



**eXp explained**  
**INTERNATIONAL**

**Welcome to eXp Realty...**



# The Most Agent-centric Brokerage on the Planet

Welcome to **eXp Realty**, the world's most agent-centric real estate brokerage on the planet. We are a global community of over **87,000 agents**, united by a shared vision of innovation, collaboration, and growth.

eXp Realty empowers agents with cutting-edge technology, a supportive community, and a flexible, virtual environment.

Join our dynamic network and experience the future of real estate. Access a **comprehensive suite of tools and resources**, including a robust virtual office platform, powerful lead generation tools, and ongoing training opportunities. Enjoy the **freedom and flexibility** of a virtual environment, while connecting with a global network of like-minded professionals.

# X Global Reach



eXp Realty is a leading global real estate brokerage with a presence in **24 locations** and is known for its innovative cloud-based model, **empowering agents** with cutting-edge technology, robust training and a collaborative environment.



# Global Reach

## Global Presence

eXp Realty operates in 24 markets globally, connecting agents across borders. This creates opportunities to collaborate, share best practices, and expand your reach to new markets.

## Powerful Referral Network

eXp's global network provides access to a vast pool of agents, allowing you to refer clients and receive referrals from agents around the world. This strengthens your business and creates opportunities for growth.

## Global Community of Experts

Connect with experienced professionals from diverse backgrounds, sharing insights, best practices, and resources. This creates a collaborative environment for continuous learning and growth.



# Visionary Leadership

Founded by **Glenn Sanford**, a visionary leader with extensive experience in the industry, eXp Realty has revolutionized the real estate landscape. Sanford's commitment to agent empowerment and technological advancement has driven eXp's rapid growth and success.

**Glenn Sanford**

Founder, CEO and Chairman, eXp World Holdings



# The Challenge

## Sustainable Careers

The real estate industry often presents a significant challenge to agents - the lack of a clear path to retirement. Many agents find themselves compelled to remain active long after when they would prefer to retire, leading to high turnover and burnout.

# The Solution

## Empowering Agents

eXp Realty empowers agents with the tools, resources and opportunities to build sustainable, long-term careers. eXp's innovative model, centered on agent ownership and growth, addresses these notable challenges head-on, providing agents with the means to plan for and achieve long-term financial goals.



# Where the PROS go to GROW

eXp Realty has **revolutionized the industry** with its innovative, cloud-based model and global reach. As the largest independent real estate brokerage globally, eXp has a presence in **24 international locations** and a rapidly growing agent network of over **87,000** professionals.

At the heart of eXp is its **commitment to agent success**. Through its proprietary cloud-based platform, eXp provides its agents with comprehensive tools, training, and collaborative opportunities to excel in their careers. By fostering a culture of entrepreneurship and innovation, eXp empowers its agents to **take control of their professional growth** and achieve unparalleled success.



eXp Realty's compensation structure is designed to reward our agents' hard work and success. We offer a competitive commission split starting at 70/30, with a cap on the commission split before agents go to 90%+ in their country, allowing them to maximize their earnings. Add in revenue share and agents can earn 100%+

This unique structure incentivizes agents to grow their businesses and achieve greater financial rewards. With a 70/30 split, agents retain a significant portion of their commission earnings, while still benefiting from the support and resources that eXp Realty provides.

# Compensation & Incentives

**70%+**

**Commission Split**

Agents keep a  
generous portion  
of their  
commission

**90%+**

**After Cap**

For the balance  
of your fiscal  
year post cap





# Tools & Resources

## Local CRMs

eXp Realty understands the importance of local market knowledge. That's why we offer access to local CRMs, designed to cater to the specific needs of each country.

## Marketing Platforms

We provide a comprehensive marketing framework, including access to proven strategies. Our marketing center is built for each country, ensuring you can effectively reach your target audience.

## In-Country Portals

Our technology seamlessly integrates with in-country portals, making it easy for you to connect with local buyers and sellers. This allows you to tap into a broader network of opportunities.

## Debit & Credit System

eXp Realty's robust debit and credit system empowers you to leverage our buying power, offering competitive pricing on essential business needs so you can focus on serving clients.



# Cloud-Based Freedom

## Work From Anywhere

Enjoy the freedom of working from any location. No need for expensive office space or commutes. eXp Realty's cloud-based platform empowers you to work from home, a coffee shop, or even a beach.

