NEWS RELEASE

Three Powerhouse Real Teams Unite to Form Benson Crew

2025-08-22

With $6 billion in lifetime sales, the newly formed team sets a benchmark for culture, collaboration and performance

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a leading real estate technology platform transforming the industry through innovation and culture, today announced the formation of Benson Crew—now the largest Real team in Canada and the No. 1 team by production at Real in Ontario.

Born from the unification of three of Ontario's top-producing real estate teams—the Scott Benson Team, The Crew Real Estate and the Zahnd Team—Benson Crew is powered by 60 dedicated real estate professionals, over 7,000 homes contracted and $6 billion in lifetime sales. The combination represents a bold move to redefine what a high-performance, agent-first team model can look like in Canada's evolving real estate market.

"Benson Crew exemplifies the power of collaboration that Real was built on," said Tamir Poleg, Chairman and CEO of Real. "They are proof that when the right leaders come together with the right culture and the right platform extraordinary things happen."

The combined team brings a strong foundation of more than 1,600 five-star reviews, over 1 billion media impressions and one home sold every 7 hours. With this combination, Benson Crew has launched enhanced internal systems, next-level agent coaching and innovative client-focused marketing strategies that set a new standard for real estate team operations nationwide.

“Our aim has always been to go above and beyond, both for our agents and our clients,” said Scott Benson, Co-founder of Benson Crew. “This next chapter is about working smarter, supporting each other better and building a structure that empowers agents to grow careers while delivering exceptional client service.”

With $600 million in 2024-25 transaction volume, Benson Crew is already among the most productive teams in Canada. But beyond the numbers, the team remains committed to a culture rooted in Real’s core value of “We are bigger than me”.

“What sets us apart is our shared belief that collaboration outperforms competition. We’re focused on empowering agents to thrive—and when agents thrive, clients win,” Co-founder Ryan Campbell said.

“Success is never achieved alone,” Co-founder Steve Zahnd said. “Each of our teams brought something powerful to the table. Now, united as Benson Crew, we’re creating something that truly elevates our industry.”

Benson Crew plans to continue expanding its footprint while mentoring the next generation of top agents through Real’s agent-first, culture-driven ecosystem.

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 29,000 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. 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 March 31, 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.

Investor inquiries, please contact:

Loren Irwin

Director, Investor Relations and Financial Reporting

investors@therealbrokerage.com

908.280.2515

For media inquiries, please contact:

Elisabeth Warrick

Senior Director, Marketing, Communications & Brand

press@therealbrokerage.com

201.564.4221

Source: The Real Brokerage Inc.