



Real Welcomes Top Agents and Teams To Its Growing Network Throughout North America

November 12, 2024

Fast-growing brokerage continues to outpace the industry in agent attraction

TORONTO & NEW YORK--(BUSINESS WIRE)--Nov. 12, 2024-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced the recent addition of a number of high-performing teams throughout the U.S. and Canada. Throughout 2024, Real has added approximately 1,000 professionals a month to its growing agent base, which currently exceeds 22,000.

"At Real, we're building something revolutionary, and our growth is proof of that," Real President Sharran Srivatsaa said. "We are thrilled to welcome such talented agents to our team. Each one brings unique skills and perspectives that enhance our company. Together, we're poised to make an even greater impact in our industry, and I look forward to the successes we'll create together."

The following teams recently joined Real:

- Urban Luxe Real Estate, led by Joe Pascale. Founded in 2018 as a boutique brand serving Scottsdale and Paradise Valley, Ariz., the team brings 48 agents who serve the luxury market. The team closed sales of \$163 million in 2023.
- Chris Holm & Associates, led by Chris Holm. Founded in 2015, the team's four agents serve British Columbia's Okanagan Shuswap communities. Leveraging cutting-edge video marketing and innovative strategies, the team closed home sales totaling \$58 million in 2023.
- The Liberty Group, led by Tom DeCarlo. DeCarlo is an Air Force Veteran and a number of the team's 13 agents also have ties to the military and law enforcement. The team serves Massachusetts, Rhode Island and eastern Connecticut. Since its founding in 2016, it has closed homes sales valued at more than \$540 million, including more than 50 VA loan transactions. The team's 2023 production was \$50 million.
- Three Avenues Group, led by Robert Johnson. Johnson began his real estate career in 2010, ultimately leading a team that closed more than 900 home sales in 2020. Founded in 2024, Three Avenues Group's team of five agents serve Florida's Tampa Bay market. Since 2020, these agents closed more than 404 home sales valued at \$141 million, including sales valued at \$45 million in 2023.
- The Hendrix Group, led by Pam Hendrix. Founded in 2009, the team's seven agents serve the Kansas City metropolitan area and surrounding communities. A family business that includes Hendrix's husband, daughter and son, the team has closed more than 500 home sales totaling more than \$192 million since 2020, including \$43 million in 2023.
- Zeoli Realty, led by Nick Zeoli. Founded in 2016, the team's 26 agents serve the metro Detroit region and recently expanded to West Palm Beach, Fla. The team has closed home sales totaling nearly \$88 million since 2020, including \$41 million in 2023.
- Amen Real Estate, led by Jim Amen. Amen's more than 40 agents serve 14 counties across Northern California, including Sacramento, Napa, El Dorado and San Joaquin. Founded in 2008 and ranked among the region's top-producing independent brokerages, Amen Real Estate joins under Real's Private Label program. It has closed home sales of more than \$300 million, including \$40 million in 2023.
- Collective, led by Tracy van Ravensway. Collective's nine agents serve Phoenix, Flagstaff and Prescott, Ariz. With more than 130 years of collective real estate experience, the team has closed more than 1,000 home sales. First licensed in 2001, van Ravensway has owned her own brokerage and has been a Designated Broker for nearly 10 years. The team closed home sales valued at \$30 million in 2023.
- Hodges & Associates Real Estate Group, led by Jessica Hodges. Founded in 2016, the team's six agents serve Northern Nevada. It closed home sales totaling \$30 million in 2023.
- Kat Granum Real Estate, led by Kat Granum. Founded in 2012, the two-agent team serves the Portland, Ore., metro area. Ranked in the top 1.5% of real estate professionals in the U.S., the team closed home sales totaling \$145 million since 2020, including \$30 million in 2023.
- The Parrish Team, led by Daniel Parrish. Known for its community-focused ethos, the team regularly supports initiatives like The Salvation Army's Toys for Tots and Surfers Healing, an organization supporting individuals with autism through surfing. Founded in 2018, the three-agent team has closed home sales totaling \$26 million in 2023, ranking them among the top 1% of agents serving Virginia's Hampton Roads market.
- The Giles Real Estate Team, led by Chase Giles. Founded in 2012, the team's three agents serve The Woodlands, Spring and Conroe, Texas markets and closed home sales totaling \$25 million in 2023.
- Kaitlin Lovern Real Estate Team, led by Kaitlin Lovern. Founded in 2013, the team's four agents serve the North Dallas

area. It closed home sales totaling \$25 million in 2023.

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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Source: The Real Brokerage Inc.