



NEWS RELEASE

Clayton Coastal Group Joins The Real Brokerage, Bringing 37 Agents and Nearly \$300 Million in Annual Sales Volume

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Led by real estate entrepreneur Matt Clayton, the Florida-based team is expanding into New York, serving all five boroughs

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc., a leading technology-enabled real estate platform redefining the industry through innovation and agent culture, today announced that Clayton Coastal Group has joined the company. The move brings 37 agents to Real, expands its presence across Florida and sets the stage for the team's expansion into New York, serving all five boroughs.

Led by Matt Clayton, Clayton Coastal Group is on pace to close nearly \$300 million in real estate transactions this year, after building a highly successful business fueled by social media, digital marketing and a focus on serving out-of-town buyers. Clayton personally closes approximately \$50 million in annual transaction volume.

The team primarily serves buyers relocating from New York and other markets, as well as snowbirds and second-home buyers seeking property in Florida.

"Matt has built an extraordinary business in a remarkably short period of time, and his story is a great example of what's possible when an entrepreneur combines hard work, technology and a genuine commitment to his people," said Joel Kirsch, SVP of Growth at Real. "His social media expertise and vision for building a national business make him an ideal fit for Real. We're excited to welcome Matt and his team and support their continued growth from Florida into New York

and beyond.”

Clayton’s path to real estate was unconventional. He spent 18 years working as an air traffic controller while he and his wife bought, renovated and flipped houses. In 2024, he made the decision to become a full-time real estate agent, selling \$20 million in his first 12 months and growing his team from two agents into a 37-agent organization.

Today, Clayton has leveraged social media to build a powerful personal brand and a business that reaches consumers far beyond the markets where his team operates. His content-driven approach has helped the team connect with buyers who are often making significant moves from out of state or purchasing a second home in Florida.

Clayton said Real’s national platform and ability to support expansion into new markets were key factors in his decision to join the company. With Real’s presence in all 50 states, the move will enable Clayton Coastal Group to expand its business into New York.

“I’ve always believed that our opportunity is much bigger than one market,” said Clayton. “Real gives us the platform and the freedom to build a national business while continuing to do what we do best: leverage social media to create relationships and take great care of our clients and our agents.”

About Real

Real is a real estate experience company working to make life’s most complex transaction simpler. The fast-growing company combines essential real estate, mortgage and closing services with powerful technology to deliver a seamless, end-to-end homebuying experience guided by trusted agents. Real supports more than 36,000 agents who use its digital brokerage platform and tight-knit professional community to build forward-thinking businesses. With a presence in all 50 states across the U.S. and Canada, Real is part of Real REMAX Group, Inc. (NASDAQ: REAX), a global real estate company with 180,000+ agents, more than 100,000 of whom are based in the U.S. and Canada, and a presence in over 120 countries and territories. To learn more about Real, please visit **onereal.com**.

Forward-Looking Statements

Some of the statements in this press release are "forward-looking statements," as that term is defined in the Private Securities Litigation Reform Act of 1995, including statements regarding the Company’s growth. These forward-looking statements are subject to risks, uncertainties and assumptions, including the risk of slowdowns in real estate markets, economic and industry downturns and Real’s ability to attract new agents and retain current agents. Accordingly, these forward-looking statements should be evaluated with consideration given to the many risks and uncertainties that could cause actual results and events to differ materially from those in the forward-looking statements. They include the risks discussed under the heading “Risk Factors” in the Company’s Annual Information Form dated March 4, 2026, a copy of which is available under the Company’s SEDAR+ profile at **www.sedarplus.ca**. It is not possible for management to predict all the possible risks that could affect Real or to assess the impact of all possible risks on Real's business.

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