



Real Brokerage Technologies

WHAT THEY OFFER AND HOW THEY
ATTRACT AGENTS

Why Canada, Why Now??? Your not even in all 50 US states!

TORONTO and NEW YORK, Aug. 16, 2021 /PRNewswire/ -- The Real Brokerage Inc. ("**Real**" or the "**Company**") (TSXV: REAX) (NASDAQ: [REAX](#)), an international, technology-powered real estate brokerage, today announced it has launched in Alberta, Canada as "Real Broker AB." With this announcement, Real has launched its first international operations, in addition to operating in 31 states and the District of Columbia in the United States.

Real has traded on the Toronto stock exchange since June of 2020, because they could not meet the NASDAQ qualifications.

We are now an International Company, and if
Glenn did it, Then we do it!





**DON'T WORRY
ABOUT PEOPLE
STEALING AN
IDEA. IF IT'S
ORIGINAL, YOU
WILL HAVE TO
RAM IT DOWN
THEIR THROATS.**

HOWARD AIKEN

QuotePixel.com

Apples to Apples Financial Comparison

REAL

85/15 Split with Company

\$12,000 Cap for Team Lead

\$225 Transaction Fee/\$125 Lease Transaction on every transaction after cap

\$149 sign on fee

\$500 annual Brokerage fee

\$25 Chime CRM fee (for a \$29

EXP

80/20 Split with Company

\$16,000 Cap for Team Lead

\$149 Startup fee

\$250 Transaction fee after you cap for first 20, up to \$5000 cap

\$40 E&O (capped at \$500)

\$85 monthly Education and Tech

Financial Comparison for Standard Teams

REAL

85/15 Split with Company

\$12,000 Cap for Team Lead

\$6,000 Cap for team members

\$225 Transaction Fee/\$125 Lease Transaction on every transaction after cap

\$149 sign on fee

\$500 annual Brokerage fee

Team Leader Qualification is 5m Vol. or 25 Trans PTM

EXP

80/20 Split with Company

\$16,000 Cap for Team Lead

\$8,000 Cap for team members

\$149 Startup fee

\$250 Transaction fee after you cap for first 20, then \$75 after that, up to a cap of \$5000

\$25 Broker Review fee

\$40 E&O capped at \$500

\$85 monthly Education and Tech

Financial Comparison for Mega Icon Teams

REAL

Real Brokerage Technologies does not have Mega ICON Teams

EXP

80/20 Split with Company

\$16,000 Cap for Team Lead

\$4,000 Cap for team members

\$149 Startup fee

\$75 per transaction fee after you cap up to \$5000 cap.

\$40 E&O capped at \$500

\$85 monthly Education and Tech

Cap Comparison for ICON level Agents

REAL

85/15 Split with Company

\$12,000 Cap for Team Lead

Agents have the option of having 5% of their GCI paid out in stock. Based on a non-discounted GCI and 85/15 split.

After Capping agents can have 10% of net commissions paid out in stock, not to exceed \$15,000.

Real will grant 50% of your shares one year after transaction.

In addition to all of these opportunities, Real has an Elite Agent Stock Award offering agents with exceptional sales volume additional stock opportunity. Agents must meet one of the two requirements:

- Pay the full annual cap AND generate \$6k in post cap transaction fees
- A minimum GCI of \$500,000 AND at least 10 completed transactions

EXP

80/20 Split with Company

\$16,000 Cap for Team Lead

\$8,000 stock award for \$500,000 in GCI and \$5,000 in transaction fees.

\$4,000 stock award for meeting other ICON qualifications.

\$4,000 stock award for attending 2 eXp conferences.

Net Cap cost to agent \$0

5-tier revenue share plan

Earn 5% revenue share up to \$4,000 per capping agent from Real's portion of the split. Unlock additional tiers as your network grows.

