



NEWS RELEASE

MTP Joins Real, Launches Midwest Top Producers Brand

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Top-performing independent brokerage brings 105 agents and nearly 1,500 annual transactions to Real

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a real estate technology platform focused on innovation and agent culture, announced that MTP, formerly known as Michigan Top Producers and Indiana Top Producers, has joined the company. The organization brings 105 agents to Real and expands the company's presence in Southwest Michigan and Northern Indiana.

As part of the move to Real, MTP has launched a new brand, Midwest Top Producers, reflecting its continued growth and long-term vision for expansion throughout the region. In 2025, MTP completed approximately 1,500 transactions totaling more than \$360 million in sales volume, making it one of the top-performing independent real estate organizations in Southwest Michigan.

MTP is led by co-owners David Lambe and Brandon Hamilton, who became part of the ownership team in 2024 and 2022, respectively. They assumed sole ownership of the independent brokerage in 2026. Under their leadership, the organization grew from approximately 40 agents in 2024 to more than 100 agents today.

"MTP has built an impressive organization by creating opportunities for agents to grow and succeed at every stage of their careers," said Jason Cassity, Chief Growth Officer at Real. "Their commitment to training, support and agent development aligns closely with Real's mission. We're excited to welcome MTP to Real and support their continued growth across the Midwest."

MTP has built a reputation for helping agents grow sustainable businesses through coaching, mentorship and accountability. The organization's agents average approximately 15 transactions annually, significantly exceeding many industry benchmarks.

"As our organization continued to grow, we wanted to ensure our agents had access to the best technology, resources and opportunities in the industry," said Lambe. "What impressed us most about Real was the alignment in culture and values. We've built MTP around supporting agents, investing in their development and creating opportunities for them to succeed, and we saw that same commitment throughout the Real organization."

Lambe worked in the facilities services industry before launching his real estate career seven years ago. He joined MTP in 2023, assumed a leadership role in 2024 and has helped grow the organization while remaining an active producing agent, closing approximately 50 transactions annually.

Hamilton brings more than 25 years of real estate experience spanning brokerage ownership, team leadership, coaching and agent development.

"Real provides the scale and infrastructure to support where we're headed as a company," Hamilton said. "As we continue expanding throughout the Midwest, we wanted a partner that would allow us to maintain the local leadership and support our agents rely on while giving them access to a national platform built for growth. Real gives us that foundation."

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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