



NEWS RELEASE

JPAR Founder JP Piccinini Aligns with Real to Help Agents and Brokerage Leaders Scale

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Entrepreneur brings two decades of experience building high-growth brokerages and agent-centric businesses

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a real estate technology platform focused on innovation and agent culture, today announced that entrepreneur and JPAR Real Estate founder JP Piccinini will be working with Real as a Growth Leader. In this role, he will work closely with Chief Growth Officer Jason Cassity to support agents, teams and brokerage leaders across the Real network.

Over the course of his career, Piccinini has served as an agent, brokerage owner, franchisee and franchisor, giving him a broad perspective on the real estate industry at every stage of business development. Under this leadership, JPAR grew to approximately 4,000 agents across 22 states, generated more than \$5 billion in annual sales volume and grew into one of the nation's largest brokerages, earning a place among the Top 50 brokerages in the 2022 RealTrends 500 rankings based on 2021 performance.

"I've spent my entire real estate career helping agents grow," Piccinini said. "I've always believed success is about more than production. It's about building a business that creates freedom, stability and long-term wealth. Real shares that philosophy. It gives agents the tools, collaboration and opportunities to grow their income in multiple ways, and I'm excited to help them unlock that potential."

Based in Texas, Piccinini will also host regular in-person events throughout the state, including monthly roundtables focused on growth strategies, leadership development and business-building best practices.

"At Real, we're committed to giving our agent community the resources, technology and opportunities they need to grow thriving businesses and build long-term wealth," said Cassity. "JP has spent his career building and scaling companies that empower real estate entrepreneurs. He understands what it takes to grow from agent to operator to organization builder, and his experience will be an incredible asset to our community."

Piccinini brings more than 20 years of residential real estate experience to Real. He began his career in 2005 in Columbia, S.C., where he earned Rookie of the Year honors before becoming the market's top-producing agent. In 2011, he founded JPAR Real Estate in Texas with a mission of empowering agents and brokers through education, collaboration, networking and innovative technology.

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 34,000 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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