

# ACHIEVE YOUR PURPOSE & BUILD AN **AUTHENTIC** REAL ESTATE BUSINESS

*The fees outlined in this document go into effect Feb. 1, 2023 for new agents and April 1, 2023 for current agents.*

## REAL'S SNAPSHOT

Real's innovative approach to the brokerage is changing the industry landscape.

**2014**

Founded in New York

**45**

States + DC + Canada

**9,000+**

Licensed Agents

**\$174M**

YTD Revenue, 2022

**16,000**

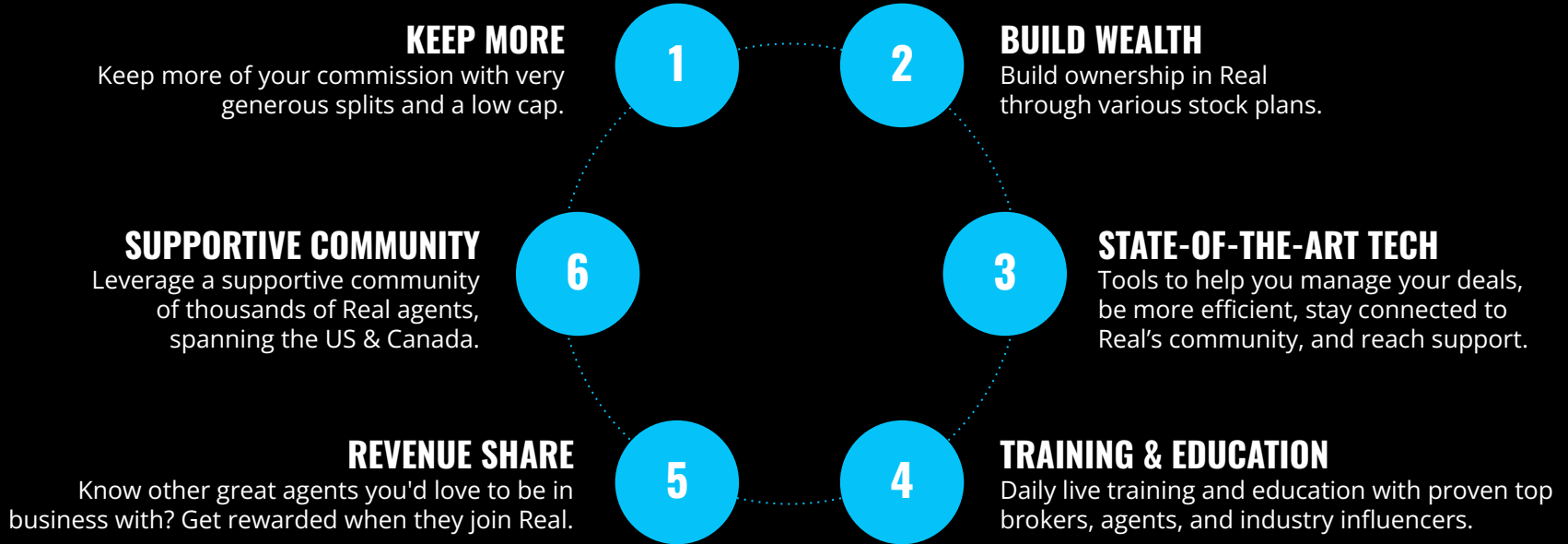
YTD Transactions, 2022

**REAX**

Nasdaq Listed

\*as of 08/15/22

# REAL'S SOLUTIONS



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# KEEP MORE

Keep more of your commission with very generous splits and a low cap.

## AGENTS KEEP MORE OF WHAT THEY EARN

Great splits, low caps and low fees.

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✓ 85/15 SPLIT

✓ NO MONTHLY FEES

✓ \$12K ANNUAL CAP

### AGENT PLAN:

85/15 commission split	\$249 joining fee
\$12K annual cap, then 100% split	\$30 BEOP fee*
\$285/transaction fee after cap* & \$175/lease transaction fee after cap	No monthly fees
Transaction fees drop to \$129 once Elite Agent status is achieved.	\$750 annual brokerage fee, paid from first 3 transactions per anniversary year. Up to 3 personal transactions per anniversary year, with \$250/transaction fee

\*BEOP fee covers broker review, E&O (professional liability), insurance, and processing

## TEAMS KEEP MORE OF WHAT THEY EARN

Great splits, low caps and low fees.

