



NEWS RELEASE

Showcase Real Estate Joins Real Under Private Label Program

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Leading Northern California brokerage brings 45 agents and home sales valued \$826 million since 2018

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 Showcase Real Estate, a top-performing independent brokerage serving Northern California's agricultural heartland, has joined the company under its Private Label program.

Led by industry veteran Donna Phelan, Showcase Real Estate brings 45 agents to Real, expanding the company's footprint in Northern California. Based in Yuba City, Showcase serves a seven-county region and has built a reputation for deep community involvement, unwavering team culture and a relationship-driven approach to real estate. Since 2018, the Showcase team has sold more than 2,170 homes valued at \$826 million, including 267 transactions totaling \$115 million in sales volume over the past 12 months.

Founded by Phelan, who began her real estate career in relocation, she and her husband established their independent brokerage with land development, new construction and traditional resale. They carved out a niche during the 2008 recession by building a successful Real Estate Owned (REO) business, representing major financial institutions in post-foreclosure sales.

"Donna is exactly the kind of leader we love to partner with at Real," Tamir Poleg, Chairman and CEO of Real said. "She's entrepreneurial and deeply committed to her agents and her community. Showcase brings not only exceptional market

knowledge, but also a strong internal culture and deep roots in the region.”

A strong supporter of local organizations, Showcase actively contributes to a range of community causes, including the SYAR Foundation, Yuba-Sutter Food Bank, Back the Badge, Adventist Health, SoYouCan and the Chamber of Commerce. The firm operates with a close-knit, family-style culture where agents support one another, and client relationships drive business success.

Showcase joins Real through its Private Label program, which offers boutique and independent brokerages the ability to maintain and grow their established local brand while leveraging Real’s industry-leading AI-driven technology, agent-first philosophy and national platform.

“What drew us to Real is its belief in putting agents first and empowering them to grow. The Private Label program was the perfect solution for Showcase Real Estate, a well-established brand of 47 years in our area,” Phelan said. “We’ve spent years building something truly special with Showcase, and Real gives us the tools, support and flexibility to make that vision even bigger. I believe joining Real will add value and efficiency to our agents’ businesses and help them succeed like never before.”

The Private Label program is designed for established independent brokerages, enabling leaders like Phelan to maintain brand equity while scaling operations with Real’s support. It is available through an application process in states that allow this type of representation.

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. 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 March 31, 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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