NEWS RELEASE

The Real Brokerage to Bring the Future of Real Estate to Life at RISE 2026

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Real’s annual conference gathers nearly 2,000 agents in Las Vegas Oct. 19-21, with new RISE Remote access available for agents everywhere

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc., a leading technology-enabled real estate platform redefining the industry through innovation and agent culture, will host RISE 2026 Oct. 19–21 at Virgin Hotels Las Vegas. The company’s fifth annual agent conference will bring together nearly 2,000 agents for three days focused on innovation, community and building the future of real estate.

This year’s theme, “The Future is Real, The Future is You,” reflects Real’s belief that the future of the real estate industry is being shaped not only by innovative technology, but by the agents who build stronger businesses, deeper relationships and lasting success on the back of that innovation.

“Real estate is entering a new era, and RISE is where we bring that future to life for our agents,” said Tamir Poleg, Chairman and Chief Executive Officer of Real REMAX Group. “We’re excited to share new technologies that take everyday work off their plate and give agents more time to focus on what matters most: building relationships, serving clients and growing their businesses.”

RISE 2026 will unite Real’s leadership, agents and industry partners together for three days of insights, connections and major company announcements. Throughout the week, agents will get a firsthand look at what’s next in real estate and how Real is building the technology and community to help them stay ahead.

Day one will open with Real's vision for the future of the agent experience. Poleg and Real REMAX Group Chief Technology Officer Pritesh Damani will unveil Leo Pro, the company's next generation of artificial intelligence technology.

Leo Pro reflects Real's approach to technology through proprietary products built from the ground up for real estate and informed by the data and insights generated across reZEN, Real's operating platform. Leo Pro is designed to run an agent's business alongside them, bringing together AI-powered capabilities that work across the agent's entire ecosystem. Built on reZEN, which leverages Real's proprietary real estate data and insights, Leo Pro brings these capabilities together in one place to help Real agents build and run their businesses.

Attendees will also experience Real's technology firsthand through the Leo Innovation Lab: Create Your First AI Agent. The interactive experience will showcase Real's vision for an increasingly agentic future and how AI can be put to work in practical ways.

Additional programming will include updates from Real leadership on a centralized referral platform, the company's innovative FinTech solutions (Real Wallet and Real Wallet Capital), and other initiatives designed to help agents succeed. The event also will feature a number of highly regarded keynote speakers, including best-selling author Kindra Hall, who will share the importance of storytelling in sales, and motivational speaker Ryan Leak, who will offer insights on working effectively with complicated people and building stronger relationships.

While technology will be a major part of RISE, the conference remains grounded in Real's community-first culture. Peer learning, networking and opportunities to connect across Real's growing network will be woven throughout the event, including the launch of **Real Young Professionals**, a new community designed to connect and support the next generation of leaders across Real. Together, these experiences reinforce one of Real's core beliefs: "We" are greater than "Me."

New This Year: RISE Remote

For agents unable to attend in person, RISE Remote will provide a front-row seat from wherever they are. The virtual experience will run live from 9 a.m. to 5 p.m. PT Oct. 20–21, featuring every General Session, along with exclusive interviews, behind-the-scenes coverage, special guests and programming created specifically for the remote audience.

RISE 2026 Sponsors

RISE 2026 will bring together Real's community of industry **preferred vendors** and sponsors, anchored by title sponsor home warranty provider **Cinch Home Services**, lead nurture platform and returning sponsor **RealScout**, and new silver sponsor **Homes.com**, the industry's fastest-growing home service site.

For more information and to register for RISE 2026, visit **https://onereal.com/pages/events**

About Real

Real 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 seamless, end-to-end homebuying experience guided by trusted agents. Real supports more than 36,000 agents who use its digital brokerage platform and tight-knit professional community to build forward-thinking businesses. With a presence in all 50 states across the U.S. and Canada, Real is part of Real REMAX Group Inc. (NASDAQ: REAX), a global real estate company with 180,000+ agents, more than 100,000 of whom are based in the U.S. and Canada, and a presence in over 120 countries and territories. To learn more about Real, please visit **onereal.com**.

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Source: Real REMAX Group Inc.