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Fathom Holdings Partners with Leadership Expert J'aime Nowak to Elevate Agent Training and Coaching Programs

CARY, N.C., Sept. 16, 2025 /PRNewswire/ -- **Fathom Holdings Inc.** (Nasdaq: FTHM), a national, technology-driven real estate services platform, today announced a strategic partnership with J'aime Nowak, a highly regarded leadership consultant, keynote speaker, and business strategist. In her role, Nowak will guide the evolution of Fathom Elevate's coaching and training initiatives while extending her expertise across Fathom Realty to support the company's agents nationwide.



Nowak brings more than three decades of transformative experience across entrepreneurship, corporate leadership, and team development. She is also the author of *Unleash Your CEO Mama*, a practical and inspiring guide designed to help professionals—particularly women—navigate career and life with clarity, confidence, and purpose. The book provides actionable strategies for balancing work, family, and personal fulfillment.

"We're thrilled to welcome J'aime to the Fathom family," **said Samantha Giuggio, President of Fathom Realty and COO of Fathom Holdings.** "She brings not only expertise but heart. Her passion for people and strengthening processes aligns seamlessly with Fathom's mission to serve and empower agents. We believe our team will benefit greatly from her proven frameworks and perspective."

Nowak's impact will begin with Fathom Elevate, the company's premium concierge coaching program designed to accelerate agent productivity and profitability. Over time, she will play a central role in shaping coaching systems across the organization, including onboarding, leadership development, and agent training, ensuring consistency and scalability throughout Fathom's growing network.

"Fathom continues to innovate not only through technology but through professional development," **added Marco Fregenal, CEO of Fathom Holdings.** "Adding J'aime's voice to our leadership team reinforces our commitment to elevating the agent experience. Her presence will help us scale smarter, build stronger teams, and foster sustainable growth across our brands."

With a track record of coaching and training over 250,000 professionals and leading high-performing teams to peak levels of fulfillment and performance, Nowak's partnership marks a powerful step forward in Fathom's strategy to support agents in living and working with intention and impact.

"I am honored to partner with the exceptional team at Fathom to enhance the coaching and training experience for their agents through the innovative technology they offer," **commented Nowak.** "My career has always centered on growth, connection, and excellence, and because we share strong values, our collaboration will inspire agents to soar."

About Fathom Holdings Inc.

Fathom Holdings Inc. is a national, technology-driven real estate services platform integrating residential brokerage, mortgage, title, and SaaS offerings to brokerages and agents by leveraging its proprietary cloud-based software, IntelliAgent. The Company's brands include Fathom Realty, Encompass Lending, IntelliAgent, LiveBy, Real Results, and Verus Title. For more information, visit www.FathomInc.com.

Cautionary Note Concerning Forward-Looking Statements

This press release contains "forward-looking statements" that involve risks and uncertainties which we expect will or may occur in the future and may impact our business, financial condition and results of operations. Forward-looking statements are subject to numerous conditions, many of which are beyond the control of the Company, including risks associated with general economic conditions, including rising interest rates; its ability to generate positive operational cash flow; risks associated with the Company's ability to continue achieving significant growth; its ability to continue its growth trajectory while achieving profitability over time; risks related to ongoing and future litigation; and other risks as set forth in the Risk Factors section of the Company's most recent Form 10-K as filed with the SEC and supplemented from time to time in other Company filings made with the SEC. Copies of Fathom's Form 10-K and other SEC filings are available on the SEC's website, www.sec.gov. The Company undertakes no obligation to update these statements for revisions or changes after the date of this release except as required by law.

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