



## reAlpha Tech Corp. Appoints Cristol Rippe as CMO

**DUBLIN, Ohio, April 28, 2025 (GLOBE NEWSWIRE)** -- reAlpha Tech Corp. (Nasdaq: AIRE) ("reAlpha" or the "Company"), a real estate technology company developing and commercializing artificial intelligence ("AI") technologies, is pleased to announce the appointment of Cristol Rippe as Chief Marketing Officer, effective immediately. In this role, Ms. Rippe will oversee and expand all aspects of brand, marketing, and communications of the Company, reporting directly to the Company's President and Chief Operating Officer, Mike Logozzo.

Ms. Rippe brings over 20 years of experience building and scaling high-growth organizations in the fintech and real estate sectors. Most recently, she served as Chief Marketing Officer at Landed, a mission-driven fintech that helped essential professionals access homeownership. There, she led the company's go-to-market strategy, expanding services nationally and more than doubling both the business-to-business and business-to-consumer pipelines. Prior to Landed, she was the founding marketing leader at Root Insurance, where she built and led the marketing team through rapid scale-up, helping the company grow to over \$600 million in annual written premiums. At Root, she drove more than 500% YoY growth and led a full-funnel marketing strategy that dramatically increased brand awareness and drove rapid, sustainable growth. She also played a key role in Root's successful IPO in October 2020, further demonstrating her ability to build brand equity and deliver results in high-stakes environments.

"Cristol's arrival marks an exciting new chapter for the reAlpha executive team," said Mike Logozzo, President and Chief Operating Officer of reAlpha. "Her proven ability to drive growth, elevate brand presence, and scale marketing functions aligns directly with our mission to simplify homebuying through AI. Cristol brings both strategic vision and operational expertise, and her leadership is already making a strong contribution to our organization."

Ms. Rippe's appointment comes after reAlpha's announcement of a media-for-equity deal with Mercurius Media Capital in March of this year, worth \$5 million. Under the terms of the agreement, reAlpha gains access to Mercurius' media expertise and U.S. multi-channel media partners on a media credits to equity basis. Ms. Rippe will help refine reAlpha's brand messaging and capitalize on the Mercurius arrangement to grow reAlpha's brand awareness.

"reAlpha is redefining how people buy and finance homes, and I'm incredibly honored to join at this inflection point," said Ms. Rippe. "The combination of AI, real estate, and consumer-first innovation is rare and powerful. I look forward to helping unlock reAlpha's next phase of growth."

## **About reAlpha Tech Corp.**

reAlpha Tech Corp. (Nasdaq: AIRE) is a real estate technology company developing an end-to-end commission-free homebuying platform. Utilizing the power of AI and an acquisition-led growth strategy, reAlpha's goal is to offer a more affordable, streamlined experience for those on the journey to homeownership. For more information, visit [www.realalpha.com](http://www.realalpha.com).

## **Forward-Looking Statements**

The information in this press release includes "forward-looking statements". Forward-looking statements include, among other things, statements about the appointment of Ms. Rippe as Chief Marketing Officer and the anticipated benefits thereof. In some cases, you can identify forward-looking statements by terminology such as "may", "should", "could", "might", "plan", "possible", "project", "strive", "budget", "forecast", "expect", "intend", "will", "estimate", "anticipate", "believe", "predict", "potential" or "continue", or the negatives of these terms or variations of them or similar terminology. Factors that may cause actual results to differ materially from current expectations include, but are not limited to: reAlpha's limited operating history and that reAlpha has not yet fully developed its AI-based technologies; reAlpha's ability to commercialize its developing AI-based technologies; whether reAlpha's technology and products will be accepted and adopted by its customers and intended users; reAlpha's ability to integrate the business of its acquired companies into its existing business and the anticipated demand for such acquired companies' services; reAlpha's ability to successfully enter new geographic markets; reAlpha's ability to obtain the necessary regulatory and legal approvals to expand into additional U.S. states and maintain, or obtain, brokerage licenses in such states; reAlpha's ability to generate additional sales or revenue from having access to, or obtaining, additional U.S. states brokerage licenses; reAlpha's inability to accurately forecast demand for short-term rentals, corporate relocation programs and AI-based real estate focused products; the inability to execute business objectives and growth strategies successfully or sustain reAlpha's growth; the inability of reAlpha's customers to pay for reAlpha's services; changes in applicable laws or regulations, and the impact of the regulatory environment and complexities with compliance related to such environment; and other risks and uncertainties indicated in reAlpha's SEC filings. Forward-looking statements are based on the opinions and estimates of management at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements. Although reAlpha believes that the expectations reflected in the forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. reAlpha's future results, level of activity, performance or achievements may differ materially from those contemplated, expressed or implied by the forward-looking statements, and there is no representation that the actual results achieved will be the same, in whole or in part, as those set out in the forward-looking statements. For more information about the factors that could cause such differences, please refer to reAlpha's filings with the SEC. Readers are cautioned not to put undue reliance on forward-looking statements, and reAlpha does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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