



Addition of the Grant Johnson Group Pushes Real Past the 22,000-Agent Mark

October 10, 2024

55-agent team bolsters Real's Twin Cities presence bringing more than 1,000 home sales valued at nearly \$370 million since 2021

TORONTO & NEW YORK--(BUSINESS WIRE)--Oct. 10, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced that the Grant Johnson Group, a fast-growing team serving the St. Paul/Minneapolis area has joined Real. The addition brings 55 agents to Real, which now has more than 22,000 throughout the U.S. and Canada, an increase of more than 8,000 agents since the end of 2023.

A 30-year real estate veteran, Johnson formed his current team in 2021 with 12 agents, and attributes the team's fast growth to the people he has surrounded himself with.

"We're thrilled to welcome Grant and his powerhouse team to Real. It's fitting that a fast-growing team, focused on building a strong culture, has helped us surpass 22,000 agents," said Real President Sharran Srivatsaa. "In a short time, Grant and his team have carved out a unique space in Minneapolis' ultra-competitive market, and we're looking forward to partnering with them to achieve even more."

The team, which relies on internet lead generation for more than 70% of its business, has completed more than 1,000 home sales with a transaction value of approximately \$370 million since 2021. This includes 300 sales valued at \$110 million in 2023. The team is on track to sell 450 homes in 2024.

"Real is in alignment with our culture. Its collaborative approach is designed to prevent silos and offers the best platform from which to grow," Johnson said.

The leadership team at Grant Johnson Group includes Jeff Montgomery (Finance), Tammi Roach (Agent Attraction), and Amber Urlacher (Operations), all of whom also serve as producing agents. They are supported by Katie Mahler, who manages shared operations, and Megan Nelson, who leads marketing efforts.

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 22,000 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. 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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