



Clayton Gits Brings Mission Realty and an Expansive Professional Network to Real

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TORONTO & NEW YORK--(BUSINESS WIRE)--Feb. 16, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), the fastest-growing, publicly traded real estate brokerage, today announced that Mission Realty, a 30-person, top-producing team, has joined the company.

Based in Richmond, Va., Mission Realty has distinguished itself by developing innovative approaches to assist buyers in winning their dream home, regardless of market conditions, and helping sellers sell their homes faster. Since its founding, the team, led by Clayton Gits, has amassed nearly 900 five-star Google reviews and a number of industry accolades, including being named Best of Zillow and counted among RealTrends Top 1.5% of Global Real Estate Teams. The team has sold more than 4,000 homes for a combined value of \$1.5 billion, with over \$136 million in 2023 alone.

Gits has dedicated his career to helping other real estate professionals build successful businesses. His success is also demonstrated by his ability to expand his professional network to more than 1,500 agents and growing.

"Clayton's unwavering commitment to helping others grow and achieve success is exactly what Real is all about. His belief in the dual values of working hard and being kind cannot be understated, and in that he has found a perfect home at Real," said Real President Sharran Srivatsaa. "Beyond Real's core values, the company's flexible model and attractive financial incentives inspire powerhouse teams like Mission Realty to align themselves with Real's vision. We are incredibly proud to welcome Clayton, his team and the entire Mission network to the Real family."

An early adopter of the team-based model, Gits contributed significantly to the growth of a leading cloud-based brokerage. He attributes his team's move to Real to the company's technology and connected community.

"Although many companies talk about collaboration, at Real it starts at the top," Gits said. "The idea that we're all on the same team is incredibly attractive and so unique in this industry. That, combined with Real's commitment to building a visionary solution that streamlines home buying and selling for both agents and consumers, made our decision to join Real an easy one."

About Real

Real (NASDAQ: REAX) is a real estate experience company working to make life's most complex transaction simple. 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 more than 15,000 agents who use its digital brokerage platform and tight-knit professional community to power their own forward-thinking businesses.

Forward-Looking Information

This press release contains forward-looking information within the meaning of applicable Canadian securities laws. Forward-looking information is often, but not always, identified by the use of words such as "seek", "anticipate", "believe", "plan", "estimate", "expect", "likely" and "intend" and statements that an event or result "may", "will", "should", "could" or "might" occur or be achieved and other similar expressions. These statements reflect management's current beliefs and are based on information currently available to management as of the date hereof. Forward-looking information in this press release includes, without limiting the foregoing, expectations regarding Real's ability to continue to attract agents.

Forward-looking information is based on assumptions that may prove to be incorrect, including but not limited to Real's business objectives, expected growth, results of operations, performance, business projects and opportunities and financial results. Real considers these assumptions to be reasonable in the circumstances. However, forward-looking information is subject to known and unknown risks, uncertainties and other factors that could cause actual results, performance or achievements to differ materially from those expressed or implied in the forward-looking information. Important factors that could cause such differences include, but are not limited to, slowdowns in real estate markets, economic and industry downturns and Real's ability to attract new agents and retain current agents. These factors should be carefully considered and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this press release are based upon what management believes to be reasonable assumptions, Real cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this press release, and Real assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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