

RT

REALTRENDS

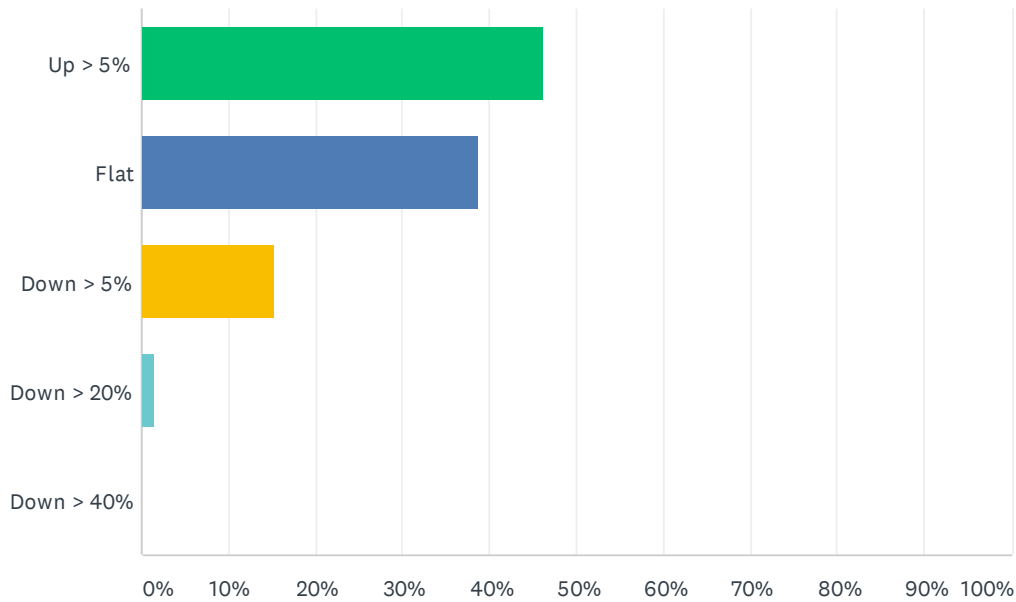
BROKERPULSE

Q3 2021



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

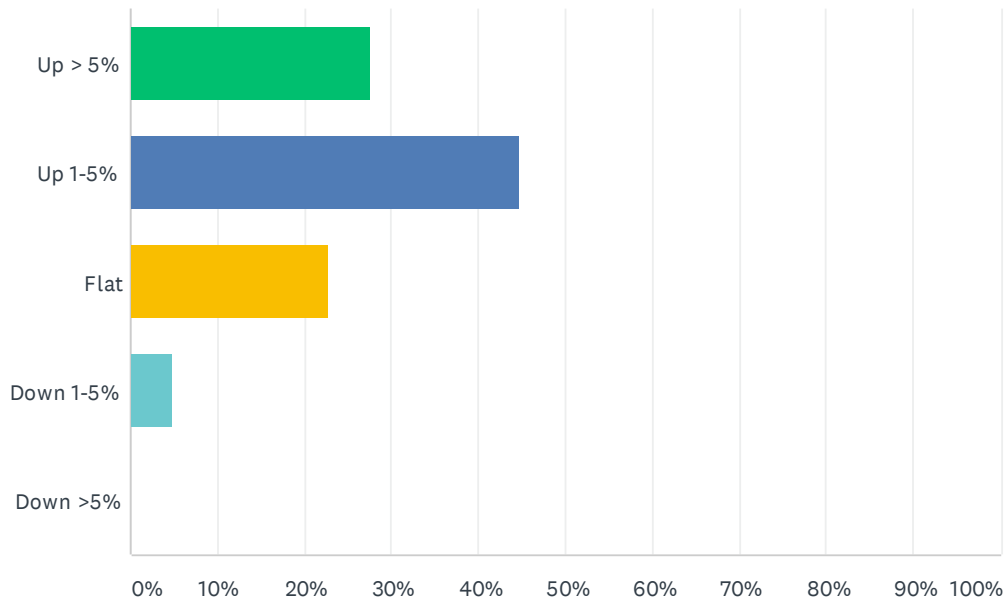
Answered: 145 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up > 5%	46.21%	67
Flat	38.62%	56
Down > 5%	15.17%	22
Down > 20%	1.38%	2
Down > 40%	0.00%	0
Total Respondents: 145		

