



NEWS RELEASE

Real Expands Michigan Footprint as Jim Shaffer and 172-Agent Brokerage Good Company Join Through Private Label Program

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Independent brokerage joins Real through the Private Label program, bringing 1,900 home sales valued at \$500 million in 2025

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 Michigan real estate leader Jim Shaffer and his independent brokerage, Good Company, have joined Real through its Private Label program. Based in Royal Oak, Mich., Good Company brings 172 agents to Real, including Shaffer's 40-agent team, further strengthening Real's presence across the Detroit metropolitan area.

Founded in 2020 by Shaffer and his sister, Gina Jones, Good Company has experienced rapid growth over the past six years by supporting both individual agents and team-based business models. In 2025, the brokerage closed approximately 1,900 home sales totaling \$500 million in volume, ranking it as the fourth most productive brokerage in metro Detroit.

For Shaffer, joining Real represents a strategic decision driven by the evolving challenges facing independent brokerages.

"It's getting more difficult for independent brokerages to compete, and I realized we needed to make a change," said Shaffer. "As I began following Real, what the company stands for really resonated with us. 'Work Hard, Be Kind' is exactly

what we teach and live at Good Company. From the start, Real felt like home.”

Shaffer’s passion for real estate began at an early age. He dreamed of becoming a real estate agent at 12, earned his real estate license at 19 and launched his full-time career as an agent in 2009. Prior to founding Good Company, he led one of the highest-producing teams by agent count within an international real estate network, building a reputation for developing high-performing agents and scalable teams.

“We’re excited to welcome Jim and the entire Good Company organization to Real,” said Tamir Poleg, Chairman and CEO of Real. “Jim is a proven leader who has built an exceptional brokerage rooted in culture, growth and agent success. His decision to join through our Private Label program highlights the value we provide to independent brokerages looking to scale while staying true to who they are.”

Real’s Private Label program enables independent brokerages to maintain their unique brand identity while accessing Real’s compensation programs, revenue share, equity awards and industry-leading virtual platform. Real’s cloud-based community supports seamless collaboration across business models and geographies, empowering both individual agents and teams.

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 32,000 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 6, 2025, and “Risks and Uncertainties” in the Company’s Quarterly Management’s Discussion and Analysis for the period ended September 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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