NEWS RELEASE

Randy Anaya Brings 65-Agent Equity Realty Group to The Real Brokerage

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Leading Southwest Valley team sells 420 homes valued at more than $190 million annually; joins Real to fuel next chapter of growth

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 respected Arizona real estate leader Randy Anaya and his 65-agent team, Equity Realty Group, have joined the company. The addition expands Real's presence in Phoenix's Southwest Valley.

Founded in 2009 as an independent brokerage, Equity Realty Group has built a reputation across Phoenix's Southwest Valley, including Avondale, Goodyear, Buckeye, Litchfield Park and Tolleson, for its strong culture, bilingual service capabilities and relationship-driven business model. The team generates approximately 420 homes sales annually totaling $191 million in sales volume.

"The industry is shifting, and I believe technology-based brokerages represent the future," Anaya said. "Real has built a business model that is proving successful at scale and creating meaningful opportunities for agents. Just as important, their values mirror ours, which made Real the best fit for our team."

Anaya earned his real estate license shortly after high school, following in the footsteps of his father, Arizona's first Hispanic broker. He built the company on a foundation of faith, family and the belief that agents and clients should be treated like family.

“Randy has built an impressive organization. His leadership, deep market knowledge and commitment to serving families across the Southwest Valley align perfectly with Real’s values. We’re excited to welcome Randy and the entire Equity Realty Group as they continue to scale, now powered by our platform,” said Jason Cassity, Real’s Chief Growth Officer.

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 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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