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

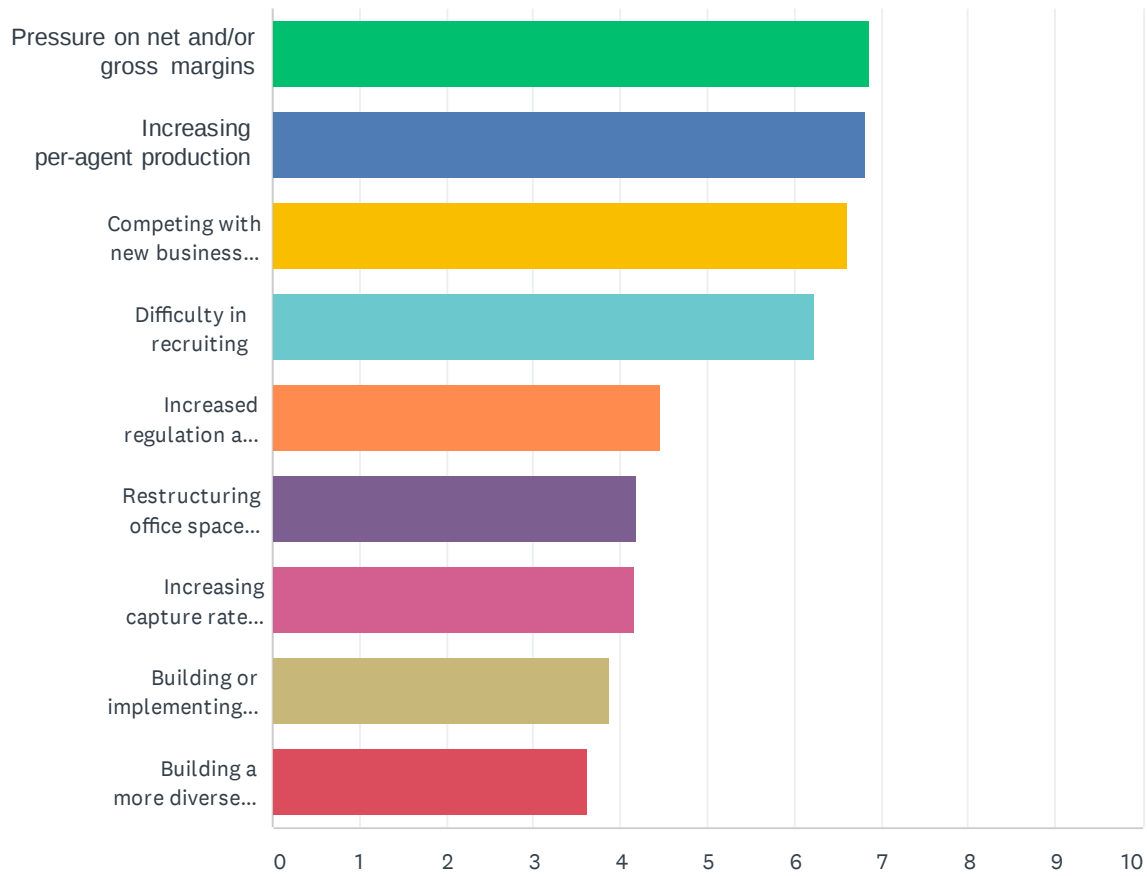
Answered: 145 Skipped: 0



ANSWER CHOICES	RESPONSES
Up > 5%	27.59% 40
Up 1-5%	44.83% 65
Flat	22.76% 33
Down 1-5%	4.83% 7
Down >5%	0.00% 0
TOTAL	145

