



## Real Announces Winners of Its Inaugural Agent Brand Awards

November 1, 2024

*Recognizing exceptional agent and team marketing across social media, websites and signage, driving visibility for The Real Brokerage brand*

TORONTO & NEW YORK--(BUSINESS WIRE)--Nov. 1, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced the winners of its inaugural Agent Brand Awards. The awards celebrate agents and teams whose innovative marketing efforts are elevating the real estate industry, building both their personal brands and strengthening Real's brokerage presence.

Announced during the General Session at RISE 2024, Real's third annual agent conference, the awards highlight creative excellence across three key marketing channels: Social Media, Signage, and Website.

"It's uncommon to see so many influential agents building and promoting a brand with such creativity and passion," said Dre Madden, Real's Chief Marketing Officer. "We're fortunate to have thousands of agents across the U.S. and Canada, each contributing to the brand's growth. Recognizing their incredible work underscores our shared vision as one united community, thriving together."

### Social Media Video Awards

The following agents were honored in five social media video categories:

- Best New to Real Video (Short Form) – [Lindsey Jo & Sean Judge \(Virginia\)](#)
- Best New to Real Storytelling Video (Long Form) – [Noelle Nielsen \(Minnesota\) & Brad McCallum \(Calgary\)](#)
- Best Listing Video (Luxury) (Tie) – [Matt Lionetti \(Toronto\)](#) & [Paige Steckling \(Utah\)](#)
- Best Listing Video – [Roland Osage \(California\)](#)
- Best Special Moment Video – [Darren Langille \(Calgary\)](#)

### Signage Award (Tie)

[Brianna Porter-Hoops \(Massachusetts\)](#) & [Josh Dawson \(Ohio\)](#)

### Website Award

[Kofi Nartey \(California\)](#)

### 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 22,000 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](http://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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