

RT

REALTRENDS

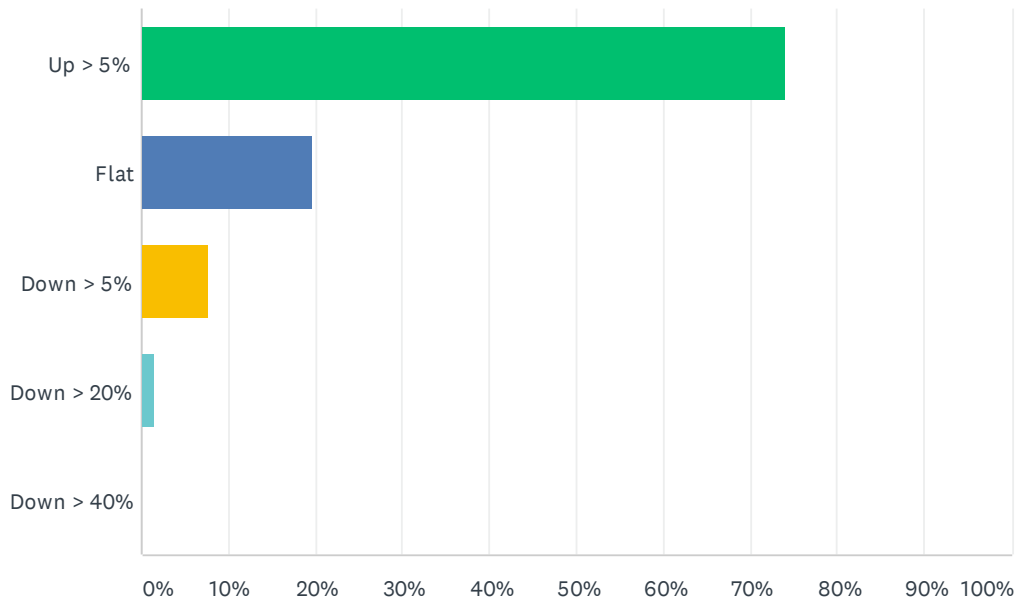
BROKER SENTIMENT RESULTS

Q2 2021



Q2 What do you think the direction of home sales will be in your market for the next three months?

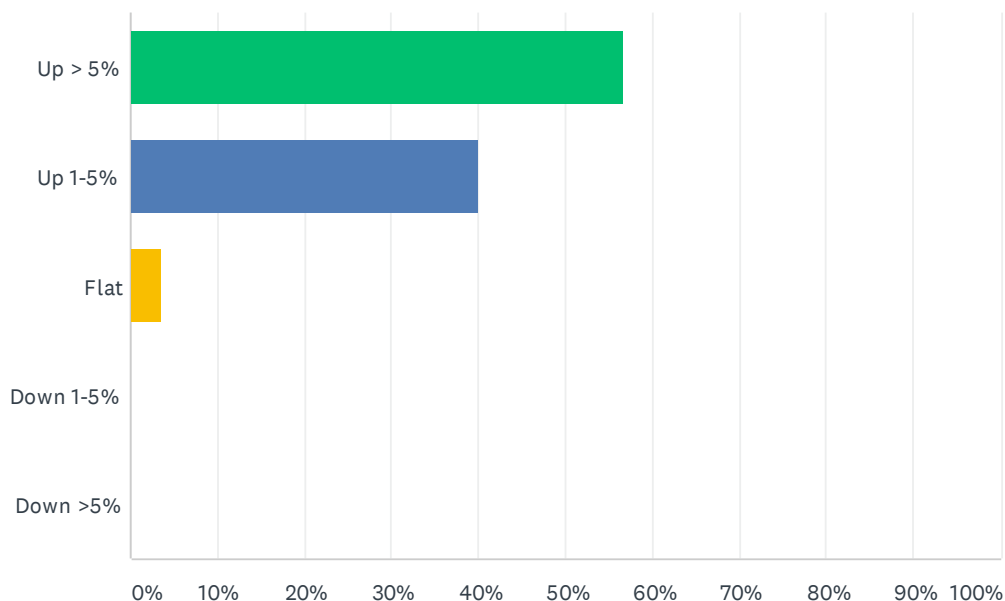
Answered: 143 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up > 5%	74.13%	106
Flat	19.58%	28
Down > 5%	7.69%	11
Down > 20%	1.40%	2
Down > 40%	0.00%	0
Total Respondents: 143		

Q3 What do you think the direction of home price changes will be in your market for the next three months?

