



FOREWARN®

Safer Showings. Smarter Engagements.

As your long-standing partner in agent safety, I want to take a moment to reflect briefly on the competitive landscape, reaffirm why FOREWARN remains the right choice for your members, and announce innovative new features being added to your membership—at no additional cost. Here is a summary of what this letter covers:

- **Our safety-only focus is structural, not incidental.**
FOREWARN exists as a dedicated subsidiary of red violet (NASDAQ: RDVT) for exactly this purpose, and that will never change.
- **FOREWARN continues to expand SAFETY capabilities.**
Our new Household Risk feature will be available the week of April 19 at no additional cost, giving agents insight into risk signals associated with all individuals residing in a household, not just the person they've been in contact with.
- **The FOREWARN community, now 620+ associations and 390k+ agents strong, is a safety asset in its own right.**
New community-powered features are coming soon that will allow agents to flag suspicious or concerning interactions for the benefit of all members.
- **CAUTION: Products that conflate safety features with rudimentary marketing tools weaken both use cases and raise real compliance questions.**
- **FOREWARN is partnering with IDI, a fellow red violet subsidiary, to offer members free access to an industry-leading real estate marketing solution.**
Keep the lines between safety and marketing clear with access to IDI's leading predictive analytics service.

First, let me say this: Protecting real estate agents before face-to-face interactions is not a nice-to-have. It is a mission-critical need. We have spent eight years focused exclusively on this mission, and that focus is precisely what sets us apart.

Here is what we believe every association should carefully consider when viewing the competitive landscape of safety solutions:

Safety Is Our Focus—Not a Feature

FOREWARN was built from the ground up with a singular purpose: agent safety and pre-engagement risk assessment. When safety is positioned as just one feature within a broader marketing platform, the product's incentives, design priorities, and development roadmap will shift accordingly. For FOREWARN, there is no such division of focus. Every enhancement, every data relationship, and every workflow decision we make is evaluated through one lens: does this make agents safer?

This focus is not accidental. It is structural. FOREWARN exists as a dedicated subsidiary of red violet (NASDAQ: RDVT) precisely so that it can remain singularly concentrated on safety and risk assessment for professionals and organizations that engage in face-to-face interactions. That organizational commitment means our mission will never drift, and our members will never have to wonder whether safety is still our priority.

Years of Real Estate-Specific Risk Expertise

We launched FOREWARN in 2018, not as a pivot from another industry, but as a purpose-built solution for real estate professionals. Over the past eight years, we have refined our platform based on direct feedback from agents, associations, and brokerages across the country. We understand how agents work in the field, the split-second decisions they face, and the specific data signals that are most meaningful in a real estate safety context. FOREWARN has a proven track record, with deep history supporting your members and real estate-specific institutional knowledge underpinning its safety methodology.

Introducing Household Risk: A Deeper Layer of Protection

Our commitment to staying ahead of agent safety needs is reflected in our latest innovation: the new Household Risk feature will be available the week of April 19 as an option for all FOREWARN customers, at no additional cost. When an agent prepares to meet a client at a property, the risk doesn't always come solely from the individual they've been in contact with. Others may be present in that home and, until now, those individuals have been largely invisible to safety tools.

Household Risk changes that. This new capability extends FOREWARN's safety assessment beyond the known contact to identify risk signals—such as sex offender status or violent criminal history—associated with others residing in the household. It is a level of pre-engagement safety intelligence that no other solution in the market provides today.

The Unparalleled Power of the FOREWARN Community: A Network That Protects Everyone

One of FOREWARN's most compelling and irreplaceable advantages is something no new entrant can replicate: the breadth and depth of our user community. FOREWARN is trusted by 620+ real estate associations, putting the platform in the hands of over 390k+ agents across the country. This scale is not just a metric to demonstrate the solution's usefulness within the industry—it's a safety asset.

A safety platform becomes meaningfully more powerful as its community grows, and we are leveraging that community in a way that represents the next frontier of agent protection. We are pleased to announce that FOREWARN will soon be introducing a community-powered caution indicator. This capability allows agents to temporarily tag a phone number with a suspicious or concerning designation when they have experienced an interaction, whether by phone or in person, that gave them pause. Not every potential threat shows up in a criminal database. Sometimes something is simply off about a conversation or an encounter, and this allows one agent's experience to alert others.

When a phone number has been tagged by one or more agents in the FOREWARN community as suspicious or concerning, that signal will be surfaced to any other agent who subsequently looks up the same number, giving them the benefit of their peers' real-world experience before they walk through that door. This is collective intelligence at scale—something only a platform with hundreds of thousands of agents can deliver.

A Critical Compliance Distinction Your Members Cannot Afford to Overlook

This is perhaps the most important point in this letter. A product that has dual-use design—combining legally-regulated safety data with marketing data generation—introduces significant compliance questions for associations and their members. FOREWARN's solution is structured specifically for permitted, pre-engagement safety assessment, with clear guardrails that protect agents, associations, and brokerages

from misuse and liability. Through our thousands of conversations over the past eight years with association leadership teams, we know that while member safety is the top priority, it must go hand in hand with ensuring the legal and permitted use of these tools to protect not only individual members, but also the associations and brokerages from intentional or inadvertent misuse.

On the Topic of Marketing Tools: Agents Deserve Better

It's important to note that real estate agents already have access to an abundance of marketing tools—many of them robust, deeply integrated, and purpose-built for lead generation. Limited, radius-based contact lists do not address a meaningful gap in the market, and bundling them into a safety platform does not make either capability stronger. It simply makes them both less reliable.

For FOREWARN, the answer is not to blur those lines. It is to keep them clear. That is why we are pleased to announce a partnership between FOREWARN and IDI, a fellow red violet subsidiary and industry-leading data and analytics company. Through this partnership, FOREWARN customers will receive access to IDI's real estate marketing solution. A purpose-built offering that will include predictive analytics to help agents identify and prioritize their highest-potential opportunities, going well beyond the simple list generation that others are packaging as innovation. Your members will have access to the core IDI marketing solution at no additional cost, with expanded capabilities available for those operating at higher volumes of business.

Safety is handled by safety experts. Marketing intelligence is handled by data analytics experts.

A Dedicated Partner For Your Agents

FOREWARN has grown because of the trust associations like yours have placed in us, and we have honored that trust by remaining laser-focused on your members' safety. For us, agent safety is not just one use case within a broad portfolio of data products. Agent safety is the entire reason FOREWARN exists. That singular dedication shapes how we invest in our platform, how we support our association partners, and how we respond when your members need us. No competing priority, no other product line, and no other industry pulls our attention away from that commitment.

The introduction of Household Risk and community caution flags are reflections of that commitment in action, delivering more value to your members while keeping our solution doing exactly what it was designed to do.

We welcome the opportunity to connect and discuss these developments, answer your questions, and review what's ahead. Please don't hesitate to reach out to me personally.

With gratitude for your continued partnership,

James Reilly
President, FOREWARN



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