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### TEAM PLAN:

85/15 commission split

\$12K team leader annual cap, \$6K team member annual cap, then 100% split

\$249 sign-up fee

\$285/ Post cap transaction fee\* & \$175/lease transaction fee after cap

Transaction fees drop to \$129 once team lead achieves Elite Agent status.

No monthly fees

\$30 BEOP fee\*

\$750 annual brokerage fee, paid from first 3 transactions per anniversary year. Up to 3 personal transactions per anniversary year, with \$250/transaction fee

- ✓ 85/15 SPLIT
- ✓ NO MONTHLY FEES
- ✓ \$12K LEADER CAP & \$6K MEMBER CAP

\*BEOP fee covers broker review, E&O (professional liability), insurance, and processing

Team leader qualifications of \$5M or 25 transactions in prior 12 months; Minimum 25% team member split to leader; [Learn more about how teams can be structured at Real.](#)

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# BUILD WEALTH

Real is trading as [NASDAQ: REAX](#), [TSX: REAX](#). Build ownership in Real in 4 ways: stock purchase plan, capping awards, attracting awards, and Elite Agent stock awards.

# BUILD WEALTH: STOCK PURCHASE PLAN (SPP)

**BEFORE CAP:**

**5%** of commission paid out in stock

**15%**  
Bonus\*

**AFTER CAP:**

**10%** of commission paid out in stock

**30%**  
Bonus\*

*\*Bonus shares are distributed 1 year after the transaction **at no cost to the agent.** Agents need to opt into SPP. Agent must be in good standing and still affiliated with Real to receive bonus.*

**Before cap:** \$12,000 Cap Max. Contribution: \$3,400; \$6,000 Cap Max. Contribution: \$1,700; **After cap:** \$12,000 Cap Max. Contribution: \$15,000; \$6,000 Cap Max. Contribution: \$7,500

All shares are Restricted Stock Units (RSUs) with a 12 month waiting period prior to trading on the public market. Agent must be in good standing to receive bonus.



# BUILD WEALTH: CAPPING AND ATTRACTING AWARDS

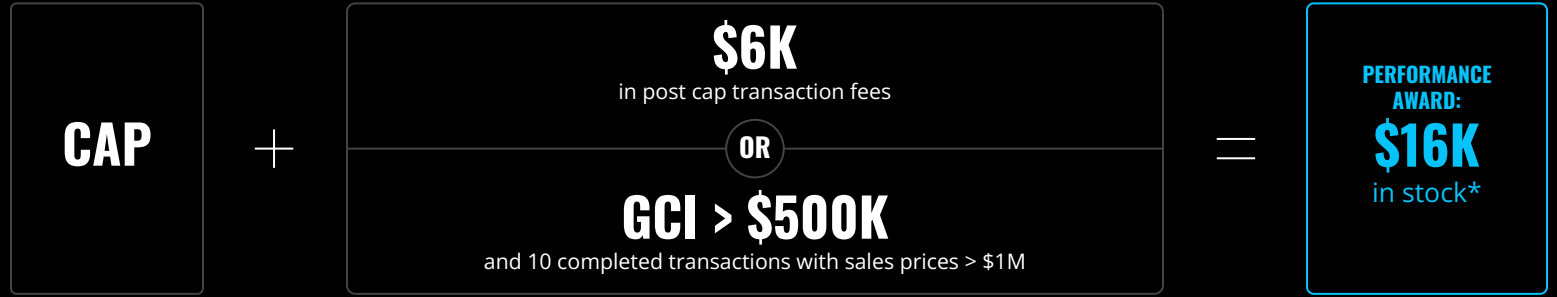
You earn a stock award, at no cost to you, when you reach the annual cap paid to Real in your anniversary year. In addition, when you directly attract another agent to Real, and upon the attracted agent's completion of the first qualified transaction\*, you will be granted stock according to the table. Both agents have to remain in good standing throughout the 3 year vesting period.

