



NEWS RELEASE

Real Launches Agent BreakThru, a Free 8-Week Coaching Experience to Drive Agent Productivity and Elevate the Industry

2025-08-14

Featuring Jason Pantana and top coaches, Agent BreakThru delivers real strategies to help agents close more and market smarter—no matter their brokerage

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 launch of Agent BreakThru, a free, eight-week virtual coaching program designed to help real estate agents accelerate productivity, boost client retention and elevate their businesses. Agent BreakThru is open to all real estate professionals, regardless of their brokerage affiliation.

Running from Sept. 30 through Nov. 18, the program will bring together agents from across the industry for a results-driven coaching journey led by some of the most respected voices in real estate. The program's core focus is to provide live coaching, tactical execution, and real accountability.

Jason Pantana, a nationally recognized real estate marketing expert and coach with Tom Ferry International, will lead the charge with bi-weekly strategic sessions. Known for his expertise in digital marketing, local SEO, and AI-powered content strategies, Pantana will provide agents with actionable, modern marketing systems, including the exact AI-powered systems top agents are using now.

Alternating with Pantana's sessions are tactical workshops led by Drew Thompson, head of Real Academy, and Dusty Oglesby, a Real agent and founder of Defined Coaching. Oglesby has worked with over 45,000 agents nationwide,

blending real estate strategy with powerful personal development guidance.

“This isn’t about fluff or feel-good motivation. The market is challenging—even for the most experienced agents,” said Tamir Poleg, Chairman and CEO of Real. “Agent BreakThru is designed to provide real tools, real coaching and real execution when they’re needed most. We’re making it available to the entire industry because we believe that when more agents succeed, it benefits everyone. This program reflects Real’s collaborative culture and our commitment to lifting up the industry as a whole.”

Registration for Agent BreakThru opens today and closes Sept. 30, just before the first session begins. The program is free, with no pitches or commitments attached.

“Participants will walk away with actionable strategies for this market and this moment,” said Real’s Chief Marketing Officer Dre Madden. “From AI-driven marketing and lead generation systems to visibility tactics and content frameworks that cut through the clutter, the goal is to close more deals, market smarter and build lasting momentum in a competitive environment.”

To learn more or register, visit agentbreakthru.com.

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 and the training program. 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.

Investor inquiries, please contact:

Loren Irwin

Director, Investor Relations and Financial Reporting

investors@therealbrokerage.com

908.280.2515

For media inquiries, please contact:

Elisabeth Warrick

Senior Director, Marketing, Communications & Brand

press@therealbrokerage.com

201.564.4221

Source: The Real Brokerage Inc.