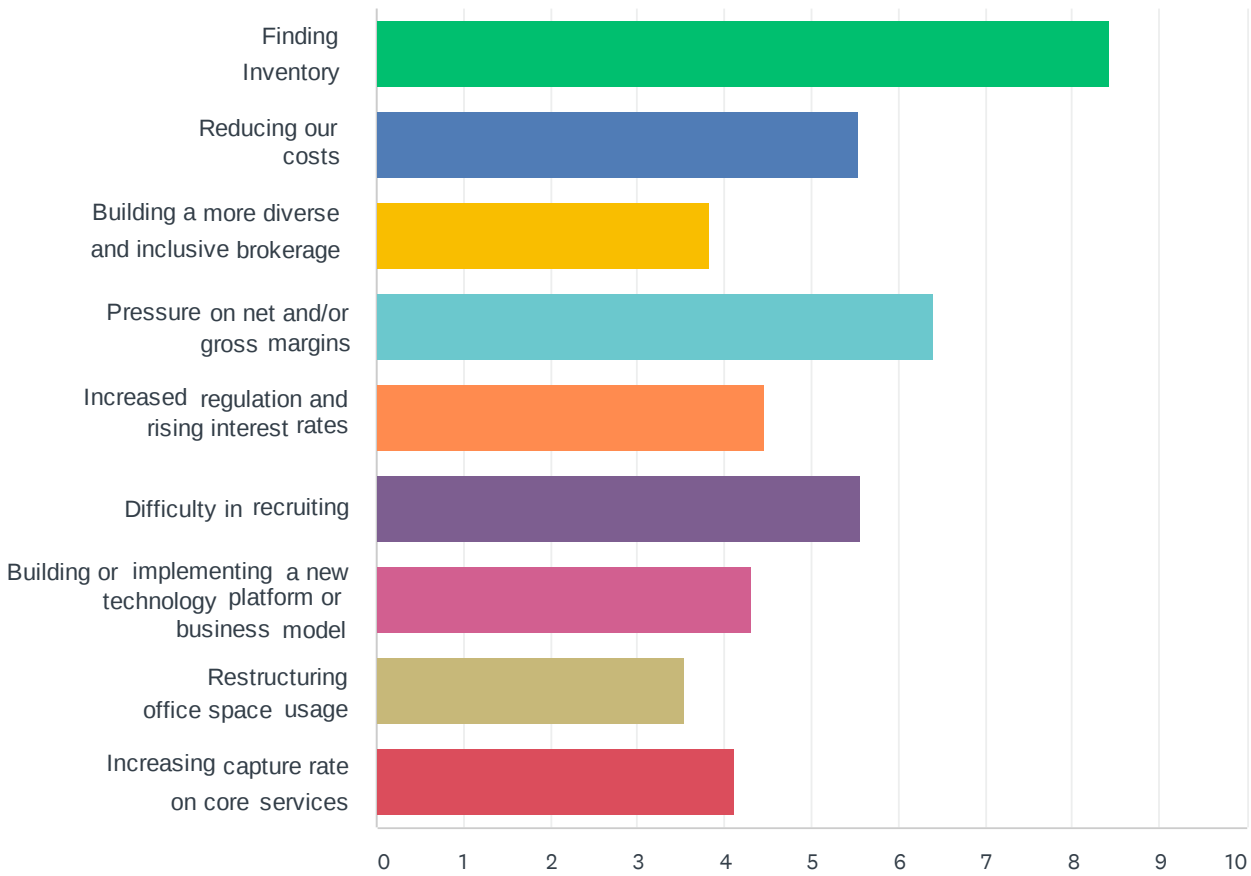
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ANSWER CHOICES	RESPONSES	
Up > 5%	56.64%	81
Up 1-5%	39.86%	57
Flat	3.50%	5
Down 1-5%	0.00%	0
Down >5%	0.00%	0
TOTAL		143

Q4 What are the biggest challenges you are facing over the next three months?

