

Real + REMAX Agent FAQs

Section 1: General FAQs

1. What was announced?

- Real and RE/MAX Holdings announced that they have entered into a definitive agreement under which Real will acquire RE/MAX Holdings to create a leading technology-enabled global real estate platform.
 - The acquisition brings together two complementary business models, uniting Real's AI-powered, high-growth brokerage platform, proprietary software and vibrant agent community with REMAX's iconic real estate brand and expansive global franchise network with more than 145,000 agents and a presence in more than 120 countries and territories.
 - The combined company will deliver a differentiated end-to-end home buying and home selling experience for the combined company's nearly 8,500 franchisees and 180,000+ agents, more than 100,000 of whom are based in the U.S. and Canada.
 - The transaction values each RE/MAX Holdings share at \$13.80 and has an enterprise value for REMAX of \$880 million.
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2. Who is REMAX?

- REMAX was founded in 1973 with an innovative, entrepreneurial culture grounded in a differentiated economic structure affording its franchisees and their agents the flexibility to operate their businesses with great independence.
- Since then, REMAX has grown to become one of the world's leading franchisors in the real estate industry — franchising real estate brokerages globally under the REMAX® brand (recognized as the #1 most trusted name in real estate¹) and mortgage brokerages under the Motto® Mortgage brand, the first and only national mortgage brokerage franchise brand in the U.S.
- The Company also provides ancillary products and services to its franchise networks, including training/education, marketing services, technology platforms and mortgage loan processing services to its Motto network and other third parties through its wemlo® brand.

- REMAX has more than 145,000 agents in nearly 8,500 offices and a presence in more than 120 countries and territories.
 - Since 2020 alone, REMAX agents have been a part of over 10 million transactions.
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3. Why is Real acquiring REMAX?

- This acquisition is an important step on our journey to build a technology platform that empowers real estate professionals and improves the consumer experience.
 - Real was built on a simple conviction that technology can fundamentally change the economics of real estate for agents, for franchisees and for consumers.
 - REMAX was built on a different but equally powerful conviction that a trusted brand and an entrepreneurial franchise model can deliver superior results for agents and clients around the world.
 - Together with REMAX, we will create a more innovative, more productive and more connected real estate ecosystem that we believe will generate substantial long-term value for agents, franchisees, consumers and shareholders.
 - Uniting our two platforms delivers something meaningfully differentiated against anything else in the market, with significant upside potential.
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4. Where will the combined company be headquartered?

Real REMAX Group will be headquartered in Miami, with significant operations remaining in the Denver area.

5. Will Real be going international outside of the U.S. and Canada?

REMAX is in many countries. Real does not have any current plans to expand outside of the U.S. and Canada.

6. Who will lead the combined company?

- Real Chief Executive Officer Tamir Poleg will serve as Chairman and Chief Executive Officer of the new Real REMAX Group.
- Real's Chief Operating Officer, Jenna Rozenblat, will serve as Chief Integration Officer in connection with the transaction.

- Additional leadership positions within the Real REMAX Group are expected to leverage the combined strengths of both organizations.
 - The combined company's 10-member board will include 3 members from the RE/MAX Holdings board.
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7. What does this transaction mean for each company?

Real is not changing.

- Real will continue to operate as its own brokerage and remain focused on our agent-first, technology-driven model.
- REMAX and Motto Mortgage will continue to operate under their current brands.
- The Real culture that you have helped build and that makes us unique 'Work Hard. Be Kind.' will also remain at the heart of everything we do.

We are strengthening the engine that powers both models.

- Bringing Real and REMAX together allows us to build something we could not build as quickly on our own – an organization with greater scale, stronger capabilities and more investment in the areas that matter most to you.

We are combining technology and brand power.

- As a combined company under the Real REMAX Group family of companies, our agents will have access to Real's technology platform and REMAX's global brand recognition.

We are connecting two productive agent networks.

