NEWS RELEASE

Top-Performing Team Jordan Brings $3.9 Billion in Lifetime Home Sales to Real

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18-member team strengthens Real’s presence across Ontario

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 Team Jordan, led by Lorraine Jordan, has joined the company. The 18-member team, including 10 agents, brings more than 10,000 completed transactions and $3.9 billion in lifetime sales volume, expanding Real’s presence across Ontario.

Based in Midland, Ontario, the team serves communities throughout Simcoe County and the broader Georgian Bay region.

Jordan began her real estate career at 18 and founded Team Jordan more than 21 years ago with a commitment to continuously improving the real estate experience through innovation, technology-driven solutions and a client-first approach. Over the past two decades, the team has built a reputation for helping clients navigate buying and selling homes through education, preparation and personalized support. Known for going beyond traditional real estate services, the team often helps clients prepare their homes through decluttering guidance, coordinating handyman services and offering advice throughout the process.

Team Jordan is also recognized for its commitment to giving back locally. Through its Meaningful Mini Makeover program, the team helps homeowners nominated by the community refresh their spaces with practical upgrades funded in part by donated commissions and hands-on support. In one recent project, the team installed a roll-in shower for a homeowner

living with multiple sclerosis, improving accessibility and quality of life.

“Lorraine and Team Jordan exemplify the entrepreneurial spirit and service-first mindset that defines our agent community,” said Jason Cassity, Real’s Chief Growth Officer. “They’ve built a business rooted in education, trust and giving back, and we’re excited to support their continued growth as they bring their leadership and impact to Real.”

Jordan said joining Real aligns with her long-held belief that real estate professionals must continue innovating to better serve clients and create greater opportunities for agents. She cited Real’s agent-focused platform and approach to artificial intelligence as key factors in the decision.

“I’ve always believed you have to keep innovating and looking for ways to improve,” Jordan said. “Real provides a platform for a new way of doing things, with greater freedom to innovate, more possibilities for our agents and ultimately a better experience for our clients. I’m especially excited about how Real is approaching AI in a way that helps real estate professionals blend their knowledge with technology to serve people even better.”

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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