



AGENT MOVEMENT INDEX

APRIL 2025

Relitix's Agent Movement Index™ Reflects Muted March Mobility Amidst Continued Market Caution

Lake Geneva, WI – April 15, 2025 – Relitix's latest release of the Agent Movement Index™ (AMI) through March 31, 2025, indicates a continuation of the cautious environment shaping agent mobility trends in the real estate brokerage industry. While March typically stands out as the peak month for agent transfers, this year's numbers fell notably short of historical benchmarks, echoing a persistent trend of subdued activity.



PRODUCT RELEASES

RELITIX Office

Office performance
Office insights
Competitive intelligence
M&A support

Relitix Agent

Agent Recruiting
Agent Performance insights
Inline coaching tools
Inline messaging tools

MEDIA EVENTS

Relitix Office Launch
Media Interviews
March 2025 - June 2025

Please Contact
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KEY OBSERVATIONS FROM MARCH:

- **Underwhelming Peak Season:** Despite an uptick from February's numbers, March's transfer activity was significantly below expectations, marking one of the weakest March performances in recent years. Historically, March represents the high-water mark for brokerage switches as agents typically reevaluate their positions ahead of the busy spring selling season.
- **Seasonally Adjusted Index Continues Softening:** The seasonally adjusted AMI score dropped to 88.1, continuing its decline from February's already cautious levels. This figure underscores that agent movement remains restrained relative to typical seasonal patterns.
- **Active Agent Pool Experiences Slight Contraction:** The total number of active agents—those closing at least one transaction in the past year—declined slightly, continuing the modest downward trajectory noted in recent months. However, active agent counts remain above the lows of previous market contractions, such as in 2018.

Full Online Release:

www.RELITIX.com/agent-movement-index

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Rob Keefe, founder of Relitix, commented on the implications of these findings: “This March’s muted agent movement further highlights the caution we’ve observed consistently over recent months. Although March typically brings peak recruiting momentum, the subdued numbers indicate many agents are still opting for stability amidst ongoing market uncertainties. Brokerage leaders will need to double down on strategic retention efforts and highlight clear value propositions to attract experienced talent in this cautious environment.”

Building upon observations from February’s AMI release—which noted a significant slowdown at the onset of prime recruiting season—the March data affirms that brokerage leaders should recalibrate their expectations for continued softness in recruitment activity, at least in the near term.

STRATEGIC INSIGHTS FOR BROKERAGE LEADERS AND RECRUITERS:

- **Heightened Retention Efforts Needed:** With fewer agents actively seeking new affiliations, brokerages must reinforce their existing value propositions, focusing on retention through enhanced training, technology integration, and robust marketing support.
- **Emphasis on Stability and Support:** Brokerage leaders should prioritize messaging around stability, emphasizing internal support structures and resource availability, appealing directly to agents’ caution in the current market.
- **Close Monitoring of Agent Count Dynamics:** The ongoing contraction in the active agent pool, though modest, necessitates vigilant tracking to determine if this trend signifies a longer-term industry adjustment or merely short-term hesitation.

Relitix’s AMI is updated monthly using extensive national data from major MLS systems. It offers brokerage and franchise leaders invaluable insights into the trends shaping agent movement. By examining both monthly and seasonally adjusted metrics, the AMI provides a clear view of industry shifts that can guide more strategic decisions around recruitment and retention.



