



## NEWS RELEASE

# The Real Brokerage Surpasses 30,000-Agent Milestone

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Technology-powered end-to-end platform continues to outpace the industry in agent attraction

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a leading real estate technology platform redefining the industry through innovation and culture, today announced it has surpassed 30,000 agents. Just a year ago, Real counted slightly over 20,000 agents, a reflection of the company's rapid growth and the strong appeal of its integrated, end-to-end platform built to support real estate professionals with cutting edge tech, financial tools and agent-first solutions.

"This milestone is a testament to the trust agents continue to place in Real," said Tamir Poleg, Chairman and CEO of Real. "Our commitment from day one has been to build a company that puts agents first—empowering them with technology, transparency and flexibility. Reaching 30,000 agents is a proud moment, but we view it as another step toward building a transformative platform for the next generation of real estate professionals and the clients they serve."

The growth comes on the heels of Real being named the No. 1 mover in the 2025 RealTrends Verified Brokerage Rankings, advancing from No. 10 to No. 5 in sales volume and securing the No. 6 position in transaction sides. Real first appeared on the RealTrends rankings just three years ago, highlighting the unprecedented pace of its ascent into the top tier of U.S. brokerages.

The company's proprietary software platform, reZEN, has enabled Real to scale rapidly and efficiently—while investments in AI and workflow automation are shaping a future where agents can focus on growing their businesses rather than filling out paperwork.

Real also offers a fully integrated real estate ecosystem that combines brokerage, mortgage, title and fintech services to support agents and deliver a more seamless client experience. By unifying the homebuying journey under one roof, Real is creating a modern transaction process that sets a new benchmark for innovation, efficiency and empowerment.

Another key differentiator is Real Wallet, the company's proprietary financial platform. In the U.S., Real Wallet includes business checking accounts for eligible U.S. agents with Thread Bank, Member FDIC, including a Real branded debit card, and provides agents faster access to earnings than if they were sent to a third party account, real-time insights into their Real finances. Launched in October 2024, Real Wallet now serves over 3,600 U.S. agents, with deposits reaching approximately \$16 million.

"We've built a platform designed not just for today's agent, but for where the industry is headed," Poleg said. "The agent of tomorrow demands innovation, support and community. Real delivers all three—and we believe surpassing 30,000 agents is only the foundation for what's to come."

## About Real

Real (NASDAQ: REAX) is a real estate experience company working to make life's most complex transaction simple. 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](http://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 June 30, 2025, copies of which are available under the Company's SEDAR+ profile at **[www.sedarplus.ca](http://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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