



NEWS RELEASE

Top-Ranked Coastline Real Estate Group Joins Real

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Real surpasses 28,000 agents across the U.S. and Canada

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 Coastline Real Estate Group, one of San Diego County's top-performing real estate teams, has joined the company.

Led by Raymond Fraser and Shaylie Gilliland, the 13-agent team has sold more than \$200 million in home sales since 2021 and ranks in the top 1% of teams in San Diego County, according to RealTrends Verified. Real now exceeds 28,000 agents across the U.S. and Canada.

Founded in late 2020, Coastline Real Estate Group has earned a reputation for high-touch client service and elevated property marketing that showcases the exceptional lifestyles San Diego offers. Known for delivering polished, high-impact campaigns, the team elevates every listing to appeal to discerning buyers and showcases each home's fullest potential.

"Ray and Shaylie are exactly the kind of leaders we're proud to partner with at Real," said Tamir Poleg, Chairman and CEO of Real. "They're forward-thinking, deeply connected to their agents, and relentless in their pursuit of excellence. Coastline's marketing expertise and culture-first leadership will only serve to strengthen our presence in Southern California."

With deep roots in California real estate, Fraser and Gilliland joined forces after working together at the state's top-ranked real estate team. Drawing on more than 12 years of experience, Fraser played a key leadership role in scaling one of the most successful teams in California's Central Valley. Together, they've built Coastline into a recognized brand—one

known for showcasing the best in both the homes they represent and the agents who bring them to market.

In Real, they say they've found a like-minded partner that shares their values, ambition, and vision for limitless growth.

"I've been told my superpower is dreaming. Since founding Coastline at the end of 2020, I've constantly thought about how to take our team to the next level," said Fraser. "Real gives us a platform with no ceiling and no boundaries. For Coastline, that means we get the opportunity to build without limits."

Gilliland, who was inspired to enter real estate by her mother's investment success, has grown her business largely through referrals and by helping families relocating to San Diego build generational wealth through homeownership.

"What drew us to Real is the culture," Gilliland said. "We take pride in lifting other agents up, and Real gives us the freedom to do that on a much larger scale. We're building something bigger than ourselves, and now we have a platform that helps us do it with intention."

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 28,000 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.

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