State of the Company Address — January 6, 2026

We accomplished great things in 2025, even though 2025 wasn't an easy year. After the industry's number of sales fell substantially from their high in 2022, they hit a bottom where they have remained for the past 3 years. Although there were less buyers because of higher interest rates, there were also less sellers because they did not want to give up the great interest rates they acquired years ago. So, prices went neither up nor down and industry sales remained low. In our company, we as individuals had our own hurdles in dealing with loss or pain. The 2025 real estate economy in Northwest Florida was not what it was in 2022. Some have said it's an accomplishment in this economy to just survive.

Fortunately for us, God's economy is not man's economy. Rob Brooks Realty remains in the top 10% of all real estate companies on the Emerald Coast, even though other companies have more agents than we do. We have maintained our professional elite status. We sold almost three times what the average real estate agent in the area did. The average selling agent sold about 6 properties last year, and we sold 15 per selling agent. In both sales and property management, we have grown about 20% in the number of clients served since last year. We helped each other work through our hurdles and reach these milestones. As Kathy said, "We really are a family."

Michael Gregg has led the charge in growing our property management division, which now covers 100 properties. He assisted in the construction of our new owner website and the fine tuning of property management policies. He has also grown the property management to include industrial and restaurant properties. Atresia has done a tremendous job in filling vacant houses, helping tenants feel valued and keeping owners informed of the progress of their property. I've been told by multiple sources that hiring

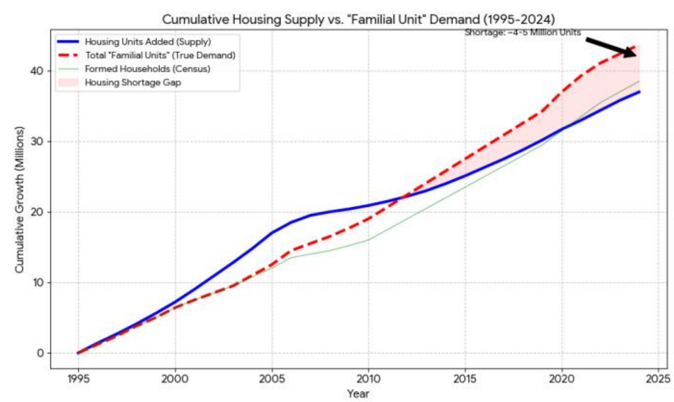
Danielle was one of the best wins for the company in 2025. By her hard work and diligence in taking over the maintenance of our managed properties, she has freed up a lot of Michael's time to move forward in the other ways previously mentioned. Owners appreciate how Danielle keeps them well informed on all maintenance requests.

Yearly Market Comparison

Comparing Entire MLS
As of Saturday, January 3, 2026 6:18:35 PM
Search Parameters: Property types Residential, Land, Commercial for Sale;

	Number of Sold Listings				Dollar Volume of Sold Listings				Median Sale Price			
	2024	2025	Diff	Chg	2024	2025	Diff	Chg	2024	2025	Diff	Chg
January	769	762	-7	-0.9%	$ 525,177,147	$ 530,476,283	5,299,136	1.0%	380,000	383,950	3,950	1.0%
February	957	817	-140	-14.6%	$ 610,331,258	$ 521,403,964	-88,927,294	-14.6%	389,130	380,000	-9,130	-2.3%
March	1,103	1,017	-86	-7.8%	$ 687,954,198	$ 671,507,717	-16,446,481	-2.4%	381,190	383,000	1,810	0.5%
April	1,147	1,048	-99	-8.6%	$ 813,268,404	$ 717,259,571	-96,008,833	-11.9%	404,990	398,020	-6,970	-1.7%
May	1,269	1,138	-131	-10.3%	$ 946,823,241	$ 722,139,955	-224,683,286	-23.8%	410,000	400,000	-10,000	-2.4%
June	1,153	1,203	50	4.3%	$ 736,719,963	$ 737,617,913	897,950	0.1%	403,900	395,875	-8,025	-2.0%
July	1,178	1,138	-40	-3.4%	$ 710,443,506	$ 774,180,251	63,736,745	8.9%	385,000	412,537	27,537	7.2%
August	1,110	1,093	-17	-1.5%	$ 716,408,141	$ 739,066,540	22,658,399	3.1%	389,250	391,000	1,750	0.4%
September	893	1,130	237	26.5%	$ 561,933,419	$ 798,037,740	236,104,321	42.0%	375,000	398,500	23,500	6.3%
October	947	1,091	144	15.2%	$ 625,829,462	$ 772,283,851	146,454,389	23.4%	375,000	400,000	25,000	6.7%
November	862	942	80	9.3%	$ 615,227,584	$ 612,775,619	-2,451,965	-0.4%	389,950	409,450	19,500	5.0%
December	968	1,101	133	13.7%	$ 659,069,856	$ 802,379,627	143,309,771	21.7%	385,545	405,000	19,455	5.0%
Total	12,356	12,480	124	1.0%	$ 8,209,186,179	$ 8,399,129,031	189,942,852	2.3%	389,900	398,500	8,600	2.2%