AGENT COUNT	\$12,000 CAP		\$6,000 CAP	
	CAPPING	ATTRACTING	CAPPING	ATTRACTING
<b>7,000 – 10,000</b>	250 shares	125 shares	125 shares	60 shares

\*Qualified first transaction is defined as a transaction with a minimum GCI of \$2,000.

All shares in this program are Restricted Stock Units (RSUs) and have a 3 year vesting period. Both agent (and referred agents for attraction awards) will have to remain in good standing with the company throughout the vesting period.

# BUILD WEALTH: ELITE AGENT STOCK AWARDS



\*All qualifiers must be met in an anniversary year.  
 \*\*All courses and service work are subject to approval **prior** to execution in order to be considered.

All shares in this program are Restricted Stock Units (RSUs), and have a 3 year vesting period, vesting yearly based on RSU award date. The agent will have to remain in good standing with the company throughout the vesting period.

## BUILD WEALTH: NEW BENEFITS

### WILLABLE REVENUE SHARE

Real's Willable Revenue Share Program will officially launch early 2023 and will offer the ability to provide for your loved ones by designating a beneficiary to receive your revenue share participation in the event of your passing. Note: The beneficiary will not be required to get licensed in order to earn the revenue share.

### CO-SPONSORED REVENUE SHARE

Our best talent comes from the recommendations of our agents, and often it's a team effort. To acknowledge this, we will be introducing the ability for two agents to co-sponsor an agent, allowing both to benefit from revenue share.

### JOINT VENTURE PROFIT SHARING

The profit sharing program is an opportunity for all agents located within Real Title's operating markets (Florida, Texas, Utah) and California (coming soon) to benefit from the additional revenue opportunities that come from our ability to offer customers ancillary services. Based on the success of the program, it will expand as Real Title enters new markets. The cost to participate starts at just \$100

### STOCK PURCHASING PROGRAM ACCESS

Our culture and sense of community is fueled by a common purpose and alignment, which is why we are expanding the ability to buy shares of Real stock beyond the company-issued equity awards. Caps still apply, yet you can buy additional shares within the current system.

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# STATE-OF-THE-ART TECH

Tools to help you manage your deals, be more efficient, stay connected to Real's community, and reach support.

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Tools to help you manage your deals, be more efficient, stay connected to Real's community, and reach support.

TECH APPS:

CHIME

@workplace

REAL'S PROPRIETARY APP:

**Home**

Overview Transactions Revenue Share Pay

Overview Transactions Revenue

6 Active Listings 0 Closed

2724 Winnpage Rd, Flower Mound, TX, 75022  
Closing date: 7/27/2022  
Commission Validated

2724 Winnpage Rd, Flower Mound, TX, 75022  
Closing date: 7/27/2022  
Commission Validated

1101 Julia Court, Rio Vista, TX, 76093  
Closing date: 7/27/2021  
Needs Commission Validation  
Warning

**Home**

Overview Transactions Revenue Share Pay

Overview Transactions Revenue Share Pay

< My Year >

\$44,229  
Total Income

Bar chart showing income over time (3/21, 5/21, 7/21)

Cap Resets: 04/01/2022  
\$6,634 paid towards cap 55%

Commission  
\$44,229 \$35,227 3

**Wakefield**

Transaction information

Commission: \$399,000  
\$6,000  
Closed  
October 11, 2020  
Sale  
4566

Commission split

Dan Azic Listing Agent \$5,000  
Real \$1,000

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# TRAINING & EDUCATION

Daily live training and education with proven top brokers,  
agents, and industry influencers.

