



Top-Producing Kaim Team Joins Real

July 24, 2024

25-agent team brings lifetime sales of \$1.2 billion, significantly bolstering Real's presence in Ohio

TORONTO & NEW YORK--(BUSINESS WIRE)--Jul. 24, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), the fastest-growing, publicly traded real estate brokerage, today announced that The Kaim Team, led by the brother-sister team of Michael Kaim and Tina Hivnor, has joined the company. Part of the fabric of the Cleveland real estate community for two generations, The Kaim Team brings 25 agents, becoming the largest team to represent Real in Ohio.

Following in their parents' footsteps, Kaim and Hivnor began their real estate careers more than 27 and 37 years ago, respectively. They launched The Kaim Team in 2002. The team serves nine counties in Northeast Ohio, including Cleveland, Akron and Canton, and ranks among the Top 10 teams in the state, according to the Ohio Division of Real Estate.

"We're thrilled to welcome Michael, Tina and their team to Real," Real President Sharran Srivatsaa said. "They bring a shared commitment to service excellence and innovation, and we look forward to learning from them and seeing how they leverage Real's industry-leading platform to further their success."

Since its founding, The Kaim Team has sold more than 7,000 homes valued at \$1.2 billion and has distinguished itself by being Realtors that home buyers and sellers and other agents want to work with.

"Real provides the best of both worlds. We will be able to continue to serve our clients the same way we have for over two decades, while giving our agents access to cutting-edge technology, world-class training and the financial upside that comes with access to health benefits resources and ownership in a fast-growing company," Michael Kaim said.

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 throughout the U.S. and Canada, Real supports more than 20,000 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. Real's ability to attract new agents and retain current agents and those risk factors discussed under the heading "Risk Factors" in the Company's Annual Information Form dated March 14, 2024, a copy of which is available under the Company's SEDAR+ profile at www.sedarplus.ca. 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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Investor inquiries, please contact:

Ravi Jani

Vice President, Investor Relations and Financial Planning & Analysis

investors@therealbrokerage.com

908.280.2515

For media inquiries, please contact:

Elisabeth Warrick

Senior Director, Marketing, Communications & Brand

elisabeth@therealbrokerage.com

201.564.4221

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