



Visionary Leader Ryan Rodenbeck Brings Spyglass Realty to Real

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Addition of top-producing independent brokerage nearly doubles Real's agent count in Austin

TORONTO & NEW YORK--(BUSINESS WIRE)--Jan. 16, 2025-- The Real Brokerage Inc. (NASDAQ: REAX), a technology platform reshaping real estate for agents, home buyers and sellers, today announced that Ryan Rodenbeck, one of the industry's leading thought leaders and host of the #RealtyHack podcast, has brought his top-producing independent brokerage, Spyglass Realty, to Real under the company's Private Label program. With 140 agents and a 2024 sales volume of nearly \$400 million, the addition of Spyglass nearly doubles Real's footprint in Austin.

Real's Private Label program enables independent brokerages to maintain their own brand while benefiting from Real's technology and compensation programs.

A top producer who received the Austin Platinum Top 50 Realtors award for nine consecutive years, Rodenbeck launched Spyglass in 2008. He operated the brokerage as a small team until 2015 when his desire to leverage technology to offer experienced agents a platform to provide clients with an elevated approach to buying and selling homes prompted him to take the brokerage to a new level. Since leaving production in 2019, Rodenbeck has attracted more than 100 agents to Spyglass and led the firm's expansion into Houston in late 2024.

Rodenbeck also leads #RealtyHack, a content platform that includes the #RealtyHack podcast and #RealtyHack Summit, Austin's largest real estate conference, which attracts more than 400 agents. He is an incoming board member of the Austin Board of Realtors.

"Real's trajectory provides us an opportunity to contribute to Real's growth in central Texas while also expanding Spyglass," Rodenbeck said. "The Real Private Label program allows us to continue to go above and beyond what we currently provide while maintaining our brand as an independent brokerage that we've worked hard to build."

Spyglass has received numerous accolades. It was named Indy Broker of the Year by the Austin Board of Realtors in 2019 and has been ranked as a Best Place to Work by the Austin Business Journal for five consecutive years, including taking the top spot in 2024. Spyglass also is a multi-year recipient of several growth-related awards, including the Inc. 5000 and Austin Business Journal's Fast 50.

"Spyglass Realty, under Ryan Rodenbeck's visionary leadership, epitomizes what it means to be both innovative and deeply rooted in service. Ryan's early adoption of technology, paired with a relentless focus on empowering experienced agents, has transformed the way real estate is done," said Real President Sharran Srivatsaa. "With Ryan's commitment to leveraging leads and fostering a culture of referrals, it's no surprise Spyglass Realty is not only redefining the gold standard in real estate, but also consistently ranks as one of the top employers in the city. We are thrilled Spyglass is now part of Real."

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. 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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