



NEWS RELEASE

Sean McConnell and the McConnell Group Join The Real Brokerage

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Formerly known as the NK Team, Seattle-based mega team joins from Compass, bringing 34 agents and \$1.4 billion in lifetime sales to Real

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a leading real estate technology platform redefining the industry through innovation and culture, today announced that Seattle real estate leader Sean McConnell and his team, the McConnell Group, have joined Real. The team brings 34 agents and further expands Real's growing presence in the greater Seattle area.

Founded in 2017 by Sean McConnell and his wife, Nicolette McConnell, the team has operated as the NK Team and rebranded as the McConnell Group as part of its move to Real. In addition to consistently ranking as Compass' top-producing team in Seattle, the team was recognized by RealTrends Verified as Seattle's top-selling Large Team for three consecutive years (2021–2023) and as the No. 4 Mega Team in 2024, the latest rankings available. Over the past eight years, the team has averaged more than \$230 million in home sales annually for a total of more than 1,700 home sales valued at approximately \$1.4 billion.

McConnell said the move to Real was made as part of his thoughtful evaluation of brokerage alignment for a large, brand-driven team operating at scale.

“Choosing a brokerage is a consequential decision, especially for a mega team that has worked hard to build a trusted reputation and a business designed to last,” he said. “We were intentional about finding a platform that would allow us to

continue growing while maintaining ownership of our brand, our culture and our long-term vision. At Real, we're able to continue operating under our established leadership and brand while leveraging a national platform with a strong culture, unmatched technology and agent-focused infrastructure that supports not only who we are as a team but also our next phase of growth."

He and Nicolette attribute the team's success to its operational structure and strong culture. Agents receive extensive support, including contract and listing coordination, vendor management, in-house marketing and a dedicated videographer, allowing them to develop and grow their individual brands within a collaborative team environment.

"Sean, Nicolette and the entire McConnell Group have built an exceptional organization rooted in systems, collaboration and agent development," said Tamir Poleg, Chairman and CEO of The Real Brokerage. "We're proud to welcome them to Real and look forward to supporting their continued growth."

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 across the U.S. and Canada, Real supports over 32,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.

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 expected home sales volume. 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 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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