



Industry Veteran Joe Ballarino Brings 400 Agents to Real

November 4, 2024

Top-producing Amerivest Realty brings a transaction history of more than 5,000 sales valued at nearly \$2.5 billion across Florida, Colorado, Minnesota and Wisconsin

TORONTO & NEW YORK--(BUSINESS WIRE)--Nov. 4, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced that Amerivest Realty, led by industry veteran Joe Ballarino, has joined Real. The addition brings 400 agents serving clients across Florida, Colorado, Minnesota and Wisconsin.

Ballarino brings nearly 30 years of technology and real estate experience. He began his real estate career as an agent at Winfield & Associates, Amerivest's predecessor, in 1994. He rose through the ranks and took full ownership of Amerivest in 2016, transforming it into a multi-state online brokerage.

In addition to a successful career as a brokerage leader, Ballarino has served as President of the Naples Area Board of Realtors®. He also held the role of COO of Real Estate IS, a technology subsidiary of Florida Realtors, where he launched Form Simplicity, a transaction management platform. He has also been actively involved in Florida Realtors and the National Association of Realtors®, serving in various leadership roles.

"Joe's commitment to technology and education equips agents with the tools to elevate client service," said Real President Sharran Srivatsaa. "This aligns seamlessly with Real's mission of innovation and excellence, and we're excited to support Joe and his team as they continue to push boundaries in the industry."

Since taking full ownership of the brokerage in 2016, Ballarino has expanded Amerivest into a technology-driven brokerage supporting agent growth with innovative tools and training, closing nearly 5,000 home sales worth close to \$2.5 billion. In 2023, Amerivest achieved about 1,000 sales valued at more than \$500 million.

"Amerivest was built on the foundation of empowering agents with the tools and technology to succeed," Ballarino said. "Joining Real allows us to take our platform even further, providing agents with unparalleled resources while tapping into Real's collaborative culture."

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. 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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