Answered: 142 Skipped: 1

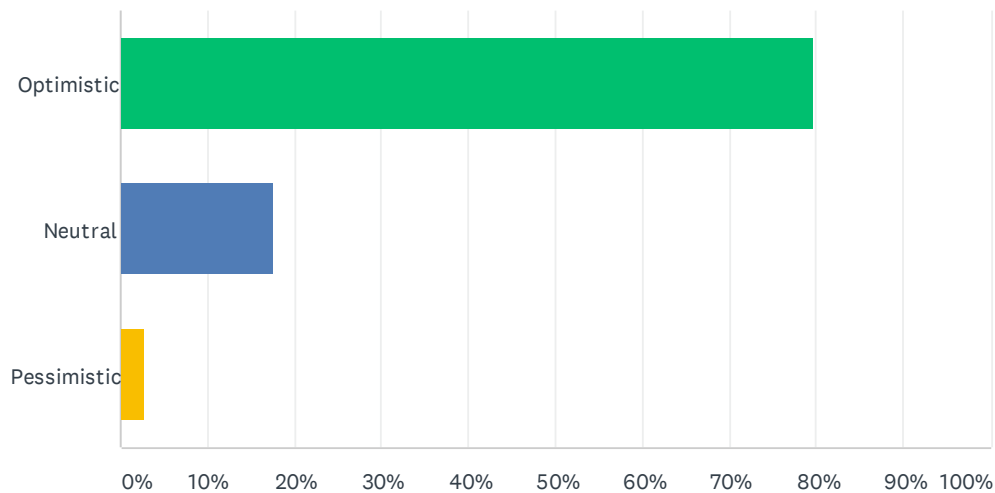


RealTrends Quarterly Broker Sentiment Poll—Q2 (Apr., May, June) 2021

	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Finding Inventory	86.86% 119	4.38% 6	0.73% 1	1.46% 2	0.00% 0	1.46% 2	0.00% 0	1.46% 2	3.65% 5	137	8.43
Reducing our costs	0.93% 1	15.74% 17	19.44% 21	21.30% 23	12.96% 14	15.74% 17	3.70% 4	7.41% 8	2.78% 3	108	5.55
Building a more diverse and inclusive brokerage	0.00% 0	2.86% 3	18.10% 19	9.52% 10	11.43% 12	7.62% 8	12.38% 13	12.38% 13	25.71% 27	105	3.82
Pressure on net and/or gross margins	5.22% 6	30.43% 35	18.26% 21	19.13% 22	11.30% 13	7.83% 9	5.22% 6	1.74% 2	0.87% 1	115	6.41
Increased regulation and rising interest rates	0.00% 0	10.34% 12	12.07% 14	10.34% 12	19.83% 23	9.48% 11	15.52% 18	10.34% 12	12.07% 14	116	4.46
Difficulty in recruiting	3.70% 4	25.00% 27	13.89% 15	12.96% 14	9.26% 10	13.89% 15	9.26% 10	7.41% 8	4.63% 5	108	5.57
Building or implementing a new technology platform or business model	1.77% 2	13.27% 15	6.19% 7	4.42% 5	14.16% 16	17.70% 20	21.24% 24	12.39% 14	8.85% 10	113	4.31
Restructuring office space usage	0.88% 1	3.51% 4	7.89% 9	9.65% 11	10.53% 12	9.65% 11	14.91% 17	26.32% 30	16.67% 19	114	3.54
Increasing capture rate on core services	1.77% 2	7.96% 9	14.16% 16	10.62% 12	8.85% 10	11.50% 13	10.62% 12	13.27% 15	21.24% 24	113	4.12

Q5 Overall, how do you feel about the next three months in the residential brokerage business?

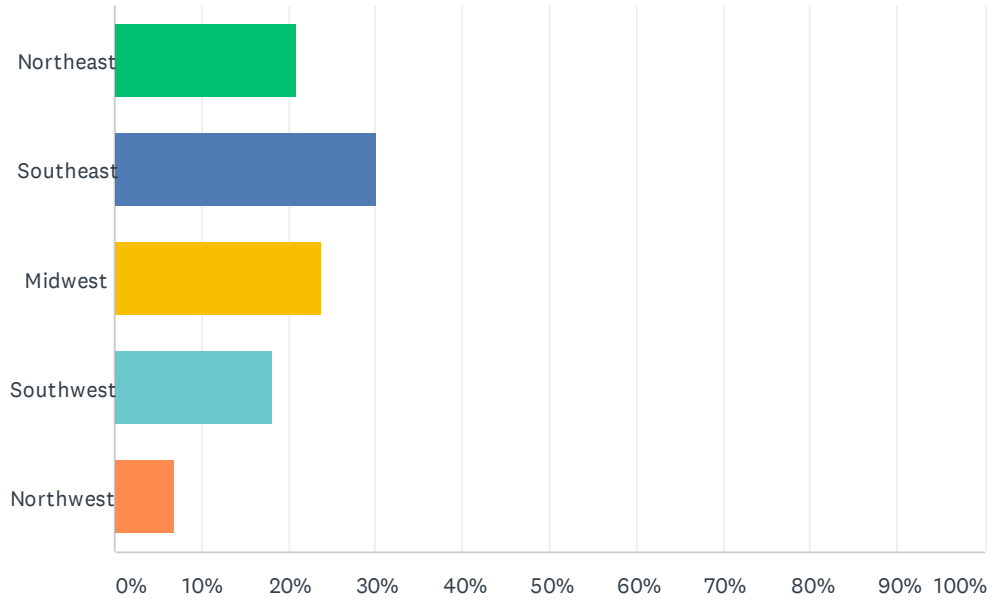
Answered: 143 Skipped: 0



ANSWER CHOICES		RESPONSES	
Optimistic		79.72%	114
Neutral		17.48%	25
Pessimistic		2.80%	4
TOTAL			143

Q6 In which region of the U.S. does your brokerage operate?

