



NEWS RELEASE

Houston Properties Team, Led by Paige and Bob Martin, Joins The Real Brokerage

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Top-ranked Houston real estate team brings 17 agents and \$2 billion in lifetime sales to Real

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 Houston Properties Team has joined Real. The team brings 17 agents and further strengthens Real's growing presence throughout Texas.

Founded 15 years ago by Paige and Bob Martin, Houston Properties Team is one of the nation's top-ranked real estate teams, known for pairing elite market expertise with a client-first mindset. The team has completed more than \$2 billion in lifetime sales by helping more than 2,000 families find their home.

By investing heavily in proprietary comparable analysis tools, data and technology, Houston Properties Team helps clients make smarter decisions in every market cycle. The team's digital reach includes 60,000 monthly website visitors and more than 500,000 social media views monthly.

"Bob, Paige and the Houston Properties Team have built an extraordinary, data-driven business with a powerful brand and deep community influence," said Tamir Poleg, Chairman and CEO of The Real Brokerage. "Their commitment to innovation, agent success and client outcomes aligns perfectly with Real's mission, and we're excited to support their next chapter of growth."

Bob Martin said the move to Real reflects a forward-looking approach to brokerage alignment as the industry evolves.

“We wanted to align with a company that’s built for how real estate will be done over the next decade,” he said. “Real’s integrated platform, use of AI, lower fees and wealth-building opportunities create an environment where our agents can thrive while continuing to deliver exceptional results for clients.”

While at Keller Williams, the Martins were members of Gary Keller’s Top Teams Mastermind Group, representing the top agents and teams nationwide. Paige Martin also serves as Chair of the Houston Association of Realtors MLS Committee, further underscoring the team’s leadership within the market.

Houston Properties Team is widely recognized for its market leadership and innovation. In 2025, the team was named one of Houston’s Top Real Estate Teams by the Houston Business Journal, ranked among America’s Top Teams by RealTrends Verified and recognized as Best Real Estate Agency by Houston Business Rate. The team also received the AI Excellence in Real Estate Award from the Council for Applied AI, earning distinction as an AI-Forward Real Estate Team of the Year.

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 32,000 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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