### NO OVERHEAD COSTS

No desk fees, utilities, or lease payments. Eliminate unnecessary overhead costs. All the tools and resources you need without any additional expenses.

### ADVANCED TECHNOLOGY

Our state-of-the-art cloud-based platform gives you access to cutting-edge tools for lead generation, marketing, and transaction management.

### GLOBAL SUPPORT

No matter where you are in the world, our global network of agents and experienced, professional support staff provides real-time assistance 24/7.

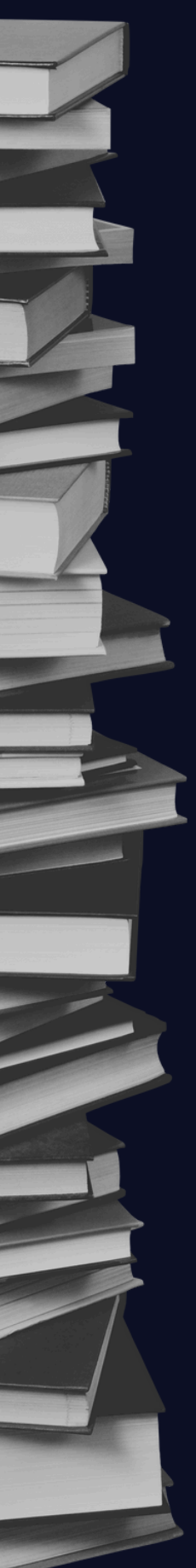
# Introducing HomeHunter

The screenshot displays the HomeHunter dashboard for user Katherine Moss. The interface includes a sidebar with navigation options: Dashboard, Messages, Settings, and a user profile for Katherine Moss. The main content area shows a 'Download Link' for the user's exclusive HomeHunter link, followed by three summary cards: Total Downloads (Leads) at 345, Total Searched Homes at 1,210, and Total Saved Homes at 612. Below these is a 'Lead Activity Overview' section with a table of user engagement data. A red YouTube play button is overlaid on the table.

Name	Downloaded	Email	Phone
LB Loki Bright	Jan 22, 2024	bobbytables93@outlook.co.uk	07123 456 789
AL Aliah Lane	Jan 21, 2024	cheekyNandolover@gmail.co.uk	07234 567 890
KR Karl Rasmussen	Jan 21, 2024	londonbridgels@hotmail.co.uk	07345 678 901
AS Annie Stanley	Jan 19, 2024	ipodiefenatic85@gmail.co.uk	07456 789 012
MP Mason Phillips	Jan 18, 2024	testmetriccuts@lvs.co.uk	07567 890 123

Watch on YouTube

Boost your business with **HomeHunter**, eXp Realty's exclusive assistant. By **consolidating all client searches into one single platform** and offering seamless branding, it enhances engagement with personalized suggestions and detailed analytics. Strengthen relationships, close more deals, and grow your business with precision and confidence.



# Training & Development

eXp Realty is committed to ongoing education for its agents. We offer a comprehensive suite of training programs to help agents grow their business and reach their full potential. From live webinars and virtual conferences to on-demand courses and mentorship programs, our offerings cater to agents at all levels of experience.

## **Specialized Learning Paths**

eXp Realty recognizes that agents have unique needs and goals. We offer specialized learning paths to help agents develop specific skills and knowledge areas. This includes dedicated programs for new agents, experienced agents, and agents who specialize in luxury or commercial real estate.

## **Mentorship & Coaching**

eXp agents have access to a network of experienced mentors and coaches who are available to offer guidance and support. Our mentorship program connects agents with seasoned professionals who can provide personalized advice, share best practices, and help them navigate the real estate industry.

## **Continuous Learning & Growth**

At eXp Realty, we believe in continuous learning and professional development. Our training programs are regularly updated to reflect the latest industry trends and technologies. We encourage agents to actively participate in our learning programs and to always seek new knowledge and skills.



# Compliance

eXp Realty prioritizes **legal compliance** and **cultural relevance** in its global operations. We ensure compliance with local real estate laws and regulations by engaging with experienced in-country leaders, agents, brokers, and legal professionals. We also provide regular training through **eXp.World**, our virtual campus, to keep agents informed of the latest legal developments. This training helps agents navigate legal challenges across countries and ensure best practices.

