



Record Start to 2025 Propels Real Over the 25,000-Agent Mark

January 23, 2025

January 2025 on track to be the fastest growth month in the company's history

TORONTO & NEW YORK--(BUSINESS WIRE)--Jan. 23, 2025-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced that it has reached the 25,000-agent mark. The milestone comes on the heels of nearly 1,000 agents joining Real each month in 2024, with January 2025 on track to be the fastest growth month in the company's history.

"Our mission and our vision from Day 1 has been to make agents' lives better. I'm thankful to our leadership team and the Real employees who wake in the morning and go to sleep at night with our agents in mind. We couldn't have reached this milestone without each member of our collective community," said Tamir Poleg, Real Founder, Chairman and CEO. "I am also grateful to the growing number of agents who have chosen to partner with us. Although 25,000 feels like a big number, we are just getting started, and their partnership and the trust they have placed in Real means everything."

With a presence in all 50 states in the U.S. and four Canadian provinces, Real is dedicated to providing agents with advanced technology and unparalleled support. Real is unique among public brokerages for its proprietary software platform, reZEN, utilized by every agent to enable rapid scalability without adding significant costs.

Over the past year, Real leveraged this platform to introduce several agent-focused programs, including Private Label, ProTeams and Real Wallet. Designed for independent brokerages and large teams, the Private Label and ProTeams programs make it easier to join Real while allowing agents to maintain the brands that they've worked hard to build and existing compensation structures. Real Wallet, a fintech platform, centralizes an agent's access to Company-branded financial products. Through Real Wallet, U.S. agents can open a business checking account, while agents in Canada have access to a line of credit based on their earnings history with the Company. Additional features, including tax planning business checking accounts and revenue share advances, are expected to launch for Real Wallet users in the U.S. later this quarter.

"25,000 strong and counting! Reaching this incredible milestone isn't just about numbers—it's about the community we've built together. Every agent, every story, every deal—it all adds up to something extraordinary. This isn't just growth; it's a movement," said Sharran Srivatsaa, President of Real. Here's to celebrating what we've accomplished and charging forward with passion and purpose. The future is Real!"

Since the start of the year, Real has onboarded a number of high profile teams, including:

- Harvest Realty, a high-producing independent brokerage serving Southern California with 550 agents and \$2.4 billion in 2024 home sales.
- The Burgman Group, led by industry influencer Shane Burgman, has averaged 50 home sales a year throughout Florida's Space Coast for the past decade.
- Austin-based Spyglass Realty, with 140 agents and a 2024 sales volume of nearly \$400 million.
- Craft & Bauer Real Estate Co., a 60-agent firm with 865 homes sales totaling \$512 million across California and Arizona.

The Real Brokerage is a real estate technology company and is not a bank. Banking services provided by Thread Bank, Member FDIC. The Real Wallet Visa debit card is issued by Thread Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. and may be used anywhere Visa cards are accepted.

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 25,000 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 successfully launch additional Real Wallet features and products, 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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20250123968173/en/>

Investor inquiries, please contact:

Ravi Jani

Vice President, Investor Relations and Financial Planning & Analysis

investors@therealbrokerage.com

908.280.2515

For media inquiries, please contact:

Elisabeth Warrick

Senior Director, Marketing, Communications & Brand

elisabeth@therealbrokerage.com

201.564.4221

Source: The Real Brokerage Inc.