NEWS RELEASE

The Real Brokerage Surpasses 35,000 Agents as Company Celebrates 12 Years of Agent-First Innovation

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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 35,000 agents across the United States and Canada. The milestone comes as the company marks 12 years of helping agents build thriving businesses through industry-leading technology, a collaborative professional community and a culture centered on agent success.

Twelve years after its founding, Real ranks among the five largest brokerages in the United States based on agent count and sales volume, according to the 2025 RealTrends Verified Brokerage Rankings. It added more than 3,200 agents in the first half of 2026 alone, extending a multi-year trajectory that has seen Real add more than 15,000 agents since the beginning of 2024.

"Since our founding in 2014, our mission has been simple: build a company that serves agents better than anyone else in the industry," said Tamir Poleg, Chairman and CEO of Real. "Everything we've accomplished, from our technology platform to our financial products and the culture we've built, has been guided by that commitment. Surpassing 35,000 agents is an incredible milestone, but more importantly, it's validation that agents are looking for a partner that puts their success first."

A key driver of Real's growth has been its commitment to putting agents at the center of every decision. The company's proprietary technology platform, reZEN, and expanding suite of AI-powered tools are designed to reduce administrative work and help agents focus on serving clients and growing their businesses. Real also provides opportunities for agents to build long-term wealth while fostering a collaborative culture built on support, transparency and professional development.

That philosophy is reflected in Real’s leadership strategy. In recent months, the company has welcomed three new leaders who themselves have been agents: Ken Pozek joined its Board of Directors, Dusty Oglesby was appointed VP of Agent Learning and Development, and Jason Cassity was named Chief Growth Officer, reinforcing Real’s focus on agent input, education and growth opportunities.

"Agents today are looking for more than traditional brokerage support," Cassity said. "They want access to innovative technology, meaningful professional development, a supportive community and opportunities to build long-term wealth. That's what Real has spent the last 12 years building, and it's why we're continuing to attract some of the industry’s leading professionals who are looking for a better way to grow their business."

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 35,000 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 the Company’s 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 4, 2026, a copy of which is 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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