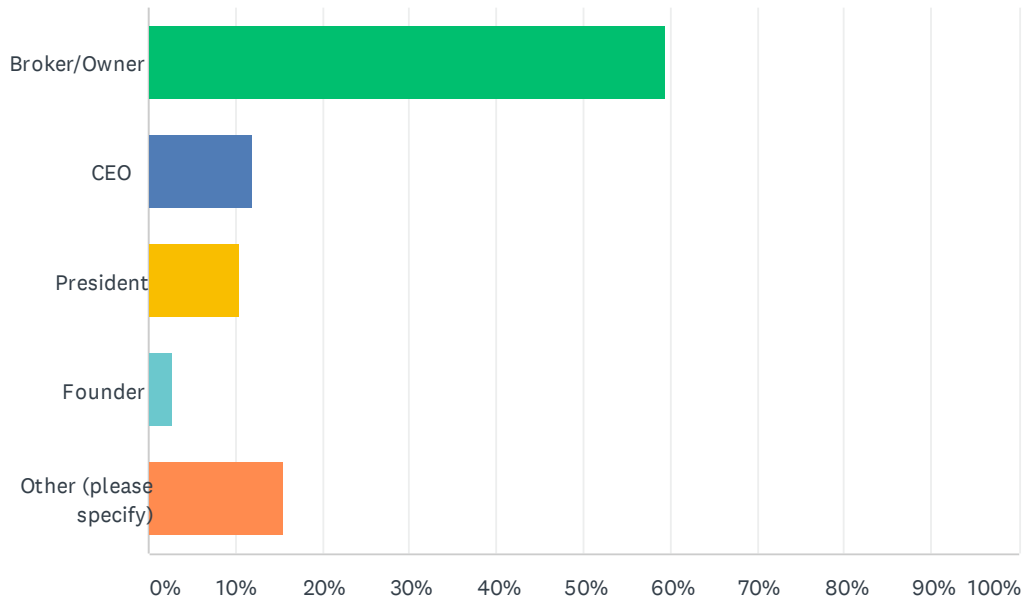
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ANSWER CHOICES	RESPONSES	
Northeast	20.98%	30
Southeast	30.07%	43
Midwest	23.78%	34
Southwest	18.18%	26
Northwest	6.99%	10
TOTAL		143

Q9 Your title:

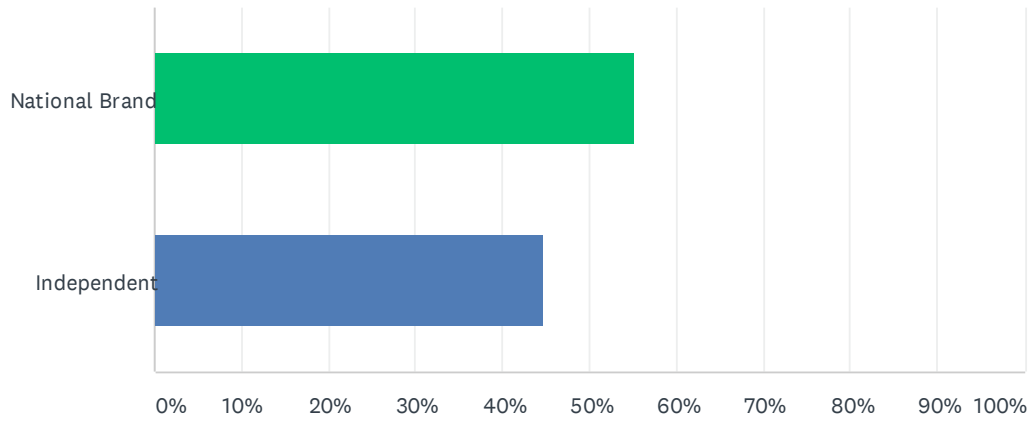
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ANSWER CHOICES	RESPONSES	
Broker/Owner	59.44%	85
CEO	11.89%	17
President	10.49%	15
Founder	2.80%	4
Other (please specify)	15.38%	22
TOTAL		143

Q10 Are you with:

Answered: 143 Skipped: 0



ANSWER CHOICES	RESPONSES
National Brand	55.24% 79
Independent	44.76% 64
TOTAL	143