



NEWS RELEASE

Haley Garcia Brings Garcia Real Estate Group to The Real Brokerage

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Luxury team serving The Woodlands, Texas, brings six agents and approximately \$200 million in annual home sales to Real Luxury

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a leading real estate technology platform redefining the industry through innovation and culture, today announced that luxury real estate leader Haley Garcia and Garcia Real Estate Group have joined Real. The high-producing team further strengthens Real's growing presence in the Greater Houston area, including The Woodlands, a nationally recognized master-planned community.

One of the most respected luxury teams in The Woodlands area, **Garcia Real Estate Group** will align with Real Luxury, Real's specialized division designed to support the unique needs of elite agents serving the high-end market. The team generates approximately \$200 million in home sales annually, maintains a 99% closing ratio and sources 95% of its business through referrals, reflecting its long-standing reputation and deep community relationships.

A 25-year veteran of Houston's residential real estate market, Garcia launched a boutique brokerage in 2009 that produced \$180 million in sales within 18 months before being acquired in 2011. In 2013, she founded Garcia Real Estate Group. Known for integrity, market expertise and a client-first culture, her team continues to rank among the top performers nationwide, specializing in luxury properties while delivering the same level of care to every client. She later founded Compass' Woodlands office and most recently served at Keller Williams, while also coaching and mentoring other agents. Garcia has also served as an executive business coach. Her work in leadership development, team culture and personal growth led her to co-found Impact Elite Coaching, a coaching company dedicated to guiding professionals

toward sustainable success through mindset mastery, strategy and accountability.

“Haley has built an extraordinary business rooted in excellence, service and community impact,” said Tamir Poleg, Chairman and CEO of The Real Brokerage. “Her leadership, track record and commitment to developing agents align perfectly with Real’s values. She embodies the caliber of agent we are proud to support through Real Luxury, and we’re excited to welcome Haley and her team as they scale their brand on a national platform.”

Garcia and her team are deeply rooted in The Woodlands community and are known for their commitment to service. She currently serves as President of the Board of Directors for The Woodlands Arts Council and as a member of the board for New Danville, and has previously served on numerous charitable and organizational boards. Community service remains a cornerstone of her team’s culture, with agents actively serving nonprofit boards and participating in quarterly volunteer initiatives.

“As a large team with a strong culture, choosing the right partner truly matters,” Garcia said. “Real’s technology stack honestly blew me away, but what ultimately stood out was how much the model benefits our agents and clients. The combination of our established brand with Real’s nationwide reach, innovative technology and collaborative culture creates an opportunity to elevate our team and brand while continuing to serve our clients at the highest level.”

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 33,000 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 agent growth and expected home sales volume. 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 6, 2025, and “Risks and Uncertainties” in the Company’s Quarterly Management’s Discussion and Analysis for the period ended September 30, 2025, copies of which are 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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