



NEWS RELEASE

NÖVEM Real Estate Joins The Real Brokerage in New York City

2026-06-04

10-agent boutique brings agent-focused model and luxury focus 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 NÖVEM Real Estate, a New York City-based boutique team led by Ethan Leifer, has joined the company. The addition expands Real's presence across key New York markets, including Manhattan, Brooklyn, Queens, Long Island and Westchester County.

Founded approximately two and a half years ago as 74 West, the newly launched NÖVEM Real Estate is a 10-agent team that operates with a boutique approach, serving a range of clients from everyday homebuyers to luxury clientele.

Prior to launching his own brokerage, Leifer led a successful team at Compass. He established his own brokerage with a vision of delivering high-level service and support to agents at all stages of their careers, creating an environment where agents can build and scale their personal brands while receiving the resources typically reserved for top-producing teams.

"I set out to create a more supportive, agent-focused environment where everyone has access to the tools and guidance needed to grow," said Leifer. "As we look to scale, having the right economic model allows us to reinvest in our agents and our business in a meaningful way. I was truly blown away by the technology and the culture. It's the complete package, and those elements are what really set it apart."

Leifer brings significant industry experience to Real, having closed more than \$1 billion in real estate transactions over

the course of his 13-year career.

“NÖVEM represents the kind of entrepreneurial, agent-first team that thrives on our platform,” said Jason Cassity, Real’s Chief Growth Officer. “Ethan’s focus on supporting agents and building a scalable, sustainable business aligns closely with Real’s mission, and we’re excited to welcome him and his team.”

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.

Investor inquiries, please contact:

Loren Irwin

Director, Investor Relations and Financial Reporting

investors@therealbrokerage.com

908.280.2515

For media inquiries, please contact:

press@therealbrokerage.com

201.564.4221

Source: The Real Brokerage Inc.