



## Duane Richins Brings His Top-Producing RealD2D Team and Highly Effective Sales Approach to Real

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*Addition adds 40 agents across 13 states and home sales of \$250 million since 2022*

TORONTO & NEW YORK--(BUSINESS WIRE)--Sep. 24, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced that the RealD2D Team, led by top producing agent and coach Duane Richins has made the move to Real. Richins brings 40 agents across 13 states to the growing company.

A successful door-to-door alarm salesman and real estate investor, Richins began selling real estate door to door in 2016, merging his sales expertise with his real estate knowledge. In his first year, he sold 89 homes through door knocking and has consistently ranked in the top 1% of agents in Utah. RealD2D has expanded to 40 agents across 13 states, and Richins now coaches agents nationwide on mastering door-to-door real estate sales.

"Having knocked on over 100,000 doors and trained numerous rookies of the year, Duane is unmatched in building client relationships through direct engagement. Door-to-door real estate sales is about truly listening to homeowners' needs and helping them achieve their goals. We are thrilled to welcome Duane and his team to Real and look forward to supporting their continued growth and success," Real President Sharran Srivatsaa said.

In addition to leading his team and coaching agents throughout the country on the door-to-door real estate sales approach, Richins sold homes valued at \$24 million from repeat clients and referrals in 2023. Over the past two years, his team sold nearly 500 homes for a sales volume of \$250 million. Based in Salt Lake City, RealD2D operates in Arizona, California, Florida, Georgia, Maryland, Nevada, New Jersey, New York, Oregon, Pennsylvania, Texas and Washington state.

"I was looking for a brokerage that could support my business," Richins said. "Real's technology platform and the quality of its leadership are what stood out to me."

### About Real

Real (NASDAQ: REAX) is a real estate experience company working to make life's most complex transaction simple. The fast-growing company combines essential real estate, mortgage and closing services with powerful technology to deliver a single seamless end-to-end consumer experience, guided by trusted agents. With a presence throughout the U.S. and Canada, Real supports more than 21,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.

### Forward-Looking Information

This press release contains forward-looking information within the meaning of applicable Canadian securities laws. Forward-looking information is often, but not always, identified by the use of words such as "seek", "anticipate", "believe", "plan", "estimate", "expect", "likely" and "intend" and statements that an event or result "may", "will", "should", "could" or "might" occur or be achieved and other similar expressions. These statements reflect management's current beliefs and are based on information currently available to management as of the date hereof. Forward-looking information in this press release includes, without limiting the foregoing, expectations regarding Real's ability to continue to attract agents.

Forward-looking information is based on assumptions that may prove to be incorrect, including but not limited to Real's business objectives, expected growth, results of operations, performance, business projects and opportunities and financial results. Real considers these assumptions to be reasonable in the circumstances. However, forward-looking information is subject to known and unknown risks, uncertainties and other factors that could cause actual results, performance or achievements to differ materially from those expressed or implied in the forward-looking information. Important factors that could cause such differences include, but are not limited to, slowdowns in real estate markets, economic and industry downturns. Real's ability to attract new agents and retain current agents and those risk factors discussed under the heading "Risk Factors" in the Company's Annual Information Form dated March 14, 2024, a copy of which is available under the Company's SEDAR+ profile at [www.sedarplus.ca](http://www.sedarplus.ca). These factors should be carefully considered and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this press release are based upon what management believes to be reasonable assumptions, Real cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this press release, and Real assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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