



Edmonton's Top-Producing Independent Brokerage, YEGPro Realty, Joins Real

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Real's presence in Alberta surpasses 1,000 agents

TORONTO & NEW YORK--(BUSINESS WIRE)--Feb. 5, 2025-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced that YEGPro Realty, Edmonton's top-producing independent brokerage, has joined Real. Led by Jessie McCracken and Will Hickey, YEGPro adds 57 agents to Real's Alberta agent community, which now exceeds 1,000 agents.

McCracken, who consistently ranks among the top 5% of the region's producing agents, and Hickey, also a top performer, purchased the three-agent brokerage in 2017. Since that time, YEGPro Realty has grown by word of mouth to become Edmonton's top-producing independent brokerage firm based on sales. YEGPro distinguishes itself by focusing on offering new agents unparalleled training and mentorship, and a culture that attracts and retains some of the Edmonton metro area's top producers. The brokerage has closed home sales of \$1.4 billion since 2021.

"We're thrilled to welcome YEGPro Realty, Edmonton's top-producing boutique brokerage, to the Real family. Jessie and Will are forward-thinking leaders who share our vision for innovation and collaboration," said Real President Sharran Srivatsaa. "Reaching the 1,000-agent milestone in Alberta underscores the strength of our community and our relentless focus on building the future of real estate together."

"The move to Real just made sense," said McCracken. "Joining Real provides the best opportunity for our agents to be one step ahead. Our culture of collaboration and training remains, along with the YEGPro brand, while our agents benefit from being part of something bigger. They will have more agents to collaborate with and all of the benefits of Real's financial opportunities and technology platform."

Hickey said, "The landscape of brokerage offerings has transformed significantly, and we believe that Real provides much greater stability and opportunities for our realtors. Jessie and I are thrilled to continue in our leadership roles and influence our agents. We are eager for the next phase of success for our YEGPro agents."

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 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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