



NEWS RELEASE

## Veteran Real Estate Coach and Business Builder Pam O’Bryant Launches High-Performance Team at Real

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Former KW executive brings nearly 30 years of leadership, coaching and business development expertise to Real’s innovative platform

MIAMI--(BUSINESS WIRE)-- The Real Brokerage Inc. (NASDAQ: REAX), a leading real estate technology platform transforming the industry through innovation and culture, today announced that internationally recognized real estate coach, author and entrepreneur Pam O’Bryant has joined Real and launched a new team serving the District of Columbia, Maryland and Virginia markets.

With nearly three decades of experience building profitable teams and brands, O’Bryant is known for her deep expertise in systems, business development and leadership coaching. Real allows her to combine this experience along with her high-touch, agent-first philosophy with Real’s fintech-forward, virtual end-to-end platform designed around what agents need most to succeed.

O’Bryant is best known for her long and influential career at Keller Williams that began in 1997 when she joined KW’s San Antonio office at its inception. While at KW, she led one of the most profitable market centers in the Mid-Atlantic, helped to expand the brand in the UK and was selected to the company’s prestigious International Master Faculty.

“Pam embodies what it means to be a purpose-driven leader,” said Tamir Poleg, Chairman and CEO of Real. “Her approach to building businesses through systems, service and coaching perfectly aligns with Real’s mission to empower agents to thrive. We’re thrilled to welcome her to Real.”

Earlier this year, O'Bryant launched Real Estate on Purpose, a business focused on helping agents fall in love with real estate again through hands-on coaching, marketing support, transaction management and more. Now, under the Real umbrella, she plans to scale the impact of this agent experience model by building a powerhouse team, aiming to grow the Real Estate on Purpose team to 10 agents by year-end.

O'Bryant's career spans the leadership of top-producing teams, international expansion and a long track record of turning underperforming offices into profitable operations. Her expertise in agent coaching and virtual training is showcased through **VirtualRealEstateTrainer.com**, where she equips agents with the tools and systems to build sustainable businesses. She's also co-author of *What to Do! A Real Estate Agent's Gospel* and a contributor to *The Millionaire Real Estate Agent*. At the core of her approach is a belief that real estate should be personal, intentional and joyful—for agents and clients alike.

"Those who know me know I'm all about systems and execution," said O'Bryant. "To operate at the level we intend, Real's platform was the clear choice. Their model isn't just virtual. It's strategic, efficient and designed for scalable growth. That aligns perfectly with my goal of building a team where agents can do what they love and serve at a higher level."

## 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](http://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 June 30, 2025, copies of which are available under the Company's SEDAR+ profile at **[www.sedarplus.ca](http://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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