



NEWS RELEASE

Real Introduces Leo Pro, the Next Generation of its AI Platform to Help Agents Handle Day-to-Day Work and Grow Their Businesses

2026-10-20

Real also launches Referral Central, a new tool for managing agent-to-agent referrals across its network

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc., a leading technology-enabled real estate platform redefining the industry through innovation and agent culture, today unveiled Leo Pro, the next generation of its artificial intelligence technology. Real also introduced Referral Central, bringing trusted agent-to-agent referrals directly into reZEN, the company's proprietary operating system. The announcements were made at RISE, Real's annual agent conference in Las Vegas.

The launches deliver on Real's vision for a technology suite that gives agents greater leverage by taking on repetitive work while keeping agents at the center of client relationships and business decisions.

"Technology should make agents more capable, not less important," said Tamir Poleg, Chairman and Chief Executive Officer of Real REMAX Group. "The future we're building for our agents and the industry is one where technology takes more of the operational burden off agents' shoulders, giving them more freedom to focus on the clients, relationships and decisions that drive their businesses."

The cornerstone of that vision is Leo Pro, Real's AI platform designed to work across the systems agents already use. It also extends that experience to clients, providing intelligent, real-time assistance throughout the homebuying journey while keeping agents informed and involved.

Leo Pro: AI That Runs the Business with Agents

Leo Pro helps agents run their businesses, handling tasks across transactions, CRM, listings and marketing, all within reZEN. Rather than requiring agents to choose AI models, select tools or write prompts, Leo Pro determines the right capabilities for each task and coordinates the work behind the scenes.

Agents can ask Leo Pro to turn property photos into cinematic video tours, create engaging social media content to promote listings and develop marketing materials tailored to their business. Connected to an agent's CRM, Leo Pro also can identify which contacts are most likely to move, re-engage cold leads and follow up with prospects based on the agent's preferences. From booking showings and sharing properties that match saved searches to preparing listing presentations and automating tasks throughout a transaction, Leo Pro helps agents turn more opportunities into business while keeping them in control of client relationships and key decisions. Leo Pro continues working while an agent is with clients or away from the office, and checks with the agent for approval before important actions are taken.

"Leo Pro is not here to replace the real estate agent. It's here to make the agent more powerful," said Pritesh Damani, Chief Technology Officer for Real REMAX Group. "Leo Pro can take a request, figure out what needs to happen and coordinate the work across the tools an agent already uses. It can turn leads into new opportunities, answer questions, move deals forward and keep work progressing when an agent is focused elsewhere. The goal is simple: You ask, and Leo Pro gets the work done."

Additional new Leo Pro capabilities launching at RISE include:

Leo Pro AI Agents

Leo Pro AI Agents for Real agents is a growing library of specialized AI agents built around the actual work of a real estate business, including marketing, listings, transactions and business operations. Agents can simply tell Leo Pro what they need without selecting a tool or writing a prompt; Leo Pro determines which capabilities and which AI models best suited to complete the work.

More than three dozen AI agents are available today, with more capabilities being added over time. The platform is powered by Leo Tokens, allowing agents to pay for the work they need rather than paying for software they may not use.

Leo Pro AI Builder

Leo Pro AI Builder gives real estate agents and teams a no-code way to build their own specialized AI agents. They can turn their workflows, processes and business needs into custom AI capabilities that run on the same foundation as Leo. Beginning at RISE, Leo Pro AI Builder will be available to all agents who can build, test and tailor AI agents to the way they run their businesses.

Leo Pro Voice

Made available for the first time at RISE, Leo Pro Voice gives Real agents a natural, conversational way to work with Leo Pro. Agents can talk through tasks, provide approvals and give Leo Pro instructions without stopping to type. The back-and-forth experience makes Leo Pro accessible throughout the day, including between appointments or while agents are on the go.

Leo Pro AiRM

AiRM connects agents' CRMs to Leo Pro, bringing AI-powered lead nurturing directly into their existing workflows. Leo Pro can follow up with leads, re-engage prospects who have gone cold and keep conversations moving, while bringing those interactions into a single inbox for the agent. By combining CRM data with property and ownership information, Leo Pro can also surface contacts who may be ready to make a move and provide relevant context for how and why to reach out.

To learn more about Leo Pro, visit **Meet.HeyLeo.com**.

HeyLeo – A Personalized AI Home Search Concierge

Building on **HeyLeo.com**, first announced in 2025, Real is expanding its AI-driven consumer experience with new capabilities designed to help agents stay connected with clients as they navigate the buying process. **HeyLeo.com** and the HeyLeo app give agents a personalized AI home-search concierge they can provide clients to help them search for and evaluate homes. Clients can search for properties, get answers to their questions and take the next step with Leo, including scheduling a showing, while the agent stays informed and knows when to step in with expert guidance.

The expanded experience includes Leo Line, giving clients a dedicated number they can text to reach their agent; SMS notifications for new leads and conversations; persistent consumer accounts that maintain the context of a client's interactions and Agent-Run Search & Send, which lets agents curate and send properties directly from a Leo conversation.

Referral Central Simplifies Real Agent-To-Agent Referrals

Referral Central brings Real agent-to-agent referrals into reZEN, allowing agents to find the best Real agent match for their clients' needs using production data and service areas, then send the referral agreement in a few clicks.

Agents can also add their areas of expertise to Referral Central, making themselves available to colleagues looking for support in a particular market or specialty. Referrals sent and received through the platform can be tracked and confirmed in one central location, providing a secure, organized way to manage the referral process and grow their businesses. Referral Central will be available to all Real agents at RISE.

"Referrals are one of the most important ways agents can build their businesses while helping other agents in the Real

network serve their clients, and Referral Central makes that process easier and more secure,” said Jenna Rozenblat, President of Real REMAX Group. “Agents can find the best match for their clients’ needs using actual production data and manage the referral agreement on the same platform. As we continue to build on the strength of the Real network, including through our recent acquisition of REMAX, we see significant opportunities to connect agents with more resources and ways to grow their businesses.”

About Real

Real 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 seamless, end-to-end homebuying experience guided by trusted agents. Real supports more than 36,000 agents who use its digital brokerage platform and tight-knit professional community to build forward-thinking businesses. With a presence in all 50 states across the U.S. and Canada, Real is part of Real REMAX Group Inc. (NASDAQ: REAX), a global real estate company with 180,000+ agents, more than 100,000 of whom are based in the U.S. and Canada, and a presence in over 120 countries and territories. To learn more about Real, please visit **onereal.com**.

Investor inquiries, please contact:

Parker Johnson

Senior Director, Finance & Investor Relations

investors@realremaxgroup.com

For media inquiries, please contact:

press@therealbrokerage.com

201.564.4221

Source: Real REMAX Group Inc.