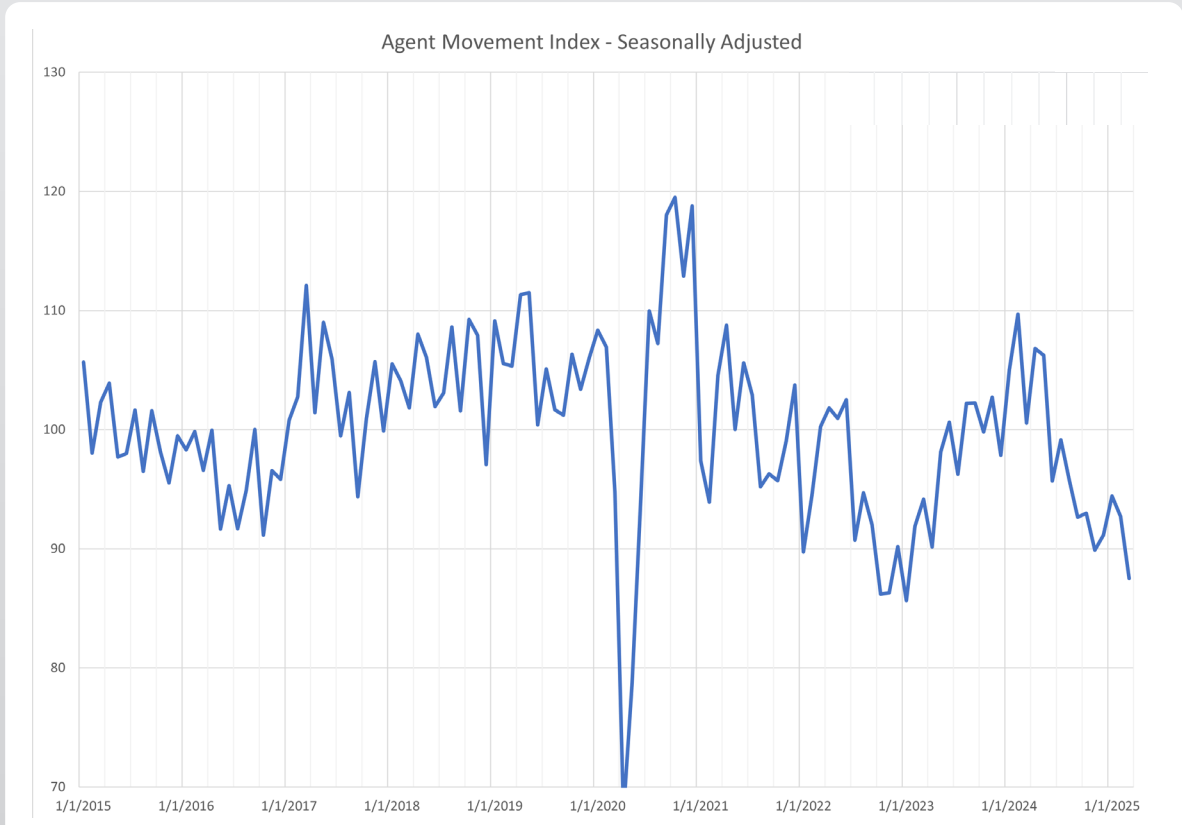
AGENT MOVEMENT INDEX METRICS

MARCH 2025

AGENT
MOVEMENT
INDEX

SEASONALLY ADJUSTED

MARCH 2025



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WHAT IS THE AMI?

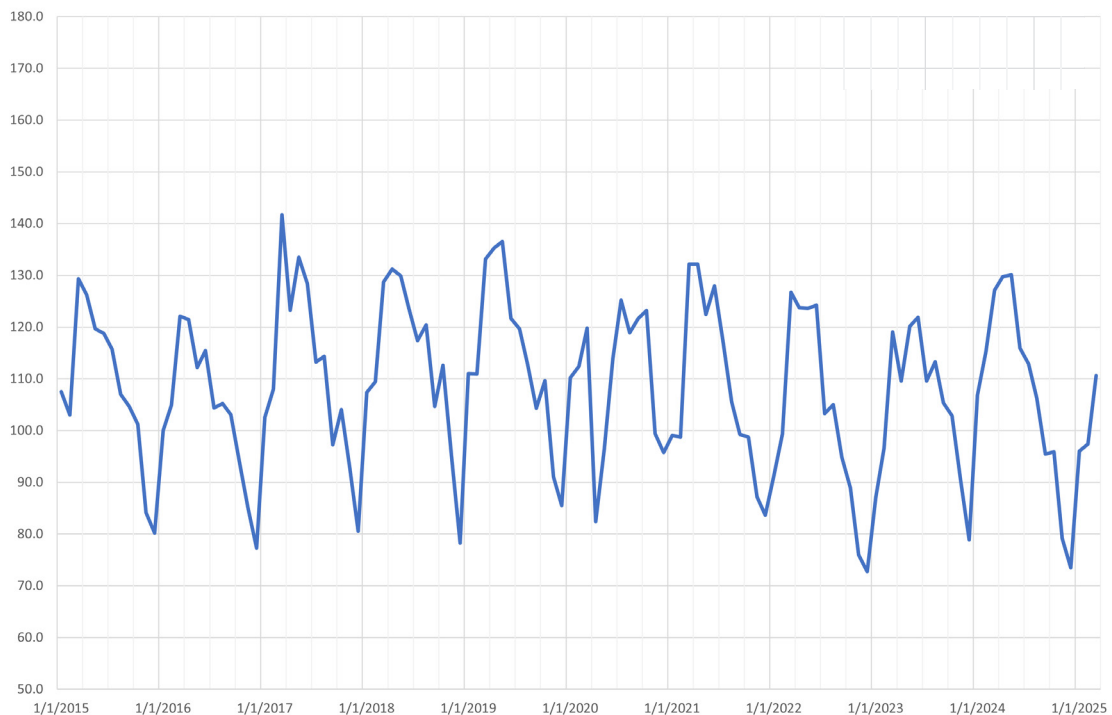
The AMI is a robust metric that tracks agent movement dynamics using extensive national data from major MLS systems. It is released monthly and includes both raw monthly figures and seasonally adjusted data to provide a transparent view of underlying trends.

