NEWS RELEASE

The Solutions Group, Led by Lindsay Sanger Norton, Brings 60+ Agents and $300M+ in Annual Volume to Real

2026-04-22

Team strengthens Real’s presence across Florida’s Space Coast and Central Florida

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 Solutions Group, led by Lindsay Sanger Norton, has joined the company. The team of more than 60 agents brings over $300 million in annual sales volume, expanding Real’s presence across Florida’s Space Coast and Central Florida markets.

Based in Melbourne, The Solutions Group has consistently ranked among the top 10 brokerages by volume on the Space Coast for the past decade. Its addition significantly increases Real’s market share across the region, firmly positioning the company among the area’s top brokerages. The team supports clients throughout Brevard County, with additional reach extending into Central Florida, including Volusia and Indian River counties.

Norton herself brings 22 years of real estate experience, during which she has served as both a top-producing agent and team leader, including 10 years as a RE/MAX franchise owner. Throughout her career, she has built a reputation for developing agents and helping them define and achieve their own version of success.

Her leadership has earned numerous accolades, including REALTOR® Magazine’s 30 Under 30, RE/MAX Rising Star and the RE/MAX Eagle Award, the firm’s top state recruiting honor. She has also received Florida top agent recognition, RE/MAX Hall of Fame and Lifetime Achievement honors, and local distinctions such as Humanitarian of the Year from

both the Space Coast Association of Realtors and the Space Coast Junior League. Norton has also been named one of Brevard Business Leaders' 40 Under 40, while her brokerage has been voted Best of Brevard multiple years. The Solutions Group ranked No. 106 on the REAL Trends Verified list of Best Brokerages in Florida.

"Lindsay has built an impressive business centered on agent development, collaboration and community impact," said Jason Cassity, Real's Chief Growth Officer. "Her leadership and experience, combined with the scale of her team, will further strengthen our growing presence in Florida."

Norton cited Real's innovation, collaborative culture and agent-focused financial model, including revenue share and equity, as key factors in her decision.

"After spending nearly my entire career with one company, this was a big move for me," Norton said. "I was looking for a more modern, forward-thinking brokerage that truly supports agents. At Real, I'm gaining a collaborative environment where agents work together rather than compete, along with a streamlined technology platform and innovative tools that make our business more efficient. It checked every box for me and my team."

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 33,000 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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Source: The Real Brokerage Inc.