

Email to Agents

Today I have some personal news to share with you.

When I joined Real in 2022, I was on a big mission:

To help build a company where we...

1. Lead with a collaborative culture
2. Operationalize generosity
3. And change the very financial bloodlines of our families

It's insane what we have built together.

Against all odds, we have built the fastest-growing, publicly traded real estate brokerage in the world... together.

Just in my time here:

- We've grown from 6,800 to more than over 26,000+ agents
- We've expanded across all 50 states and 4 Canadian provinces
- We've demonstrated 300%-400% growth on all metrics
- We've leveled up from a sub \$200M valuation to over a Billion Dollar valuation and growing
- Plus, hundreds of millions of dollars in commissions paid
Plus, hundreds of millions of dollars in revenue share and stock awards granted
- And the list goes on!

But what makes us different is that we did all of this by staying true to our ethos of working hard and being kind.

Last month, I was with 20 of the top real estate company leaders in North America. The who's who of real estate. And a few of them pulled me aside and called Real "the darling" of the industry.

Imagine our competitors calling us "the darling" of the industry???

This was the moment that I realized that all the effort we have put in has paid off... the flywheel of momentum has kicked in—and YOU are a huge part of that.

This was my personal goal when I joined Real: to move from the massive, brute force approach to the We > Me approach of momentum.

While I feel like my initial goal has been accomplished, the job is not done.

The time has come for me to step down from my current role as the President of Real.

While moving away from my day-to-day operating role is bittersweet for me, I made this decision with extreme confidence in you and Real... and in our core value: We > Me.

As I step back from my day to day operating role at Real, I am stepping into a BIGGER role for the future of the company... serving as a member of Real's Board of Directors.

The real estate industry is going through a massive transformation right now, and there is no better time for me to step up and serve as "the agent's voice" on our Board in advising how we shape our strategy and vision as we continue to build the platform of the future.

Over the next couple months, I'll partner closely with our agents and leadership for a smooth transition as I join the Board on June 1, 2025.

(Ooof. That was hard to write.)

Please remember this:

This is an investment in the next phase of our growth at Real.

Which is why I am moving to a BIGGER role at Real to help the company and support our agents.

Real's leadership team across the board has never been stronger with the most talented and caring combination of people that we have ever had driving the vision and operations of the company together. I am confident in how Real's entire team of employees, brokerage leaders, and partners can support our agents in the years to come.

I'm excited to continue being part of Real, just in a different capacity, and will miss the day to day of working with our amazing agents and incredible management team and employees.

To me, in an ultra-competitive, dog-eat-dog industry, being called the darling of the industry is arguably the highest praise that we can receive.

Just to be ultra clear... that compliment is not based on our size or model or technology.

It's based on our humanity.

Something that we should always hold onto—both online and in-person, not just at Real, but with everyone.

It has been one of the top honors of my life supporting you, challenging you... and working for you.

Thank you for teaching me what it truly means to work hard and be kind.

Big Love,
Sharran

P.S. Don't worry, I will still plan to be ever-present in your social feeds and, of course, I will see you in-person at RISE!