NEWS RELEASE

Real Brokerage Welcomes The Collective Group, Washington State's No. 3 Ranked Team Based on Transaction Volume

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Led by Tracy Erickson, the top-producing, community-focused Seattle team brings 15 agents and $575 million in sales since 2020 to Real

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 The Collective Group, one of Seattle's highest-producing and most respected real estate teams, has joined the company. Led by Tracy Erickson, The Collective Group brings 15 agents who serve Seattle and King County.

Recognized as a RealTrends Verified No. 3 medium-sized team in Washington State, Erickson launched The Collective Group in 2020. Under Erickson's leadership, the team has become known not only for its outstanding production but also for its collaborative, people-first culture. Over the past five years, The Collective Group has sales totaling 600 homes valued at $575 million. Year-to-date, the team has sold more than 180 homes valued at $148 million.

"Tracy and her team exemplify what we look for in team leaders at Real," said Tamir Poleg, Chairman and CEO of Real. "The Collective Group's incredible productivity, deep local expertise and commitment to mentoring and collaboration make them a perfect cultural fit. Tracy has built a team that leads with heart and excellence, and we are honored to welcome them to Real."

Erickson brings 20 years of experience in real estate, including 13 years as an agent following a successful career in title

and escrow. She remains actively involved in production while mentoring her team of agents, and fostering a collaborative, high-performance environment that consistently delivers exceptional results.

“I didn’t take the decision to move lightly,” said Erickson. “I spent the past year exploring options, looking for a brokerage that aligns with how we want to grow. At Real, I found leaders willing to share their time without expecting anything in return and a culture of collaboration. It truly resonated with me. This is the kind of environment I want for my team.”

The Collective Group is deeply rooted in the Seattle community. For two decades, Erickson has supported Providence Regina House, and her team has rallied together to provide holiday assistance through the Adopt a Family Program to families in need.

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 throughout the U.S. and Canada, Real supports over 29,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses. Additional information can be found on its website at **www.onereal.com**.

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. 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 6, 2025, and “Risks and Uncertainties” in the Company’s Quarterly Management’s Discussion and Analysis for the period ended June 30, 2025, copies of which are 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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