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

Answered: 143 Skipped: 2

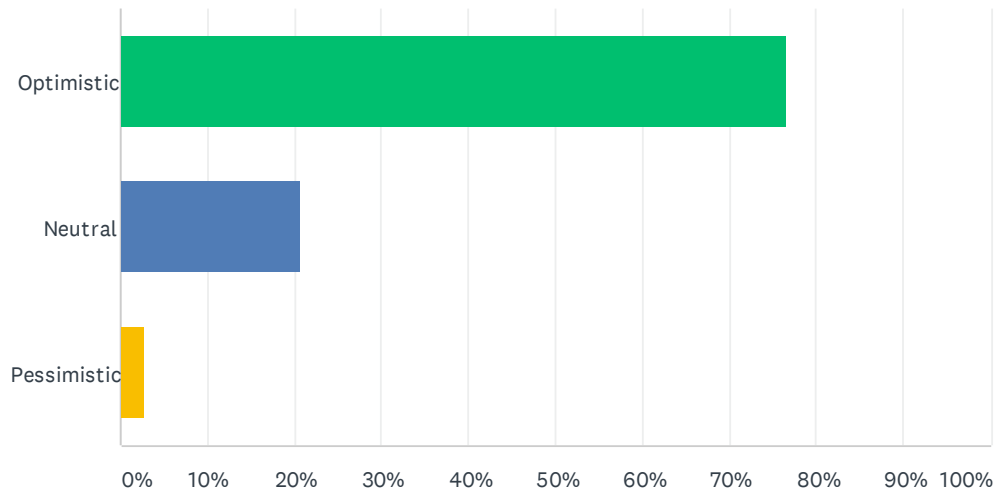


RealTrends Quarterly Broker Sentiment Survey—Q3 2021

	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Pressure on net and/or gross margins	22.03% 26	21.19% 25	18.64% 22	17.80% 21	9.32% 11	6.78% 8	1.69% 2	0.85% 1	1.69% 2	118	6.87
Increasing per-agent production	28.57% 34	16.81% 20	15.13% 18	10.08% 12	15.97% 19	6.72% 8	5.04% 6	0.84% 1	0.84% 1	119	6.82
Competing with new business models	26.72% 31	21.55% 25	11.21% 13	10.34% 12	10.34% 12	6.90% 8	5.17% 6	5.17% 6	2.59% 3	116	6.61
Difficulty in recruiting	16.80% 21	20.00% 25	19.20% 24	11.20% 14	7.20% 9	9.60% 12	6.40% 8	7.20% 9	2.40% 3	125	6.23
Increased regulation and rising interest rates	6.25% 7	5.36% 6	10.71% 12	10.71% 12	14.29% 16	16.96% 19	9.82% 11	12.50% 14	13.39% 15	112	4.46
Restructuring office space usage	4.39% 5	7.89% 9	9.65% 11	7.89% 9	9.65% 11	13.16% 15	15.79% 18	21.93% 25	9.65% 11	114	4.19
Increasing capture rate on core services	4.39% 5	7.89% 9	7.89% 9	13.16% 15	13.16% 15	6.14% 7	14.91% 17	12.28% 14	20.18% 23	114	4.17
Building or implementing a new technology platform	4.50% 5	7.21% 8	4.50% 5	9.01% 10	9.91% 11	10.81% 12	18.02% 20	20.72% 23	15.32% 17	111	3.87
Building a more diverse and inclusive brokerage	0.95% 1	3.81% 4	10.48% 11	7.62% 8	10.48% 11	13.33% 14	16.19% 17	11.43% 12	25.71% 27	105	3.61

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

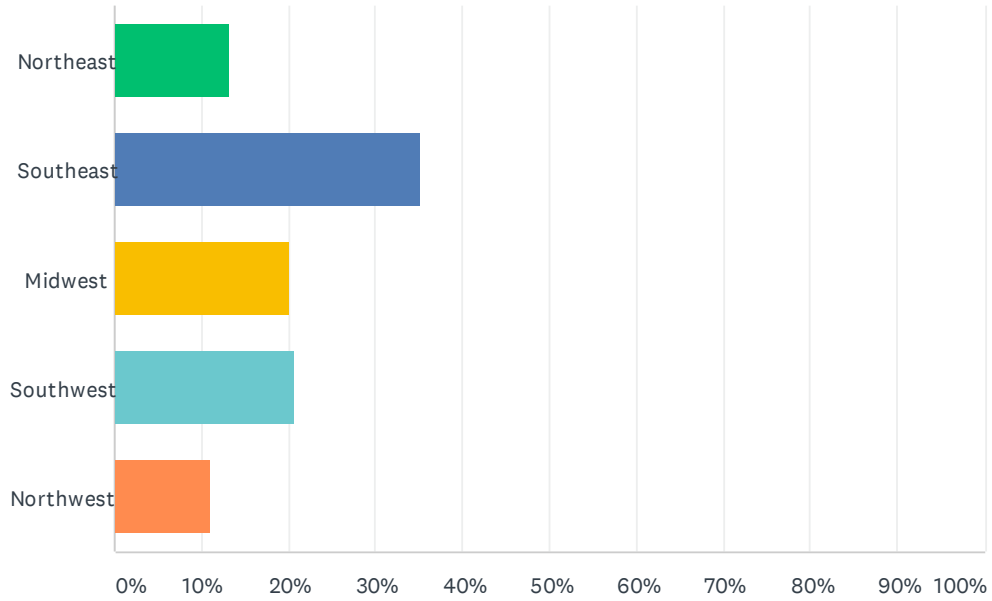
Answered: 145 Skipped: 0



ANSWER CHOICES	RESPONSES	
Optimistic	76.55%	111
Neutral	20.69%	30
Pessimistic	2.76%	4
TOTAL		145