	REFERRAL BONUS GCI %	NUMBER OF TIER 1 REQUIRED TO UNLOCK TIER	MAX/AGENT PER YEAR
Tier 1	5% up to annual cap	1+ producing agents	\$4,000
Tier 2	4% up to annual cap	10+ producing agents	\$3,200
Tier 3	3% up to annual cap	15+ producing agents	\$2,400
Tier 4	2% up to annual cap	20+ producing agents	\$1,600
Tier 5	1% up to annual cap	25+ producing agents	\$800

Q2 and Recent Operating Highlights (unaudited)

• **2,550** agents July 2021

• The value of completed real estate transactions grew to \$906 million in Q2 2021

• Net revenue per agent grew to \$1.5 thousand, which represents an increase of 362% compared to \$326 in Q2 2020.

• As of June 30, 2021, Real offered real estate brokerage services in 31 U.S. states and the District of Columbia and had **41** full-time employees.

• As of June 30, 2021, Real's efficiency ratio (Full Time Employees : Agents) was 1:61, with a long term target of **1:75**. Real views this as a competitive advantage in terms of how quickly and efficiently it can scale and provide benefit in profit margins. The industry standard is a ratio of approximately **1:25**.

• On June 15, 2021, Real commenced trading its common shares on the Nasdaq Capital Market.

• On June 28, 2021, Real received **C\$32,845,011.20** in proceeds from accelerated warrant exercises.

• Real ended Q2 2021 with a cash balance of **\$37.9** million and an additional \$8.9 million held in investments in securities compared to \$1.7 million at the end of Q1 2020.

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Real Brokerage Inc.

REAX (U.S.: Nasdaq)

REAL TIME 9:33 AM EDT 09/02/21

\$1.9 USD

-0.05 -2.56% ▼

Volume

76,628

65 Day Avg Vol

121,612

1 Day Range

1.92 - 1.9898

52 Week Range

0.6885 - 2.8775

(12/24/20 - 06/15/21)

1D 5D 1M 3M YTD 1Y 3Y \$ %



ADVANCED CHARTING

COMPARE ▼

Open 1.98 Prior Close 1.95 (09/01/21)

1 Day REAX -2.56% ▼ DJIA 0.38% ▲ Russell 2K 0.58% ▲ Business/Consumer Services -0.04% ▼

Bottom line on REAL

Positives

REAL is in 31 states and now Canada

Real can do commercial in 5 states

All stock bonus awards are based on holding the stock for 1 year.

More rewards for transactions with Elite (\$20m in Volume)

Ground Floor opportunity it performs like eXp.

Cool Stuff is promised to be on the way

Negatives

No support, No masterminds, No events, Training from the company comes in the form of guides.

Not in 20 states or any other countries beyond Canada. No Commercial in 45 states

Stock is highly volatile .28 to 2.85 in last 12 months. 1.62 today.

Only 5 levels of revenue share and no increased incentive to help the agents below you grow.

At 2000 agents their stock awards will be reduced.

1. 2.0 ★★

Current Employee, more than 1 year

[Was good at it's beginning...](#)

May 26, 2021 - Real Estate Agent

Pros

15/85 split across the board for all agents. Don't have to attend office meetings because it's a virtual office-no office. But if you want to, they are there, on zoom. Lots and lots of meetings on zoom.

Cons

They decided they wanted to play against the big boys, so they went public. Leading up to this and after, everything changed. New fees were added, confusing and multiple third party programs were either added or taken away from our use, and lots of new "management". Now everyone is not so nice. They don't keep promises (even though they are in writing), they tell you to move on if you ask questions they don't like. They are shiny and polished up. A lot of feel good sayings on their agent blog, ugh. I prefer authenticity.

Advice to Management

You are all over the place with your training or whatever you call it. Consolidate your company agent offerings on one website with easy press and link to them. Too many faces out in front. Yet you had the audacity to force your agents to sign a new contract charging them more in fees, when the company isn't even giving agents a whole company. Just a piece by piece company.

Real Response

Dir of Human Resources

Thank you for this feedback. We are growing fast and with this growth comes lots of change. We value this input and are working hard to set up standards along with sustainable programs and processes that will endure through our growth. For all those who have a bad experience, please reach back out. This is an exciting time to be a part of REAL and we are working hard to earn your trust.