agents throughout the United States and Canada. All monthly agent survey results can be accessed at investors.onereal.com.

Agent Optimism Index

Each month, agents are asked: “Compared to one month ago, are you more optimistic or pessimistic about the outlook for your primary market over the next 12 months?”

Scores are weighted on a 0-100 point scale, with readings above 50 indicating increased optimism about the market outlook over the next 12 months compared to the previous month.

Real’s Agent Optimism Index increased to 59.5 in June from 57.0 in May. In June, 48% of agents said they felt more optimistic, including 10% who felt significantly more optimistic. This compares to 17% who felt more pessimistic, while 35% reported no change in sentiment.



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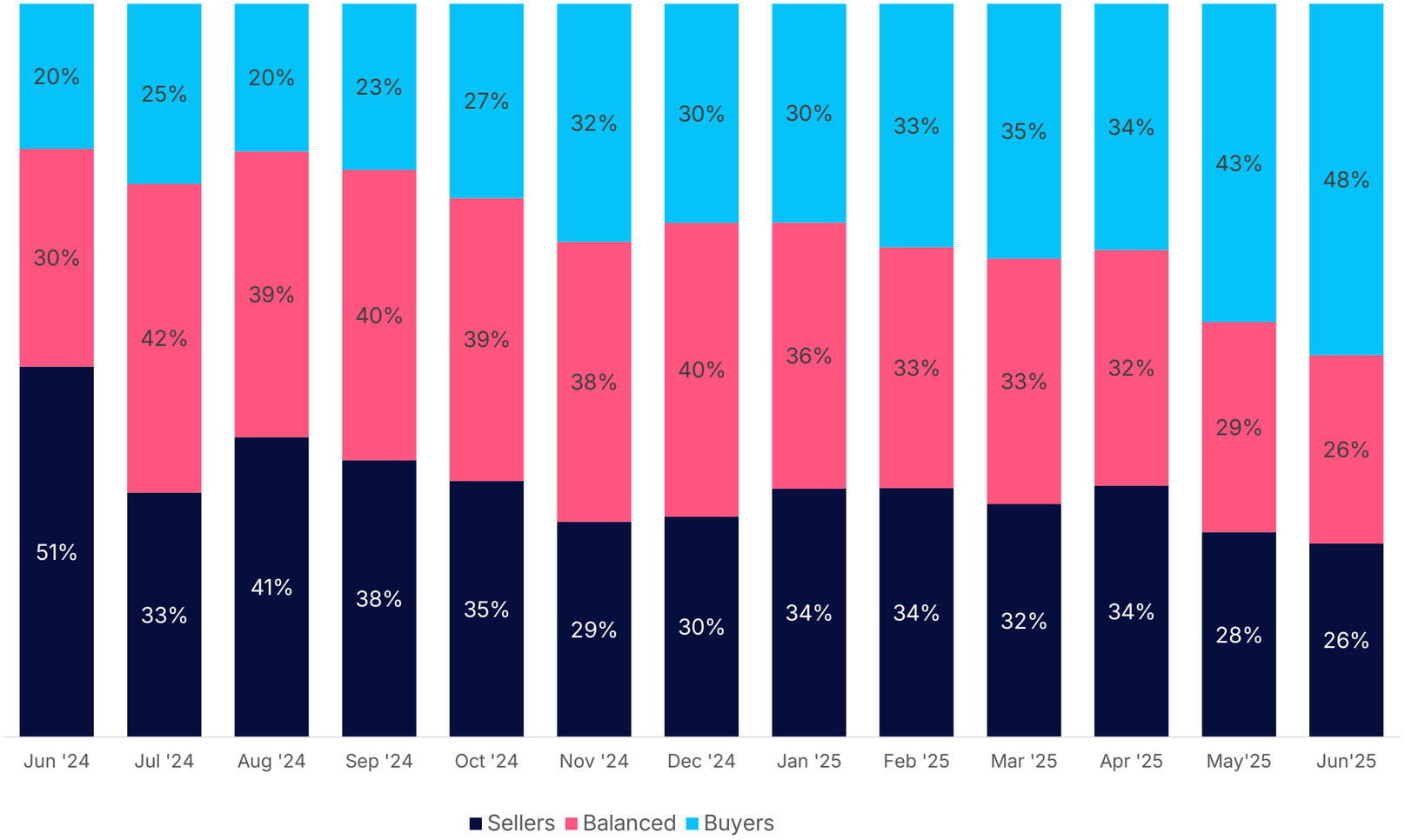
Balance of Power Between Buyers and Sellers

Each month, agents are asked: “As of the current month, would you consider your primary market to be a buyer's market, seller's market, or balanced market?”