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

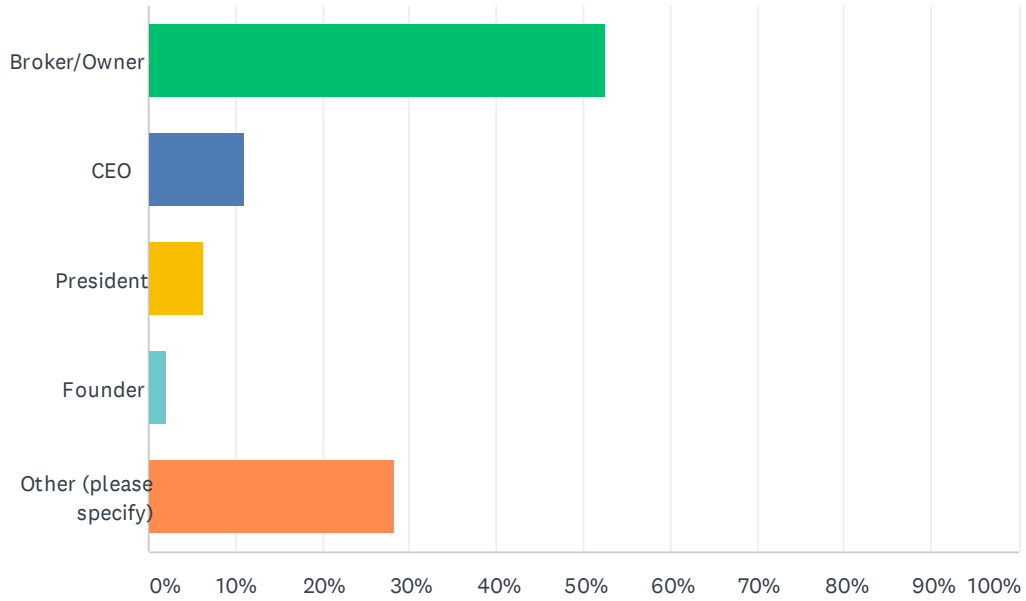
Answered: 145 Skipped: 0



ANSWER CHOICES	RESPONSES	
Northeast	13.10%	19
Southeast	35.17%	51
Midwest	20.00%	29
Southwest	20.69%	30
Northwest	11.03%	16
TOTAL		145

Your title:

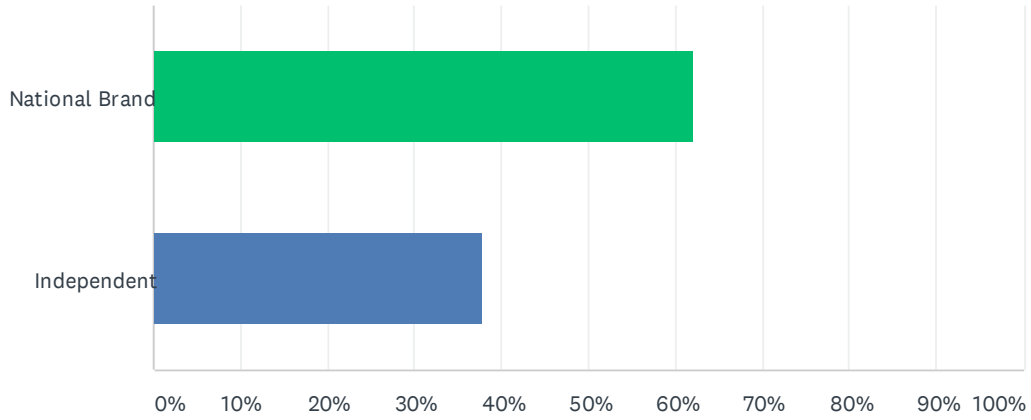
Answered: 145 Skipped: 0



ANSWER CHOICES	RESPONSES	
Broker/Owner	52.41%	76
CEO	11.03%	16
President	6.21%	9
Founder	2.07%	3
Other (please specify)	28.28%	41
TOTAL		145

Are you with:

Answered: 145 Skipped: 0



ANSWER CHOICES	RESPONSES
National Brand	62.07% 90
Independent	37.93% 55
TOTAL	145