



NEWS RELEASE

Real Appoints Jason Cassity as Chief Growth Officer, Strengthening Agent Voice in Executive Leadership

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MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a leading real estate technology platform redefining the industry through innovation and culture, today announced the appointment of Jason Cassity as Chief Growth Officer, a newly created executive role designed to accelerate the company's already rapid growth and continue to build the industry's most innovative, collaborative agent community.

Cassity joins the executive team after 13 years as a top-producing Realtor and team leader in San Diego, where he built and led a high-performing real estate team. He also served as a Growth Ambassador for the company, partnering closely with agents and leadership to attract top talent and strengthen community engagement.

In his new role, Cassity will be responsible for architecting, leading and accelerating the company's growth strategy for its brokerage business. He will own the vision and execution of scalable agent acquisition, activation and engagement initiatives, partnering closely with the company's Growth Ambassadors and top agents to drive sustainable expansion across markets.

"Jason's experience as a top-producing agent and as the leader of a highly successful team gives him unique insight into what agents need to grow their businesses," said Tamir Poleg, Chairman and CEO of The Real Brokerage. "His expertise will help us accelerate growth while ensuring our platform provides agents with the tools, support and opportunities they need to succeed at every stage of their careers."

Cassity's appointment follows several recent leadership moves consistent with the company's mission to make agents'

lives better. Since the start of the year, Orlando agent Ken Pozek joined the company's Board of Directors and nationally recognized coach Dusty Oglesby transitioned from an agent and team leader to become Vice President of Agent Learning & Development.

"I am incredibly honored to join the leadership team to help architect the future of this company," said Cassity. "Three and a half years ago, I bet my career on Real because I saw a vision that was bigger than a traditional brokerage. Today, I am stepping away from my personal production to ensure that every agent who joins us has the tools, the technology and the community they need to achieve their own greatness."

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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