# & Local Expertise

eXp Realty operates with a **decentralized approach**, empowering local experts who deeply understand the cultural nuances of their markets. This approach ensures that eXp Realty remains **culturally diverse** and **relevant**, meeting the specific needs of agents and clients in each location. We believe that local expertise fosters trust and confidence, contributing to a successful and fulfilling real estate experience.



# Collaborate & Connect

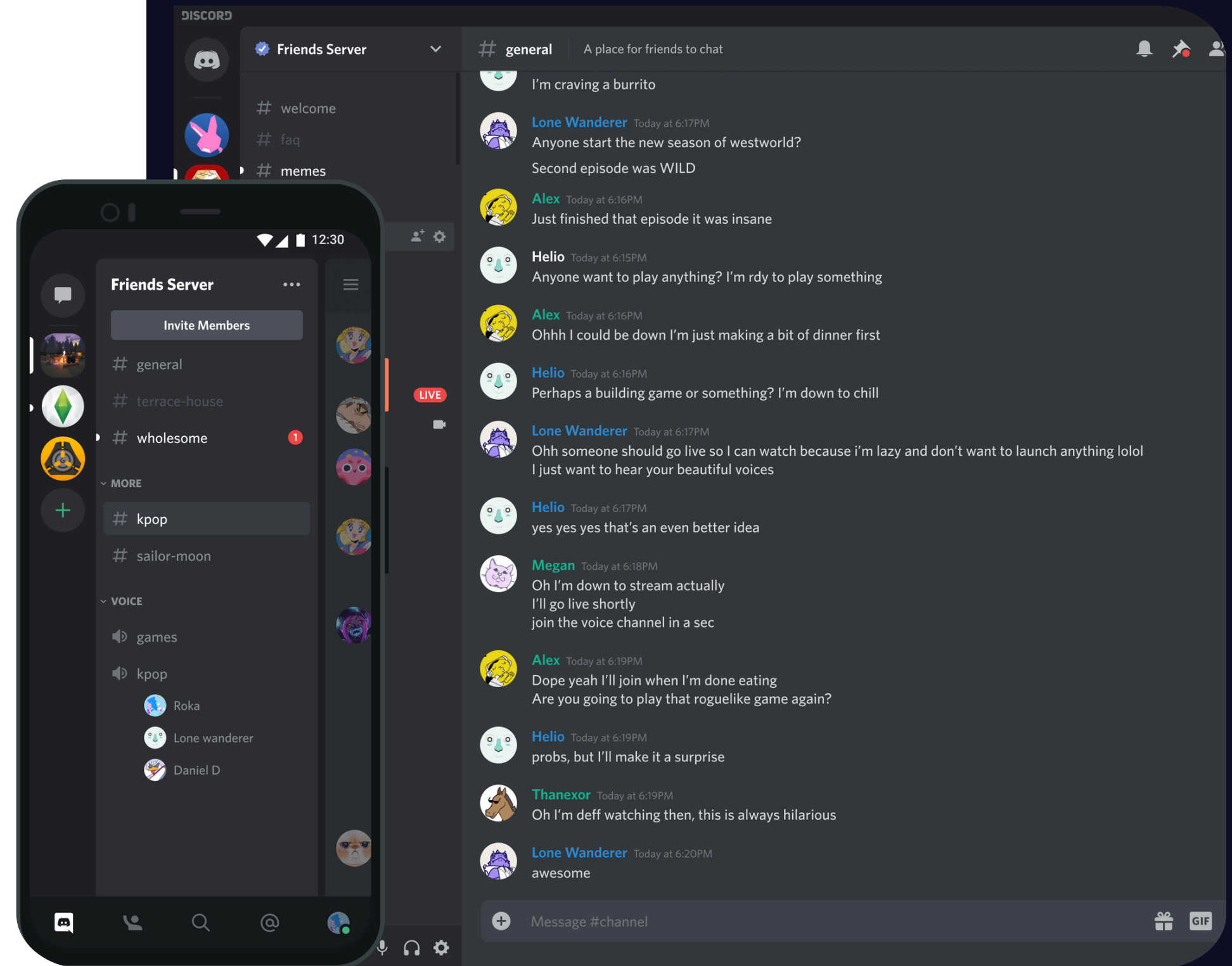
eXp.World is our revolutionary web-based metaverse, where you can access a global community of real estate professionals **from anywhere in the world**, on any device. Step into this virtual space and meet with colleagues, attend trainings, and collaborate in real-time, all through the power of your avatar.