## TRAINING & EDUCATION

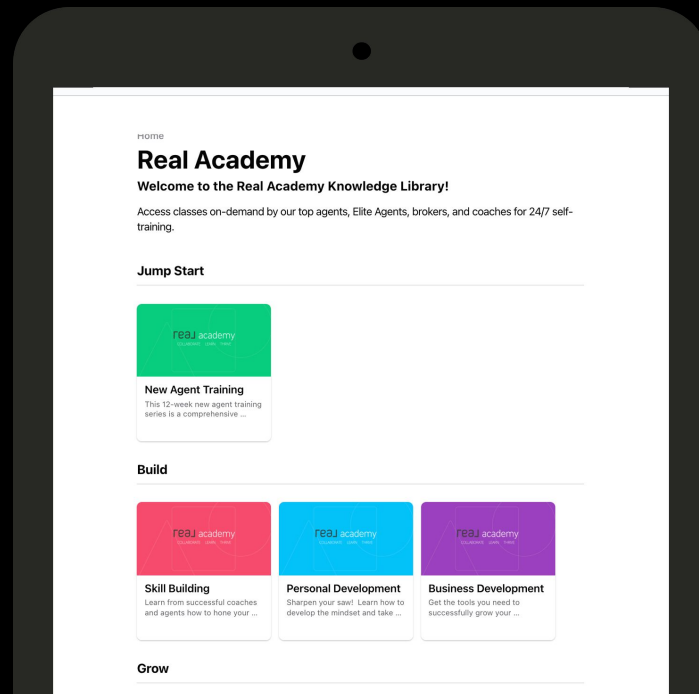
Daily live training and education with proven top brokers, agents, and industry influencers.

# 484

Live classes and mastermind discussions held in 2021

# 160

On-demand classes added to the Knowledge Library in 2021



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# REVENUE SHARE

Know other great agents you'd love to be in business with?  
Get rewarded when they join Real.



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Know other great agents you'd love to be in business with? Get rewarded when they join Real. Different tiers of revenue share get unlocked as you bring on more Tier 1 agents (direct referrals).

### TIER 1 AGENTS:

1-9	10-14	15-19	20-24	25+
<p><b>5%</b></p> <p><b>Tier 1:</b> Up to \$4,000 per referred agent per year for capping agents.</p>	<p><b>4%</b></p> <p><b>Tier 2:</b> Up to \$3,200 per referred agent per year for capping agents.</p>	<p><b>3%</b></p> <p><b>Tier 3:</b> Up to \$2,400 per referred agent per year for capping agents.</p>	<p><b>2%</b></p> <p><b>Tier 4:</b> Up to \$1,600 per referred agent per year for capping agents.</p>	<p><b>1%</b></p> <p><b>Tier 5:</b> Up to \$800 per referred agent per year for capping agents.</p>
	5% Tier 1	4% Tier 2	3% Tier 3	2% Tier 4
		5% Tier 1	4% Tier 2	3% Tier 3
			5% Tier 1	4% Tier 2
				5% Tier 1

Based on a non-discounted GCI and 85/15 split, not including fees. Agents must be active. Agents must also close \$450 every 6 months to be eligible to receive revenue share. Earnings in excess of \$85,000 per month will be split on a sliding scale outlined [here](#).

An annual \$175 revenue share program participation fee will be deducted from the first revenue share payment on the participating agent's anniversary year, and each subsequent revenue share payment will be accessed with a 1.2% processing fee.

