



AGENT MOVEMENT INDEX

THIRD QUARTER 2025

Quarterly Cadence Debuts with Expanded Regional Insights



LAKE GENEVA, WI – OCTOBER 22, 2025 — Relitix today announced the third-quarter 2025 update of its Agent Movement Index™ (AMI), the industry's pulse on experienced-agent mobility and engagement across the U.S. real estate landscape. Beginning this quarter, the AMI moves from a monthly to a quarterly rhythm—offering a steadier, more reliable view of market shifts—and now features regional breakouts for the Midwest, Northeast, South, and West. Because of these methodological upgrades, the new series is not directly comparable to prior monthly reports.

NATIONAL OVERVIEW:

The national mobility rate remains subdued, marking another quarter of restrained movement among experienced agents. Recruiting conditions vary sharply by region, reflecting diverging market climates and business sentiment.

REGIONAL HIGHLIGHTS:

Midwest – still leading the pack. Agent transfers remain most active here, supported by resilient transaction flow and a balanced mix of independent and franchise firms. Recruiters are finding receptive audiences where productivity tools and lead programs are strong differentiators.

South – cooling from its post-pandemic strength. After two years as a highly mobile region, southern markets have settled into a slower pace. Increasingly agents are opting to stay put, placing pressure on recruiting programs.

Northeast – stable but selective. Agent movement has flattened, and recruiting wins increasingly hinge on firm culture, compliance clarity, and support for buyer-side transitions.

West – edging off the bottom. Following steep declines in 2023, mobility has ticked up slightly but remains significantly lower than the post-pandemic era. Brokerages here are focusing on high-producing agents and targeted outreach rather than broad campaigns.

EXPLORE PRODUCTS

RELITIX Market Share

- Track market leaders
- Top agents/offices
- Performance comparables
- Competitive intelligence

RELITIX Agent Recruiting

- Recruit top agents
- Performance insights
- Switch risk detection
- Coaching guidance

RELITIX Office Performance

- Office listing insights
- At-risk inventory
- Listing effectiveness grades
- M&A targeting

Full Online Release:

www.RELITIX.com/agent-movement-index

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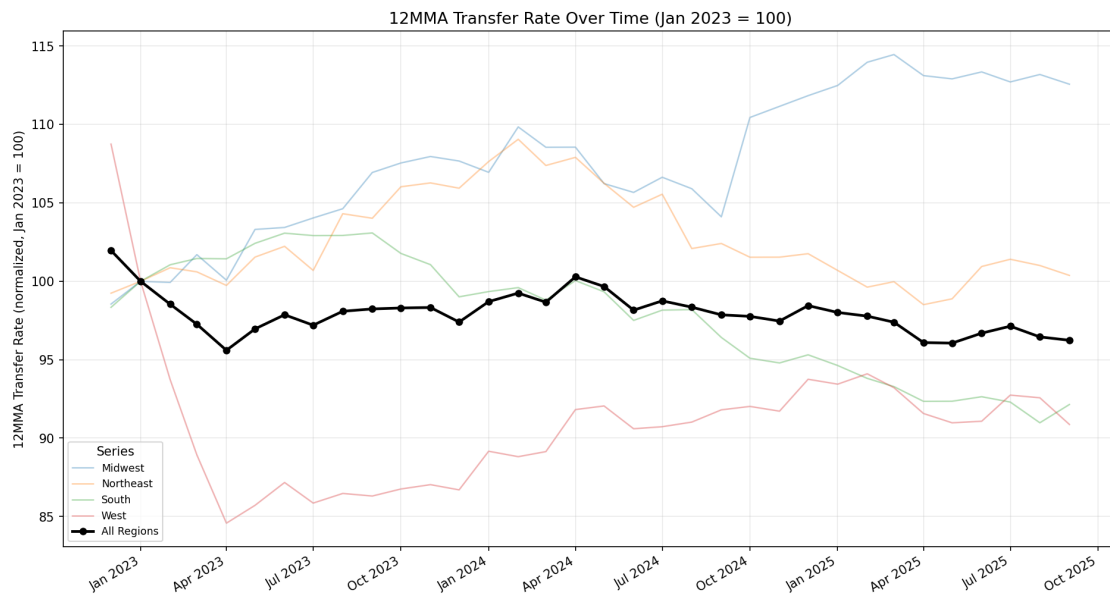
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IMPLICATIONS FOR BROKERAGE LEADERS:

With overall movement muted, recruiting has shifted from speed to precision. Brokerages finding success are doubling down on personalized outreach, robust onboarding, and retention through support and stability. In markets where agents are staying put, firms that invest in development and communication are winning loyalty before the next mobility wave arrives.

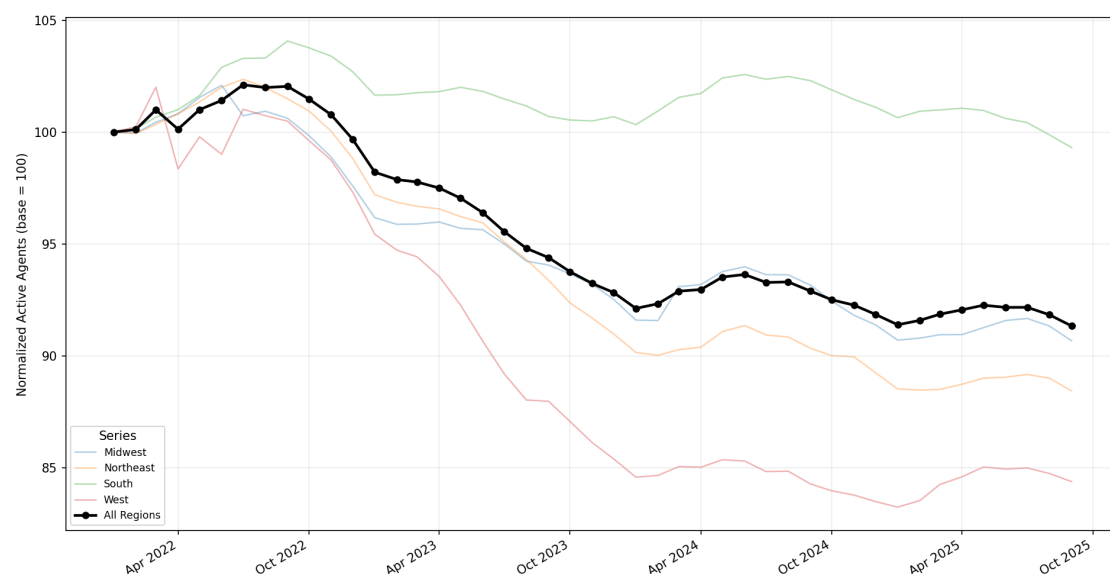
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TRAILING 12 MONTHS THIRD QUARTER 2025



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ACTIVE AGENTS THIRD QUARTER 2025



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BACKGROUND



THE AGENT MOVEMENT INDEX™

The Agent Movement Index™ tracks the relative mobility of experienced real estate agents across brokerage firms using a large, national MLS sample. The index is now reported quarterly with enhanced data normalization and regional analysis, providing brokerage executives a clearer lens on long-term recruiting and retention trends.

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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