



NEWS RELEASE

Real Doubles Down on AI With Launch of “HeyLeo” – A Gamechanging Conversational Search Experience for Consumers

2025-11-04

Voice-first, AI-powered agent assistant helps buyers find their ideal home and supercharges agent productivity through Real’s reZEN platform

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a leading real estate technology platform redefining the industry through innovation and culture, today kicked off RISE 2025, its annual agent conference, by unveiling HeyLeo, one of the first AI-powered, voice-interactive concierge in real estate that redefines how consumers search for homes and how agents stay connected with clients. Built in-house on Real’s proprietary reZEN platform, HeyLeo goes beyond traditional search filters to curate recommendations that match what buyers are looking for. The beta version is live today at **HeyLeo.com**.

HeyLeo marks Real’s first home search product, reflecting the company’s long-term strategy to simplify and elevate the home buying journey while empowering agents with technology that supports trust and conversation.

“Real estate is personal. It starts with a wish list, a dream or sometimes just a question,” said Tamir Poleg, Chairman and CEO of The Real Brokerage. “HeyLeo meets buyers wherever they are in that journey, offering contextual intelligence to provide intuitive guidance, instant answers and seamless connection to the next step. It empowers consumers with a search experience unlike any other and gives agents a powerful, always-on teammate. We’re not just launching a better search tool or a better home search experience, we’re redefining how people experience real estate.”

A Conversational Property Search Experience, Built for the Way People Search

Unlike traditional home search platforms that rely on endless filters and scrolling, HeyLeo enables consumers to ask questions using their voice or natural text, making it easier to find the right home faster.

The experience begins with a simple greeting, then HeyLeo guides shoppers through a tailored discovery journey by asking contextual questions like:

- How many people will be living in the home?
- Is the school district important to you?
- What matters most to you? Schools? Living near a coffee shop?
- Are there any deal breakers?

With this information, HeyLeo goes beyond traditional filters. It uses contextual intelligence to aggregate information a buyer shares to curate recommendations that actually fit their life, not just their budget. For instance, if the buyer mentions they love walkable neighborhoods, it surfaces homes near parks, cafes and transit.

It can also answer highly specific, property-level questions such as:

- What kind of flooring does it have?
- Does the primary bedroom have a walk-in closet?
- Has the roof or HVAC been replaced recently?
- Does this home have a pool—or space to add one?
- What are the schools in this area?

In addition to being a modern search experience, HeyLeo is a true home search companion. Buyers can dive deeper into niche topics like flooring comparisons or pool maintenance costs, Leo guides the buyer through many of their home search and research needs.

Depending on the buyer's needs and preferences, HeyLeo will connect them to their Real agent or direct them to a mortgage pre-approval process through One Real Mortgage.

HeyLeo's intelligence is powered by Real's enriched listing data, drawn from direct MLS feeds across key U.S. markets. The platform also incorporates assets from Real's acquisition of Flyhomes' consumer search portal in July, delivering a streamlined, accurate and highly responsive search experience. At beta launch, the experience is available to home shoppers in key markets across 20 states.

HeyLeo Built to Keep Agents at the Center of the Relationship

In addition to creating an amazing consumer search experience, HeyLeo was designed to amplify an agent's reach and capacity while keeping them at the center of every client relationship.

Agents can:

- Upload their voice so HeyLeo speaks in their personal tone and brand.
- Access a personalized HeyLeo URL, complete with branded profiles.
- Share QR codes that link directly to each listing for a deep listing specific experience.
- Monitor and manage conversations, and take over at any time to engage directly with clients in context.
- Initiate next steps like scheduling tours or beginning mortgage pre-approvals through One Real Mortgage.

"Finding your perfect home should be a magical experience, and one that should not be left up to search filters," said Pritesh Damani, Chief Technology Officer at The Real Brokerage. "HeyLeo is not only built on a powerful data backbone, it's fully integrated into reZEN, giving agents full visibility and a personal AI concierge that works 24/7 on their behalf and gives their customers a home search experience they deserve."

HeyLeo is available to all buyers searching in select MLS markets via **HeyLeo.com**. Agents participating in the beta can activate their personalized HeyLeo URL and begin sharing it with clients via link or QR code through the reZEN platform.

Real Broker, LLC has affiliated businesses, including One Real Mortgage Corp. and One Real Title Inc. Consumers are not required to use any affiliated services. Interactions with Leo are processed according to our Privacy Policy.

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 30,000 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 HeyLeo and its features, and the accuracy of the information provided by Leo, an AI assistant. 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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Source: The Real Brokerage Inc.