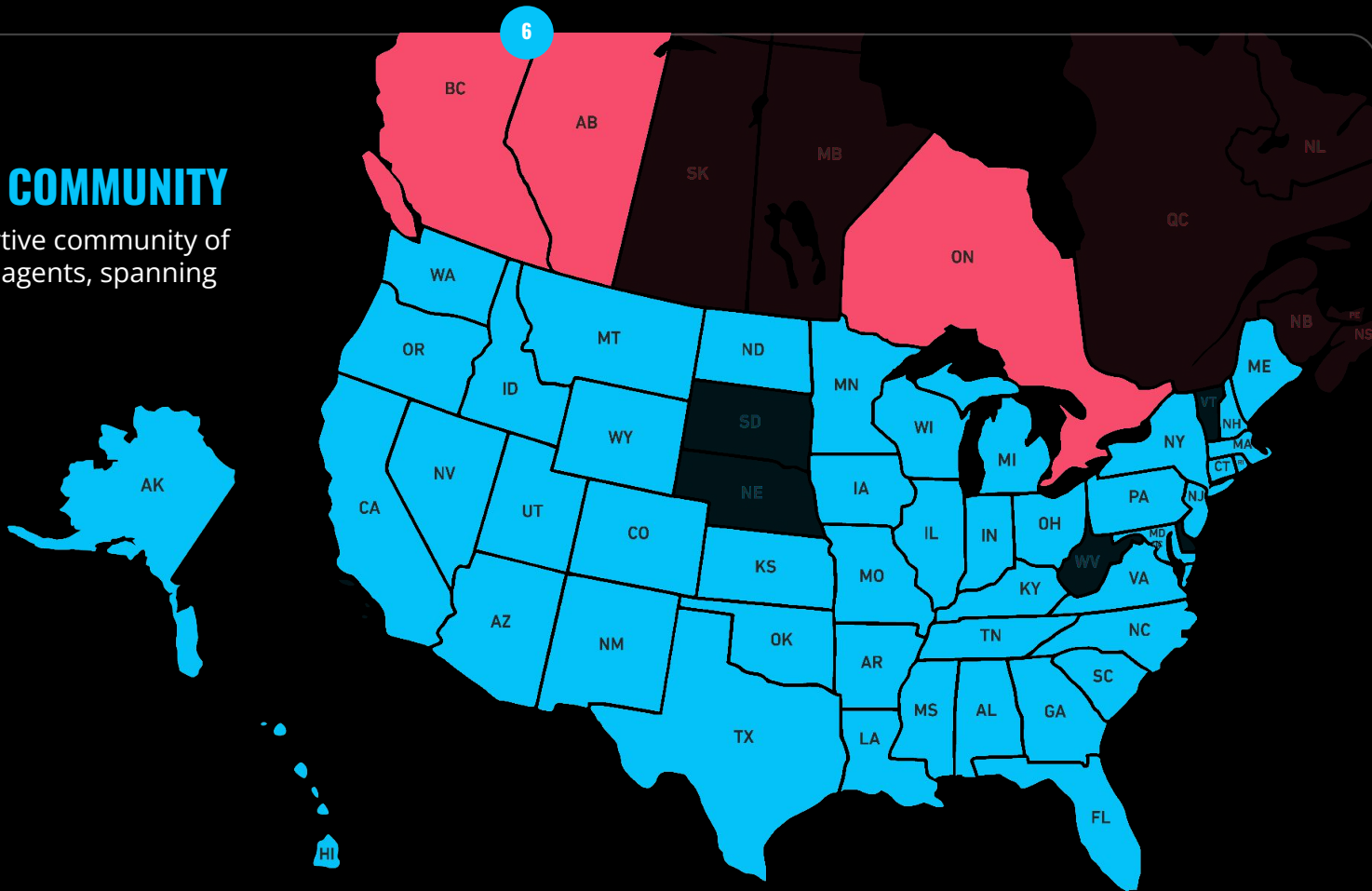
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# SUPPORTIVE COMMUNITY

Leverage a supportive community of thousands of Real agents, spanning the US & Canada.

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## **ADDITIONAL BENEFITS COMING IN 2023**

### **REAL SIGNATURE**

Beginning early Q2, agents will have access at no cost to Version 1 of Real Signature, the company's proprietary alternative to DocuSign.

### **NEW CONSUMER APP**

Work continues on our new consumer app, which will help buyers connect with mortgage providers for their lending needs. This product will launch by the end of June.

### **REAL REWARDS**

We are in the process of exploring a rewards program that would leverage the collective strength of the Real organization to extend all agents group health insurance benefits and discounts on services all can benefit from, such as cell phone plans, co-working spaces, etc.

real

# BUILD YOUR FUTURE AT REAL

APPLY AT [WWW.JOINREAL.COM](http://WWW.JOINREAL.COM)