



NEWS RELEASE

The Pozek Group Rejoins The Real Brokerage to Accelerate Growth and Expand Presence

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Orlando's top-performing real estate team brings 31 agents, nearly \$1 billion in home sales since 2023 and a media-driven approach 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 The Pozek Group, Orlando's top-performing real estate team, has rejoined its fast-growing agent network. Led by industry veteran Ken Pozek, the 31-agent team is on track to close \$400 million in sales volume this year, bringing its three-year home sales total to nearly \$1 billion.

Founded by Pozek in 2016, The Pozek Group has grown into one of the nation's top-selling real estate teams by combining deep market expertise with a modern, media-forward approach. Known for its strong digital presence and local influence, the team serves as the official real estate partner of the Orlando Magic and was recently named Team of the Year by Orlando Real Producers and Real Estate Company of the Year by Orlando Weekly.

After exploring various models, including launching an independent brokerage, Pozek said Real offers the best platform for growth. Real's agent value proposition, including revenue share, equity awards, collaboration tools and coaching opportunities, were key drivers in his decision.

"We have a unique opportunity to build something meaningful with Real," said Pozek. "The revenue share and equity incentives are powerful tools, but what really stands out are the collaboration and coaching built into the platform. I'm excited to give my agents access to a network and training environment that supports their growth, both independently

and as part of our team.”

Pozek’s real estate career began in 2003 as an investor and appraiser. Since then, he has built a brand that reflects both deep market knowledge and a passion for community building.

“We’re excited to welcome Ken and his team back to Real,” said Tamir Poleg, Chairman and CEO of Real. “This is a major win. Ken is one of the most respected and forward-thinking leaders in the industry. His return reflects the strength of our model, the momentum we’ve built and the value we deliver for high-performing teams who want to grow with the right partner.”

The Pozek Group has established a strong online presence alongside its local media brand, The Orlando Real. By investing in high-quality content, they have attracted hundreds of thousands of followers across various platforms, including YouTube, Instagram, Facebook and TikTok, reaching millions of viewers.

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.

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 June 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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