



## Harvest Realty Brings 550 Agents and \$2.4 Billion in 2024 Home Sales to Real

January 7, 2025

*Real begins the year with more than 24,000 agents throughout North America*

TORONTO & NEW YORK--(BUSINESS WIRE)--Jan. 7, 2025-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced that Harvest Realty, a high-producing independent brokerage serving Southern California, has joined Real. This addition brings 550 agents who specialize in serving the Chinese community to Real, pushing the company's agent count above 24,000.

Led by Christine Li and John Zhang, Harvest Realty has a proven track record of excellence. After immigrating to the U.S. and earning master's degrees from the University of Southern California, Li pursued a successful career in banking while Zhang began his real estate career as an agent and developer. The husband-and-wife team launched Harvest Realty in 2014, focusing on guiding clients in Southern California's Los Angeles and Orange counties. Since its founding, the brokerage has closed 5,210 home sales totaling \$6.8 billion, including 1,627 sales valued at \$2.4 billion in 2024.

"Christine and John's journey is the kind of story that inspires anyone chasing their version of the American Dream. After rock-solid careers of their own, they decided to combine their skills and their shared passion to help Chinese home buyers, sellers and investors navigate Southern California's competitive real estate market," said Real President Sharran Srivatsaa. "They've set the gold standard for service to the Chinese community. Their story isn't just about success—it's about making a difference, and we couldn't be more thrilled to welcome this incredible duo and their entire team to the Real family."

Harvest joins Real under the company's Private Label program, which enables independent brokerages to maintain their own brand while benefiting from Real's resources and compensation programs. At Real, Harvest's agents will also gain access to the company's virtual community platform, which features automatic translation in more than 90 languages, fostering seamless communication and connection.

"Real provides the technology and programs that will help our agents increase their production and become more efficient, while also providing revenue share and stock options that tie their success to that of the company," said Li. "However, what was most important was Real's leadership. They are great leaders, and we are confident that the Real platform will allow us to continue to grow and serve our agents and clients."

### **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 24,000 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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