



NEWS RELEASE

Real Supercharges Leo CoPilot, the Industry’s First Generative AI Assistant, With Voice-First Capabilities and Deeper Insights

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The latest evolution of Real’s proprietary AI empowers 30,000+ agents with real-time, contextual voice support across brokerage, compliance and operations

MIAMI--(BUSINESS WIRE)-- With RISE 2025, its annual agent conference as a backdrop, The Real Brokerage Inc. (NASDAQ: REAX) today announced a major advancement in Leo CoPilot, the company’s agent-centric generative AI platform, introducing voice-first capabilities and expanded broker and operations support intelligence that deliver real-time contextual support across its ecosystem. Designed to provide fast, accurate and personalized answers to agents’ real-world questions, these new capabilities mark a significant enhancement to Leo CoPilot, Real’s industry-first AI assistant launched in 2023.

“Because Leo is built natively inside our proprietary end-to-end transaction platform, we’re able to deliver AI insights in a way no other brokerage can. That gives us the power to innovate faster, adapt more precisely to agent needs and deliver more value to both agents and their clients,” said Tamir Poleg, Chairman and CEO of Real. “These innovations provide agents with on-demand, voice-enabled guidance—ranging from compliance matters to quick, in-the-moment questions between showings. It’s a game-changer for productivity and support.”

The newest generation of Leo introduces real-time, voice-enabled brokerage and operational intelligence that integrates compliance, marketing and platform knowledge into a single, context-aware experience. Agents can now interact naturally with Leo—by voice or text—to access information, complete tasks or get instant support anywhere, anytime.

Key enhancements include:

- Voice mode across the platform – Voice interaction is now available throughout Leo CoPilot for seamless, hands-free support.
- Context-aware responses – Answers reflect local compliance, platform logic and Real's most current documentation.
- Proactive learning and updates – AI models are trained using anonymized agent questions and refined through broker collaboration.

“Leo isn’t just a tool—it’s an evolving intelligence that grows with our agents,” said Pritesh Damani, Chief Technology Officer at Real. “By combining voice, compliance logic and real-time operational knowledge, Leo helps agents make better decisions faster. Whether they’re in the car, in a client meeting or preparing a transaction, Leo adapts to how agents work so they are empowered to focus on delivering value to clients.”

To power these advancements, Real reviewed tens of thousands of anonymized support and compliance questions asked by agents from its proprietary transaction management platform, reZEN, identifying high-impact themes and collaborating directly with brokers to create validated responses that reflect real-world scenarios and market-specific requirements.

Leo now combines speed with emotional intelligence, detecting frustration or uncertainty and escalating to a human broker when needed, helping to ensure agents feel supported.

Unlike generic chatbots or bolt-on AI tools, Real’s unique platform architecture allows Leo to deliver personalized experiences based on agent behavior and market context, ensure secure access to proprietary data and workflows and accelerate innovation tailored specifically for real estate professionals.

Real is the only brokerage with a fully integrated AI ecosystem serving both agents and consumers. Leo CoPilot works behind the scenes to assist agents, while “HeyLeo” engages buyers directly on the consumer side.

Leo’s new voice capabilities begin rolling out to all Real agents today, with continued enhancements planned over the coming months, including expanded workflows, broader compliance coverage and ongoing broker-validated content updates.

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.

Interactions with Leo are processed according to our Privacy Policy. Information provided is for general informational purposes only and not a substitute for professional judgment.

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 Broker Leo and Support Leo and their expected 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 Leo not working as intended, 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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