In June, 48% of agents said their local market favored buyers, 26% favored sellers, and 26% described conditions as balanced.

The June results show a continued shift in the balance of power to buyers, which first became prominent in our May results.



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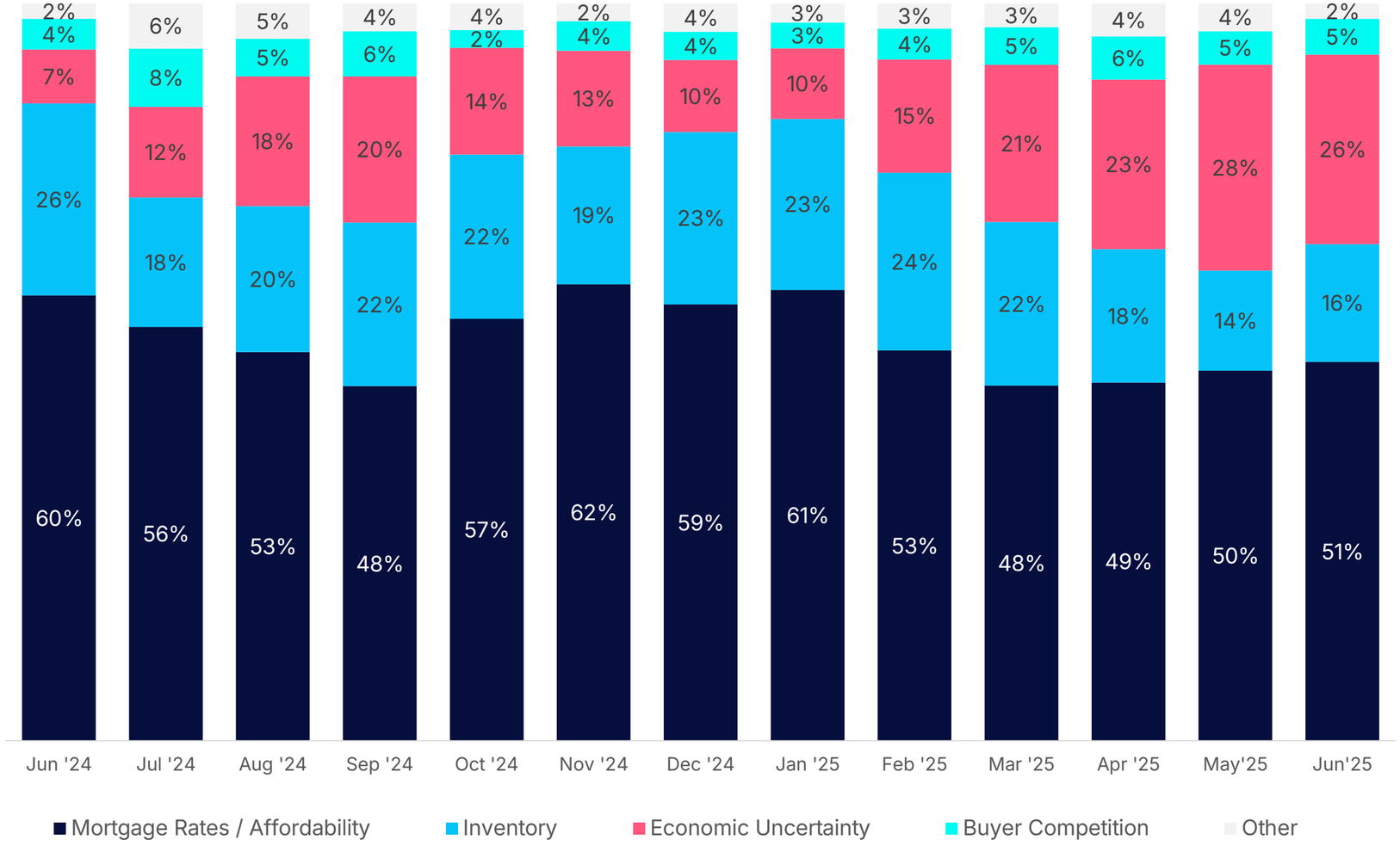
Biggest Challenges for Prospective Home Buyers

Each month, agents are asked: “What is the biggest challenge currently for buyers in your primary market?”

Affordability remained the biggest challenge for buyers, cited by 51% of agents, consistent with May.

Concerns about the broader economy fell slightly from the prior month: 26% of agents pointed to economic uncertainty as the primary barrier to home buyers (down from 28% in May), the highest since the survey began.

Inventory constraints were cited by 16% of agents, while only 5% reported buyer competition as a leading issue.



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Thank you!