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Fathom Holdings Launches Real Results Lead Program

New Initiative Designed to Shorten Sales Cycles and Provide Agents with Qualified, Vetted Leads

CARY, N.C., Nov. 6, 2025 /PRNewswire/ -- **Fathom Holdings Inc. (Nasdaq: FTHM)**, a national, technology-driven real estate services platform integrating residential brokerage, mortgage, title, and SaaS offerings, today announced the launch of its **Real Results** lead program.



Real Results is a lead generation and qualification platform designed to deliver vetted, ready-to-transact clients to Fathom agents. In recent months, Real Results has successfully supported the company's **Elevate** program, generating measurable benefits for agents and driving significant increases in mortgage and title attach rates. The program's next phase will expand to manage leads within Fathom's **START** program, further enhancing cross-division growth opportunities.

"For more than a decade, Real Results' primary mission has been to help sales organizations connect with qualified prospects who are ready to do business," said **Jamey Smith, President of Real Results**. "Our advanced communication technologies, utilization of conversational AI, and U.S.-based outreach team enable us to engage potential buyers and sellers, connect them with top-performing Fathom agents, and accelerate the sales cycle. The success of our partnership within the Elevate program has been remarkable, and we're excited to extend that success across the broader Fathom platform."

Marco Fregenal, CEO of Fathom Holdings, added: "Over the past year, we've seen growing demand for more effective lead generation and conversion solutions. Our expanded collaboration with Real Results delivers high-quality, actionable leads that empower our agents to close more transactions, faster. In the coming weeks, we'll be announcing several additional initiatives that reinforce our commitment to helping our agents stay at the forefront of the real estate industry, driving sales, streamlining workflows, and improving client experiences."

With nearly 15,000 agents across 43 states and Washington, D.C., Fathom continues to invest in innovative programs and technologies that drive agent success. Real Results represents another key step in the company's mission to provide its agents with industry-leading tools, resources, and support to grow their businesses.

About Fathom Holdings Inc.

Fathom Holdings Inc. is a national, technology-driven real estate services platform that integrates residential brokerage, mortgage, title, and SaaS offerings through 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; the Company's ability to generate positive operational cash flow; risks associated with the Company's ability to continue achieving significant growth; the Company's 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 the Company'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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