NEWS RELEASE

Real Unveils Expanded Financial Tools for Agents at RISE

2026-10-21

Enhanced banking capabilities and more flexible access to business capital build on rapid growth in Real Wallet adoption

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc., a leading technology-enabled real estate platform redefining the industry through innovation and agent culture, today unveiled plans to expand Real's fintech offering, Real Wallet, from a place where agents receive their commissions into a banking-first financial hub for their businesses. That will include more flexible access to business capital through the company's Real Wallet Capital offering.

The enhancements build on the significant growth of Real Wallet adoption. Today, over 35% of Real's U.S. agents hold a Real Wallet Business Checking Account. Total funds held in Real Wallet checking accounts have grown to $45 million, compared with $20 million last year, while total funding for agents through Real Wallet Capital has grown to $25 million.

"This is about fundamentally changing what a brokerage can do for an agent beyond the transaction itself," said Dominic Parikh, General Manager of Real Wallet. "Real Wallet is becoming the financial platform our agents' businesses run on. Our vision is to give every Real agent the financial tools that align how they get paid, help them manage their money and give them the ability to invest in growth when the opportunity arises."

A Banking Experience Built for Real Estate Professionals

Previewed on stage at RISE, Real's annual agent conference today, the enhanced Real Wallet banking experience is targeted to be available to all U.S. Real agents in the first half of 2027. It will include:

- A True Financial Operating System: A redesigned experience that transforms Real Wallet from a checking account into a comprehensive hub for managing an agent's business finances.
- Purpose-Built Accounts: Agents will be able to create multiple accounts for expenses, owner pay, profit, taxes, marketing and other business needs directly within reZEN, the company's proprietary operating system.
- Automated Money Routing: Customizable rules will automatically split and route commission and revenue-share payouts into designated accounts as soon as earnings arrive.
- Advanced Spend Controls: Agents will be able to create physical and virtual debit cards tied to specific accounts, purposes and spending limits.
- Simplified Payment Scheduling: A streamlined payee management experience will make it easier to schedule future transfers and automate recurring business payments.
- Shared Account Access: Agents will be able to give business partners access to view and manage shared Real Wallet accounts directly within reZEN.
- Multi-Business Management: Real agents and teams managing multiple businesses will be able to manage accounts for each entity from within reZEN.

Real Wallet currently features no monthly maintenance or payment fees, and also includes Real Wallet Rewards, which allows agents to earn points by maintaining account balances and using their Real Wallet Visa Business Debit Card. Points can be applied toward brokerage fees and commission splits.

To encourage more agents to experience Real Wallet, Real launched the Real Wallet Monthly Match. Each month, one eligible participating agent who directs their commissions into their Real Wallet Business Checking Account will have their average gross commission matched by Real up to $5,000. The promotion runs through April 2027. Additional terms and eligibility requirements apply.

Real Wallet Capital Offers a Lower-Cost Way to Access Short-Term Funds

Alongside its expanded banking capabilities, Real is also giving agents new ways to invest in their businesses and support growth.

Effective immediately, Real is introducing two months of 0% interest access to capital through Real Wallet Capital (subject to a standard origination fee), giving agents an alternative to high-interest credit cards and traditional commission advance products.

Agents can use Real Wallet Capital to support business investments such as marketing, hiring, technology and other expenses associated with growing their businesses.

Real Wallet Capital is currently available in 39 states and Washington, D.C., as well as Canada. Capital approval is based on agent production rather than traditional credit-score-based underwriting.

What Real Agents Are Saying About Real Wallet Capital

“We've loved the freedom and flexibility that having credit available through Real Wallet Capital has given us. We first used Real Wallet Capital to pay off some expensive business credit card debt. Knowing that the debt was being paid off at a lower rate and also having the predictability of a schedule that it would be paid back within has been a huge relief. We've used it a couple different times now. It's wonderful to feel empowered like this with our business finances,” said Dominic Labriola, founding partner of Craft & Bauer, an agent with Real, serving clients across Arizona and California.

Sara DeWulf, of Real’s Rainmaker Collective, which serves the Quad Cities, used Real Wallet Capital to fund the expansion of her team’s operations into a new 9,000-square-foot building in Bettendorf, Iowa, creating more room for growth.

“Real Wallet Capital exceeded my expectations. The application was so much easier than going through a traditional bank, I was approved immediately and had the funds the next day. And because repayment includes both a monthly payment and a portion of my commissions, I’m paying it off faster than I expected,” DeWulf said.

Editor’s Note: The Real Brokerage is a real estate technology company and is not a bank. Banking services in the U.S. are provided by Thread Bank, Member FDIC. The Real Wallet Visa debit card is issued by Thread Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. and may be used anywhere Visa cards are accepted. Real Wallet Capital is a business-purpose loan product offered by Real Broker Financial, LLC or Real Broker Lending, LLC, depending on state. Loans provided through Real Wallet Capital are subject to eligibility. Conditions apply.

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.