



NEWS RELEASE

Real Launches Young Professionals Division to Build International Community for Next Generation of Real Estate Leaders

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Real Young Professionals launches with 95 founding members, offering members exclusive access to education, networking, referrals and leadership opportunities

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc., a leading technology-enabled real estate platform redefining the industry through innovation and agent culture, today announced the launch of Real Young Professionals (Real YP), a new division dedicated to connecting and developing the next generation of real estate professionals.

Shaylie Fraser will serve as Director of Real Young Professionals, with Jana Pierce serving as Assistant Director. Fraser is co-founder of Coastline Real Estate Group in San Diego, while Pierce is co-founder of Qamar Group in suburban Chicago. Both are Real teams.

Fraser brings experience in developing young professional communities, having previously served on the board of a young professionals organization at a previous brokerage. That experience gave her firsthand insight into what professionals are looking for from a community.

"Your circle has a tremendous impact on your success. Having been part of a young professionals organization before, I saw the value it could create, but I also saw opportunities to do things differently," Fraser said. "We're excited to build Real YP from the ground up and create a community where ambitious professionals can surround themselves with people who challenge them, support them and inspire them to think bigger, while reflecting the entrepreneurial, innovative

and forward-thinking culture we see throughout Real.”

Real YP is open to forward-thinking and innovative real estate professionals of all ages who are interested in professional growth, collaboration and leveraging technology, including artificial intelligence, to build their businesses.

Real YP launches with 95 founding members across more than 25 markets and will cap founding membership at 250 professionals. Founding members will receive free or discounted admission to YP events, replays of monthly Zoom masterminds, access to the Young Professionals referral network and leadership opportunities within the division.

Real YP will officially kick off at **RISE**, Real's annual agent conference, being held Oct. 19-21 in Las Vegas with an education session featuring Neel Dhingra, founder and CEO of Forward Academy, followed by a panel discussion featuring high-performing real estate professionals, including Shay Noonan, founder of The ONE Team Scottsdale; Michael Perry, leader of the Michael Perry Team and a founder of The Perry Group; and Ken Pozek, team leader of the Ken Pozek Group and a member of the Real REMAX Group Board of Directors. The division will also host a dedicated networking event, giving members an opportunity to connect with peers and build relationships across Real's fast-growing community.

Pierce said the idea for Real YP grew in part from seeing the need for a community where professionals could find both connections and a clear path for continued development.

“People want to know where they can go and who they can turn to as they build their careers,” Pierce said. “A strong community can help people make connections, share ideas and learn from one another. It can also play an important role in attracting and retaining professionals by giving them a place where they feel connected and supported.”

Real YP also will give founding members opportunities to take an active role in shaping the community through leadership, education and networking initiatives. Its programming will evolve based on the needs and interests of its members, with a focus on creating opportunities to collaborate, share knowledge and build lasting professional relationships.

“Real has always believed that agents are entrepreneurs and that giving them the right platform, technology and community can accelerate what they're capable of building,” said Jason Cassity, Chief Growth Officer at Real. “Real YP builds on that philosophy by bringing together professionals who are thinking differently about their careers and the future of real estate. Shaylie and Jana have a clear vision for this community, and we're excited to support them as they create opportunities for professionals to connect, learn and grow together.”

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**.

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Source: Real REMAX Group Inc.