



NEWS RELEASE

Cosette Lambourne Woods Joins Real Brokerage

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Award-winning Hampton Roads real estate leader brings a track record of leadership, production and agent development experience to Real

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a real estate technology platform focused on innovation and agent culture, today announced that veteran real estate leader Cosette Lambourne Woods has joined the company. Based in the Hampton Roads, Va., market, Woods brings more than 26 years of real estate experience as a top-producing agent, brokerage executive and respected industry leader.

Woods joins Real after serving in executive leadership roles for more than a decade, including Team Leader, CEO and most recently, Operating Principal. During her tenure, she helped grow a 200-agent brokerage into one of the top-performing offices in the Hampton Roads market, leading its rise from No. 18 to No. 1 within its regional network and maintaining that position for five consecutive years.

"Cosette has built an exceptional reputation by developing agents, growing organizations and delivering an outstanding client experience," said Jason Cassity, Chief Growth Officer at Real. "Her leadership, passion for coaching and commitment to helping agents succeed embody everything Real stands for. We're excited to welcome her to the company and look forward to supporting her continued impact in the Hampton Roads market and beyond."

Throughout her leadership career, Woods recruited more than 800 agents while helping countless real estate professionals build successful businesses through training, coaching and mentorship. She was named Broker of the Year by the Hampton Roads Realtor Association in 2024 and has served on the association's board of directors. She also served as Vice President of the Southeastern Virginia Women's Council of REALTORS.

"Throughout my career, I've been passionate about helping people succeed, whether that's my clients or the agents I mentor," Woods said. "What attracted me to Real was the people. The leadership team is authentic, transparent and genuinely invested in the success of its agents. Combined with innovative technology and a collaborative culture, Real provides agents with the opportunity to build their businesses on their own terms."

Woods began her real estate career 26 years ago investing in and flipping homes before transitioning into residential sales, where she built a reputation for delivering white-glove service and an exceptional client experience. She continues to be an active producing agent while remaining passionate about educating and developing fellow real estate professionals.

About Real

Real (NASDAQ: REAX) 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 single seamless end-to-end consumer experience, guided by trusted agents. With a presence in all 50 states across the U.S. and Canada, Real supports over 35,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.

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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