Where is the real estate industry headed? Although these facts have not received media coverage yet, we have been seeing less local inventory in the past 3 months. Why? The attractive pre-2022 low interest rates discourage sellers from entering the market. Meanwhile, we have had an unseasonal higher number of sales in the past 4 months (ECAR statistics) as buyers are becoming accustomed to 6% interest rates. Buyers aren't going to wait for lower interest rates anymore and they are getting off the sidelines. Recent national and local pending sales surged to the highest they have been in 3 years. Nationwide, the housing shortage numbers have not diminished in some time… we are still 4 million houses short. There is a pent-up demand. (Gemini graph) It's possible this is a blip that will soon level off, or….

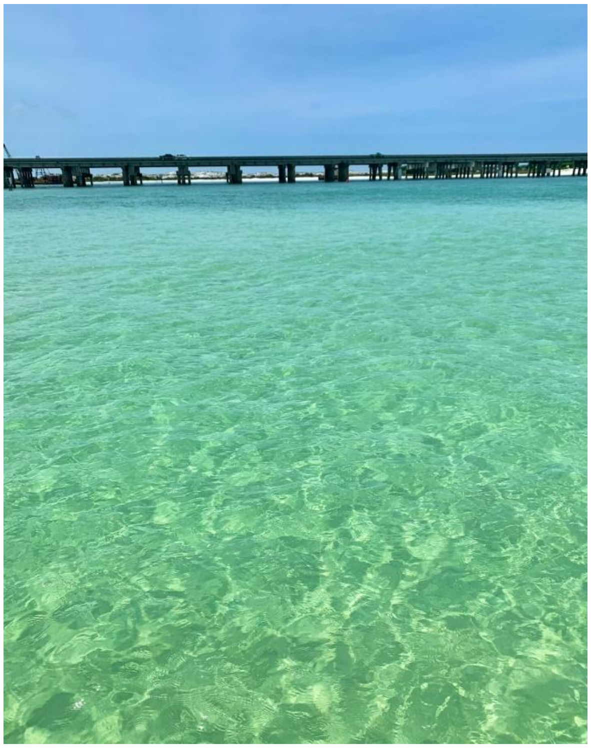


<u>**My prediction:**</u> **If these trends continue, we will likely see a robust 2026 market in Northwest Florida compared to 2025, 2024, and 2023. I predict the number of sales to be 10-15% more than those years, but 20% less than the record-breaking years of 2020 – 2022. Appreciation will start slowly but then increase, coming in at the end of the year at close to 5%. This will be the highest appreciation we have seen in 3 years.**

So, what do these predictions based on recent data mean for everyone? It means to get ready for action. For us agents, it means buckle up, because we are about to help a lot more people. For buyers, it means now is probably the time for the action of buying. With the market showing greater demand and fewer available houses, prices should start going up again soon. For potential sellers, know that we will have more buyers now than we have had in years. If you are a homeowner who has a low interest rate, you may find you are in a great moment to turn your house into a profitable investment by using property management.

While economic and company numbers are good to look at, it is not our focus. Many real estate agents and brokers focus on dollars. Not us. Funny as it may seem, most of our agents don't even have sales goals, just goals of helping people. Jackie said it well with, **"My favorite thing is when people see they are more important to us than money."** We love our clients. We are honest and diligent so they can have the best service possible, and we feel joy as that is accomplished. The diligence continues regardless of whether anyone is watching. One of Dawn's clients quipped, **"I've never had people work so hard behind the scenes."** While other real estate companies have languished, our clients chose to do business with us because of our values. Mollie pointed out that, "People are starting to miss old morals" and they often associate good morals with Rob Brooks Realty. Julia has said that we live up to our values "more than anyone else. No one has our values." Jesse recognized that as we interact "with other

companies, we are instilling our values" to them. We are making a difference in our community.



What is our motivation at Rob Brooks Realty? All of us who work here and many of our clients know that our company drive comes from desiring to honor Christ Jesus. They are reflected in these lyrics of the song, "All Glory Be to Christ" which are sung to the tune of "Auld Lang Syne" sung at each new year…

"Should nothing of our efforts stand,
No legacy survive,
Unless the Lord does raise the house,
In vain it's builders strive.
To you who boast tomorrow's gain,
Tell me what is your life?
A mist that vanishes at dawn,
All glory be to Christ.
All glory be to Christ our King. All glory be to Christ.
His rule and reign we'll ever sing, all glory be to Christ."

I want to thank all of you for your support of the family of Rob Brooks Realty. God bless you all, and God bless the clients of Rob Brooks Realty.