With eXp.World, you have on-demand access to a team of experts who are ready to provide support and guidance, no matter where you are. Simply **walk your avatar into an office and connect with the professionals you need**, seamlessly integrating virtual and physical worlds for a truly global real estate experience.

# Collaboration Tools

eXp Realty provides agents with various tools to connect with other agents, such as **Workplace**, a social media platform for internal communication, and **Discord**, a popular platform for real-time communication.

By leveraging these platforms, agents can easily find mentors, support groups, and partners to collaborate on deals or projects. These platforms create a robust network that supports agents and allows them to leverage their collective expertise.



# Global Coworking

As an eXp agent, you gain access to Regus coworking lounges **worldwide**. This provides professional, productive workspaces wherever your business takes you - for meetings, interviews, or focused work, without long-term leases.

With Regus in over 120 countries, you can seamlessly transition between markets while leveraging eXp's cloud-based technology and the global reach of Regus. This exclusive partnership empowers you to **work from anywhere** and deliver a consistent, professional experience to your clients.

Regus™





# Ownership & Growth

## **Agent-Owned Business**

eXp Realty empowers its agents to build their own businesses. Agents own their brand, their client base, and their income. This unique structure encourages entrepreneurial spirit and fosters a sense of ownership and control.

## **Shaping the Future**

Agents are not just employees; they're stakeholders. eXp Realty's agent-centric culture encourages active participation in shaping the future of the company. Through its virtual platform and collaborative environment, agents have a direct voice in shaping company policies and decisions.

## **Growth & Advancement**

eXp Realty provides agents with a platform for growth and advancement. With its unique revenue share model and equity program, agents have the opportunity to build wealth and secure their financial future. The company invests in agent development and provides comprehensive training and resources.



# Luxury & Specialized

## eXp Luxury

eXp Luxury provides agents with the specialized tools and resources they need to excel in the high-end market. This program offers access to a network of experienced luxury real estate professionals, marketing materials tailored for affluent buyers, and exclusive listings opportunities.

## Specialized Programs

eXp offers various specialized programs designed to support agents in specific niches, such as commercial real estate, vacation rentals, and new construction. These programs provide access to industry-leading experts, training, and resources tailored to the unique needs of each market.



By leveraging these specialized programs, eXp agents can position themselves as trusted advisors in their respective markets, offering clients a unique level of expertise and personalized service. This empowers agents to build strong relationships and achieve greater success.



# Support Services

## Transaction Support

eXp Realty provides robust transaction support to help agents navigate the complexities of real estate deals. From **contract review** to **closing coordination**, our dedicated team is there every step of the way. This includes access to eXp's proprietary technology platform, which streamlines the entire transaction process, from lead generation to closing.

## Marketing Assistance

eXp Realty offers a **comprehensive suite of marketing tools** and resources to help agents attract clients and build their brand. This includes access to a range of marketing materials, social media support, and digital advertising tools. Agents can leverage these resources to create a strong online presence and effectively reach potential buyers and sellers.

# Networking Platforms



expcon

eXpcon is an annual global event where thousands of eXp agents come together for professional development, networking, and learning. This immersive experience offers opportunities to connect with top industry leaders, explore cutting-edge technology, and gain valuable insights for personal and professional growth. It's a great way to build relationships and learn from experts.



MY

exp<sup>®</sup>  
REALTY

My eXp is designed for seamless communication and collaboration, allowing agents to manage their business, connect with colleagues, and access valuable resources. This platform provides tools for efficient lead generation, referral programs, and personalized communication.



# Equity Opportunities

## Revenue Share Model

eXp Realty's revenue share model empowers agents by allowing them to earn a percentage of the company's profits. This creates a powerful incentive for agents to contribute to eXp's success and grow their own financial rewards.

## Equity Programs

eXp offers multiple equity programs that provide agents with the opportunity to earn stock options and build wealth. Agents can participate in these programs by generating revenue and contributing to the company's growth, providing a tangible stake in their success.

## Financial Freedom

The combined effect of eXp's revenue share model and equity programs creates a unique opportunity for agents to achieve financial freedom. Agents are not just earning income; they are building long-term wealth and securing their financial future.



