



Real's Entrepreneurial-Centric Model Continues to Attract Top Producers From Across North America

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Agents and teams are drawn to the company's strong culture and the flexibility of its technology platform

TORONTO & NEW YORK--(BUSINESS WIRE)--Apr. 2, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), the fastest-growing, publicly traded real estate brokerage, today announced that it has continued to see a strong influx of top agents and teams during the month of March with many of its newest recruits joining under the company's recently launched Private Label and ProTeams programs.

The company's newest members add to Real's growing presence of 16,000+ agents throughout the U.S. and Canada – particularly in California and Texas, as well as in Virginia, where Real has seen its agent count more than double over the past 12 months.

"In addition to providing one of the most competitive models in the real estate industry, we empower our agents to tap into Real's industry-leading proprietary technology and collaborative culture to build their business their way," said Real President Sharran Srivatsaa. "A team's potential to grow on Real's platform is nearly limitless. We've built what agents in this industry have been waiting for, and our recent growth reflects that."

For the teams that joined in March, five elected to maintain their existing branding via Private Label, Real's white labeling program. Additionally, all teams that joined in March benefited from ProTeams, a platform which gives them the flexibility to customize their team members' caps, splits and fees down to the individual team member level, allowing them to continue to embrace the structure that works best for them while reaping the benefits associated with being a part of Real.

- F3 (Faith, Family and Freedom) Home Team, led by Josh Rogers. The 14-agent team ranked as the No. 1 large team in the Jacksonville/St. Augustine market by RealTrends last year, with home sales totaling \$110 million in 2023.
- River City Elite Properties, led by Susan Stynes. A Certified Luxury Home Marketing Specialist, Stynes and her team of more than 20 agents serve the Richmond, Va., market. The boutique brokerage joins under Real's Private Label program and had sales of \$110 million in 2023.
- The Nussbaum Team, led by Yitzi Nussbaum. Nussbaum brings eight agents who serve luxury clients at The Jersey Shore and Miami. A recipient of the New Jersey REALTORS Circle of Excellence Platinum Award each year since 2017, the team's Jersey Shore home sales exceed \$400 million. In 2023, its sales were valued at more than \$101 million.
- The 10-agent Lisa Birdsong Group, led by luxury agent Lisa Birdsong. Known nationally, the Birdsong Group serves the Dallas metro. It has generated total home sales valued at more than \$600 million, including \$65 million in 2023.
- Mint Real Estate, led by Bryan Hill. Headquartered in Costa Mesa, Mint adds to Real's growing presence in California. The 10-agent team serves Orange County, Los Angeles and Temecula. It has completed \$375 million in home sales since its founding in 2020, including \$57 million in 2023, placing it in RealTrends' top 100 ranking. Mint joins under Real's Private Label program.
- The McKenna Team, led by Cynthia McKenna. The six-person team serves Suffolk and Nassau Counties of Long Island, N.Y. In 2023, the team's home sales totaled \$53 million.
- Farr Group, led by Aaron Farr. The four-agent team serves Spokane, Wash., and ranks among the market's top 1% of Realtors. The team has generated home sales totaling nearly \$250 million since 2020, including \$44 million in 2023.
- Match Realty, led by Cyrus Wheeler. Match, which serves the Detroit metro, including Wayne, Oakland and Macomb counties in Michigan, brings 13 agents to Real and joins under the company's Private Label program. Since being formed in mid-2022, Match has completed homes sales valued at more than \$100 million, including \$35 million in 2023.
- Pinpoint Properties, led by Duran Babatunde. The eight-agent team serves the North Carolina communities of Wilmington, Leland, Hampstead, Surf City, Topsail, Oak Island and Ocean Isle Beach. Over the past three years, the team's sales have increased annually for a total of \$80 million, including \$36 million in 2023.
- MK & Associates, led by Micah and Kelly Laurendeau. The 15-agent team serves the Hampton Roads region of Virginia, and adds to Real's growing presence in Virginia. A Mega Diamond Team recipient of the Hampton Roads REALTOR Associations' A Circle of Excellence award, MK & Associates has completed home sales valued at approximately \$160 million since 2020, including sales of \$35 million in 2023.
- Crescas Real Estate, led by Robert Crescas. The 17-agent team serves the Norfolk and Virginia Beach, Va., markets as well as North Carolina's Outer Banks. Crescas completed home sales totaling \$192 million over the past three years, including \$31 million in 2023.
- O.N.E. Florida Group, led by Amy Howell. O.N.E. Florida Group's eight agents will represent Real's Military Division throughout Northeast Florida. In addition to consistently ranking in the top 5% of teams serving the region by volume, it is

highly committed to community outreach. Its annual Treats for the Troops donation provides care packages to more than 500 deployed troops. The team had total home sales of \$30 million in 2023.

- Bureau Real Estate, a two-person team founded by Alexine McTeer and Robbie Kamaledine. Based in Edmonton, Alberta, Bureau has distinguished itself by delivering a luxury experience at all price points and takes pride in creating an inclusive real estate experience and understanding the unique needs of members of the LGBTQ+ community when it comes to buying and selling a home.

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 16,000 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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