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MONTHLY
MARCH 2025



Agent Movement Index - Monthly

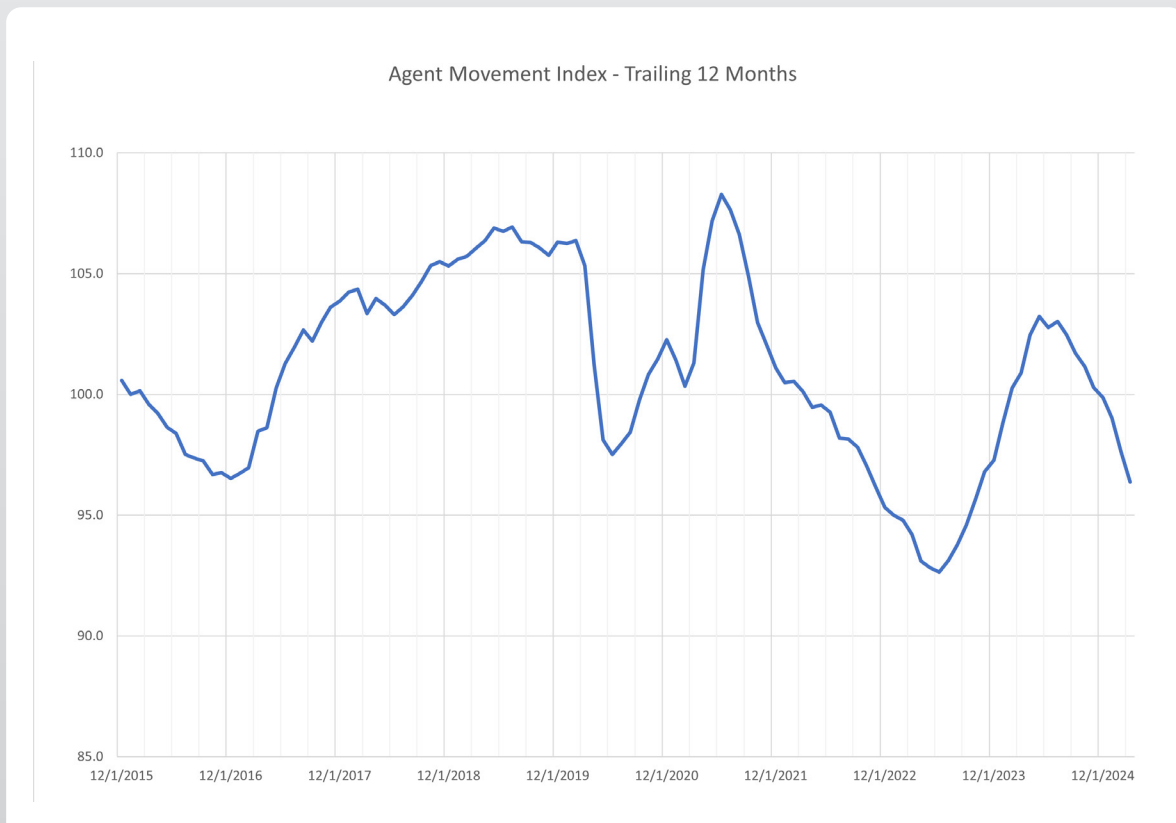
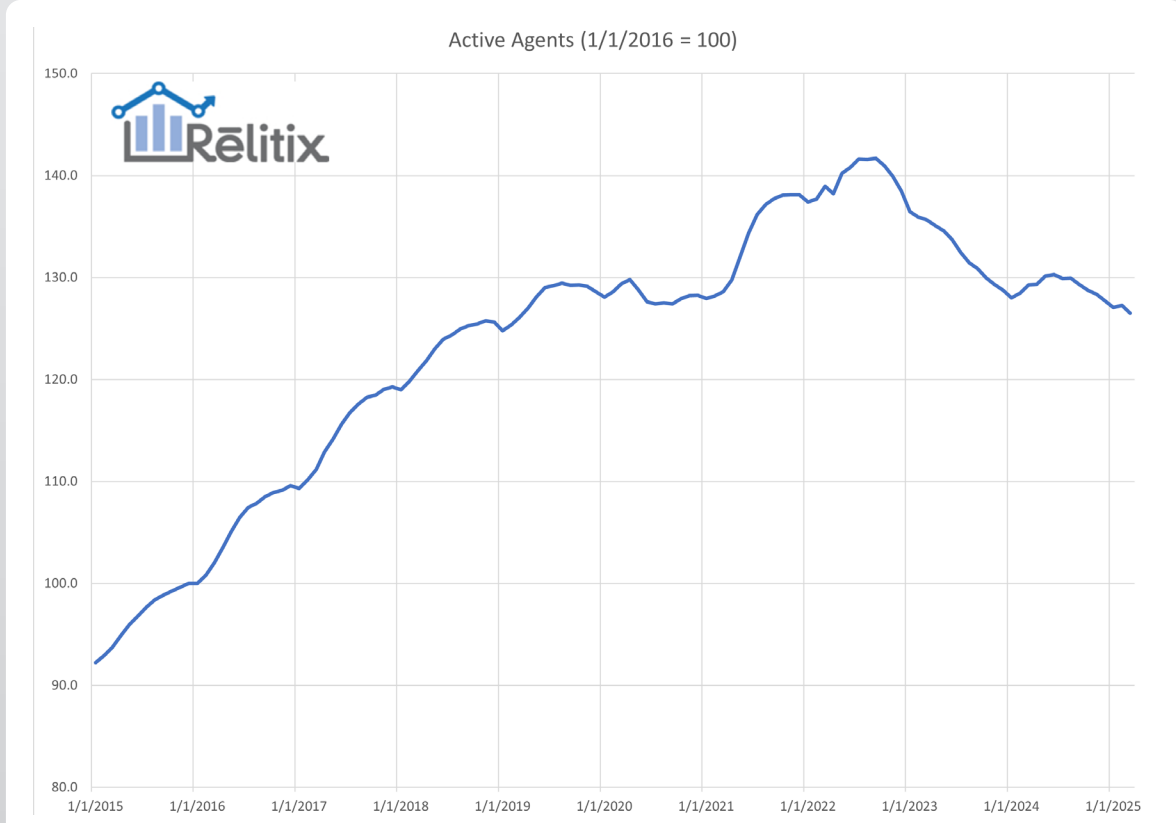