# Revenue Share 2.0

eXp Realty's Revenue Share 2.0 empowers agents to build a sustainable business. When you sponsor new agents, you'll earn a generous portion of their commission revenue on an ongoing basis. The more agents you bring on, the greater your earning potential.

This simple, transparent model creates a positive feedback loop - your efforts to expand the agent community directly translate into increased passive income. It's a true win-win, fueling the growth of eXp Realty and your own financial security.

10% of Gross Commission Income (GCI) is applied to revenue share for all agents in your revenue share group. This means that as you help grow the eXp Realty agent community, you'll continue to earn a portion of their commissions, providing you with long-term, residual income. This creates a powerful incentive to sponsor and support new agents, as their success directly translates to your own financial rewards.

	eXpansion Share Percentage	eXponential Share Percentage	FLQA Count Needed
TIER 1	///	17.5%	0 - 4
TIER 2	1.0%	19.0%	0 - 4
TIER 3	0.5%	12.0%	0 - 4
TIER 4	0.5%	7.0%	5 - 9
TIER 5	0.5%	4.5%	10 - 14
TIER 6	2.5%	10.0%	15 - 29
TIER 7	2.5%	22.5%	30+



# Equity Programs



## ICON Award

eXp Realty's **ICON Award** provides an opportunity for top-performing agents to earn equity in the company. This incentive program rewards agents for exceeding their goals and contributing to the overall growth of the company. Earning the ICON Award gives agents **a stake in the company's success**, aligning their interests with those of eXp Realty.

## Stock Equity

eXp Realty offers a variety of **stock equity programs** that allow agents to benefit from the company's growth. These programs provide agents with the opportunity to purchase eXp Realty stock at a discounted price, giving them the chance to participate in the company's success and **build their wealth**. The programs vary in structure and eligibility requirements, so it is important for agents to understand the details of each program. It is important to note that these equity awards are exclusive to agents who are actively listing and selling real estate.



## Commitment to Diversity

eXp Realty is committed to fostering a diverse and inclusive workplace. The company embraces agents from all backgrounds and strives to create an equitable environment for all. This dedication to diversity is reflected in the company's leadership and initiatives including ONE eXp, a foundation that creates an environment that not only attracts and supports key talent and promotes fair housing principles, it creates a competitive advantage to better serve our agents, staff, partners, and customers across the globe.

## Charitable Initiatives

eXp Realty actively participates in charitable initiatives that benefit local communities. The "I Heart eXp" week is a company-wide event where agents contribute to various causes, from volunteering at local shelters to participating in fundraising drives. The eXtend-a-Hand nonprofit organization, founded by eXp Realty, provides financial assistance and resources to those in need, aligning the company's values with its social impact goals.



# Social Impact & Diversity





# Sustainability & Ethics

## Community Engagement

eXp Realty encourages its agents to give back to their communities. Agents can volunteer their time and resources to support local charities and organizations. This fosters a culture of social responsibility and strengthens the bonds between agents and the communities they serve.

## Environmental Stewardship

eXp Realty is committed to reducing its environmental footprint by implementing various initiatives to minimize energy consumption and waste generation. These include the use of renewable energy sources, paperless operations, and partnerships with organizations dedicated to environmental conservation.

## Ethical Conduct

eXp Realty upholds the highest ethical standards in all its operations, with a strict code of conduct for our agents, emphasizing integrity, transparency, and fair dealing. This commitment ensures that agents operate with professionalism and accountability, building trust with clients and colleagues.





# Ready to Elevate Your Career?

Take the first step and **JOIN** our global network today. Our personalized onboarding and comprehensive support will empower you to thrive in the real estate industry.

**1**

## **Discover eXp Realty**

Explore our website and learn more about our agent-centric model, cloud-based platform, and global reach.

**2**

## **Connect With Us**

Schedule a call with an agent or a member of our team in your region to discuss your individual goals and how eXp Realty can support your success.

**3**

## **Start Your Journey**

Complete the online application process and embark on your journey with eXp Realty, a dynamic and supportive community of agents.



**JOIN** a global real estate community that provides the tools, support, and resources to grow your business and achieve financial freedom.

**REACH OUT  
TODAY**

**LEARN  
MORE**

**Unlock Your  
Business  
Potential**