- This worldwide super-network builds the ultimate referral network for agent-to-agent referrals.
 - It also creates a premier mastermind group with access to the best strategies and tactics from some of the most successful agents in the world.
 - The transaction is expected to close in the second half of 2026 and, until that time, Real and REMAX will continue to operate separately and independently.
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8. Can we use the REMAX offices?

It is business as usual until closing. The franchisee office space is owned by the independent franchisees, and is not shared corporate office space. More generally, REMAX and Real should not share business resources until closing.

Section 2: Branding FAQs

1. What will the combined company be named? What happens to the companies' brands?

- Upon closing, the combined company will be named Real REMAX Group.
 - REMAX and Motto Mortgage will continue to operate under their current brands.
 - Real Broker LLC will continue to operate as an owned brokerage under the Real brand.
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2. How do we leverage the REMAX brand to our clients and partners?

It is business as usual until closing. We are still operating as separate companies. You cannot represent that we are one company.

3. Do we need to rebrand our marketing to a new name?

It is business as usual. It is intended that after closing, Real and REMAX will operate as separate companies with their own separate branding (not combined branding). We have not yet determined any combined branding.

4. Can Real agents create co-branded websites or social media groups?

It is business as usual until closing. While we appreciate the desire to collaborate with other agents to create community, Real agents should not create co-branded websites or social posts with any other agents, including REMAX agents, because it can give the impression that the two companies are officially collaborating, which they are not.

5. After closing, will Real agents be able to use the REMAX brand, and will REMAX agents be able to use the Real brand?

No, it is intended that after closing, Real and REMAX will operate as separate companies with their own separate branding (not combined branding). We have not yet determined any combined branding.

Section 3: Commission, Splits, and Rev Share FAQs

1. Will there be changes to commission structure? Will our splits change?

- We are proud that Real offers the best commission splits, no monthly fees, and low caps, and this merger is built on Real economics, not REMAX.
 - We do not anticipate changes to commission structure or splits as a result of the transaction.
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2. Will REMAX adopt Real's commission split model?

It is business as usual. After closing, we intend that the two businesses would be run separately. REMAX will not adopt the Real commission split model. REMAX franchisees determine the split with their own agents, who are not independent contractors of RMAX. Real's agents are independent contractors of Real.

3. Will the combination affect Real's revenue share program?

We have no current intention to change the revenue share program as a result of the combination.

4. Will Real agents be able to co-sponsor with REMAX agents with respect to Revenue Share?

The Revenue Share Program is only available to Real agents.

Section 4: Attraction FAQs

1. What do I do if a REMAX agent reaches out to discuss Real?

It is business as usual until closing. You should limit your conversation to discussing the benefits of Real, and avoid discussing potential changes in either company pending closing.

2. Are Real agents able to attract REMAX agents?

- Prior to closing the transaction, Real agents should continue to attract new agents consistent with ordinary course practices.
 - In other words, if you were attracting new agents before the transaction was announced, you are free to continue that now. This applies to attracting agents from REMAX or other brokerages.
 - Real agents should not recruit REMAX agents to help the integration of the Real and REMAX businesses. You should not attract a REMAX agent in an attempt to help combine the two companies, which must remain independent until closing, or specifically target REMAX agents because of the transaction. Real leadership will handle any planning for the integration of the two companies, and any actual integration will not occur until after closing. Attempts by Real agents to aid integration through attracting REMAX agents may cause confusion and interfere with REMAX's ongoing business.
 - While Real agents may attract REMAX agents in the ordinary course, agents should not use the announcement of the transaction to attract REMAX agents. Recruiting REMAX agents for this purpose, and not based on ordinary course recruiting needs, may impede the transaction process and impair REMAX's ongoing business. Real reserves the right to not allow a Real agent to be named as a sponsor of an attracted REMAX agent (and thereby not allow revenue share to be received related to that REMAX agent) if that Real agent attracted the REMAX agent as a result of the transaction announcement or uses the transaction announcement as part of their attraction efforts.
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See the press release for more information:

<https://investors.onereal.com/news/news-details/2026/Real-to-Acquire-REMAX-Creating-a-Leading-Technology-Enabled-Global-Real-Estate-Platform/default.aspx>