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AGENT MOVEMENT INDEX BACKGROUND



THE AGENT MOVEMENT INDEX™

Trends in the relative movement of experienced real estate agents between brokerages are an important strategic consideration for brokerage and franchise leaders. The relative amount of movement fluctuates over time on a seasonal and long-term basis. To capture these trends and report them to the industry Relitix is proud to introduce its Agent Movement Index™. The AMI is published monthly and features monthly and seasonally adjusted, and 12-trailing-month values. The index is calculated using national-level data from a large sample of the nation's most prominent MLS systems.

ABOUT OUR SCIENCE

The agent movement reflects the relative mobility of experienced agents between brokerages. The score is computed by estimating the number of agents who changed brokerages in a given month. To be counted the agent must be a member of one of the analyzed MLS's and change to a substantially different office name at a different address. M&A-driven activity and reflags are excluded as are new agents and agents who leave real estate. Efforts are made to exclude out of market agents and those which are MLS system artifacts. The number of agents changing offices is divided by the number of agents active in the past 12 months in the analyzed market areas. This percentage is normalized to reflect a value of 100 at the level of movement in January 2016 (0.7313%). The seasonally adjusted value divides the monthly result by the average of the same month in prior years.

Analyzed MLS's represent over 800,000 members and include: ACTRIS, ARMLS, BAREIS, BeachesMLS, BrightMLS, Canopy, Charleston Trident, CRMLS, GAMLs, HAR, LVAR, Metrolist, MLSNow, MLSPIN, MRED, Northstar, NTREIS, NWMLS, OneKey, RealComp, REColorado, SEF, Stellar, Triad, Triangle, and UtahRealEstate.

ABOUT RELITIX

Relitix provides data-driven decision support for brokerage leaders across the United States. A pioneer in applying AI and data science technology in brokerage management, Relitix profiles over 1.5 million agents in more than 130 markets nationwide to help brokers recruit, coach, and retain agents. Advanced data tools allow unprecedented visibility in agents, offices, and markets for strategic planning and M&A support. Learn more at www.relitix.com.



RECRUIT | RETAIN | GROW

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