



# Build For Your Future with **eXp Realty**

[COUNTRY] PRESENTATION



# The most agent-centric brokerage on the planet, **breaking** the traditional model



## CLOUD-BASED

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- No desk, royalty or franchise fees
- Work from anywhere in the world
- Real-time support from dedicated staff



## LEADING TRAINING & COACHING

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- Live and on-demand training from anywhere
- SUCCESS Coaching



## POWERFUL COMPENSATION

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- Competitive commissions
- Revenue share
- Stock equity programs

# Where you can build for **your future.**

First public company in real estate to offer equity opportunities.



Agent-centric means you help shape eXp's future.



Own your brand, business and team.



# What does this all mean for **you**?



## **GROW**

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The place for entrepreneurs to grow personally and professionally with boundless opportunities.



## **OWN**

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A company built for agents, where everyone is an owner of their own business, brand and the brokerage they help to build.



## **BUILD COMMUNITY**

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A community of diverse experts that value collaboration, transparency and having fun.



## **INNOVATE**

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A company obsessed with the future to improve the present, constantly defining new business models and tools.



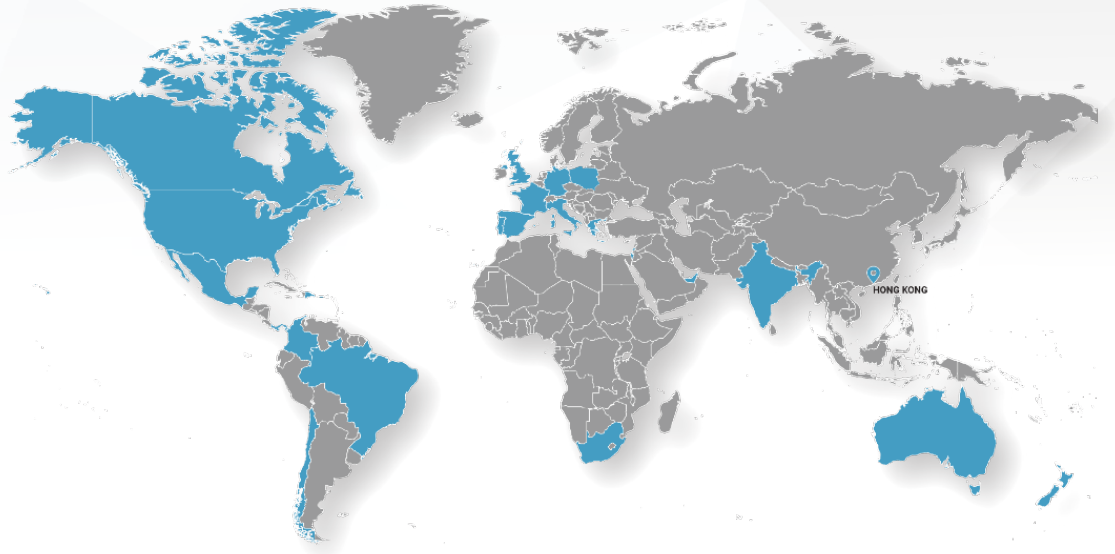
## **FIND YOUR FREEDOM**

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The financial model and the ability to choose where and when you do business to achieve your ultimate freedom.

# The **largest** independent brokerage **on the planet**

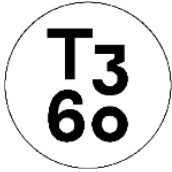
- ▶ One brokerage with 24 international markets providing excellent growth opportunities for agents.
- ▶ Engage and share best practices across the company.
- ▶ Build teams across borders.
- ▶ Host and participate in daily, live online gatherings.
- ▶ Benefit from a powerful referral network.



 CURRENT LOCATIONS

**exp**<sup>®</sup>  
REALTY

And the **#1 growth leader** across agent count, volume and transactions



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**No. 1** growth leader in year-over-year sales volume, transaction sides and agent count



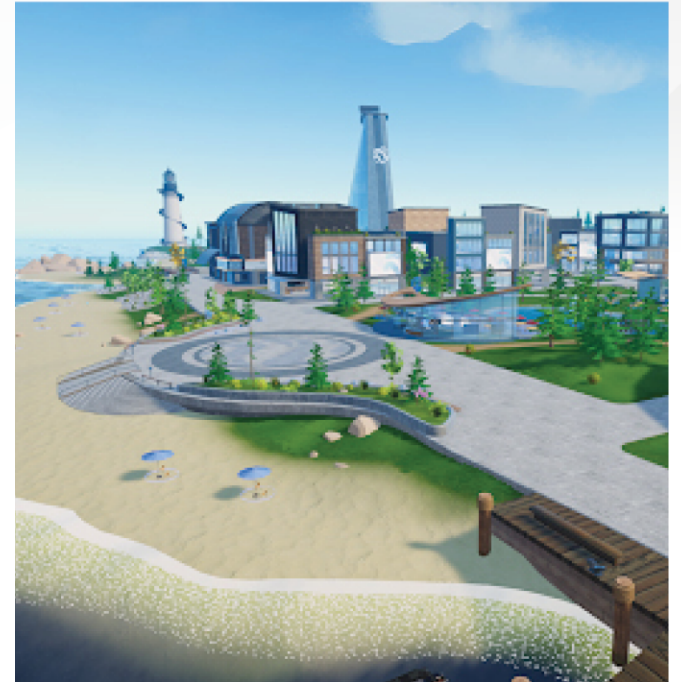
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**No. 1** Independent  
**No. 1** Top Mover: Transactions  
**No. 1** Top 5-Year Mover: Sales Volume



# Find your freedom in eXp World, our metaverse powered by FRAME

- ▶ Work from anywhere with access to training, support and community
- ▶ Access real-time support from dedicated staff
- ▶ No desk fees or overhead costs
- ▶ No expensive leases means we can invest in you and your technology





# Enhance your revenue and build with **future-focused** technologies and services

## Marketing Center

[Visit Website >>](#)

*Flexible and creative assets*

- **Asset management tools** that allows agents to personalize and download digital brand assets
- Digital and print assets including: business cards, brochures, Signage, & more

## REP Platform

[Visit Website >>](#)

*State-of-the-art CRM*

- **Grow agent business** with powerful lead, contact and listing management tools
- Productivity dashboard, on-demand and drip marketing campaigns, automated buyer follow-up, synchronized agendas, mobile app and more!

Coming soon!

## eXp Solutions

[Visit Website >>](#)

- A complete suite of industry-leading vendors, tools and services that agents can utilize and trust as an extension of their team
- Vendors have been extensively vetted to provide top-notch service so eXp agents can deliver a seamless client experience
- We negotiate the best group rates available - **solutions.exprealty.com** is the hub for all available solutions

## eXp Luxury

[Visit Website >>](#)

- A program designed to offer comprehensive resources to take business offerings and customer service to the next level
- Offers **exclusive and premium offerings** including an eXp Luxury logo, branding and messaging, luxury listing site, unparalleled marketing tools and assets, SUCCESS magazine preferred ad rates, masterminds & events, certification courses, coaching and more!



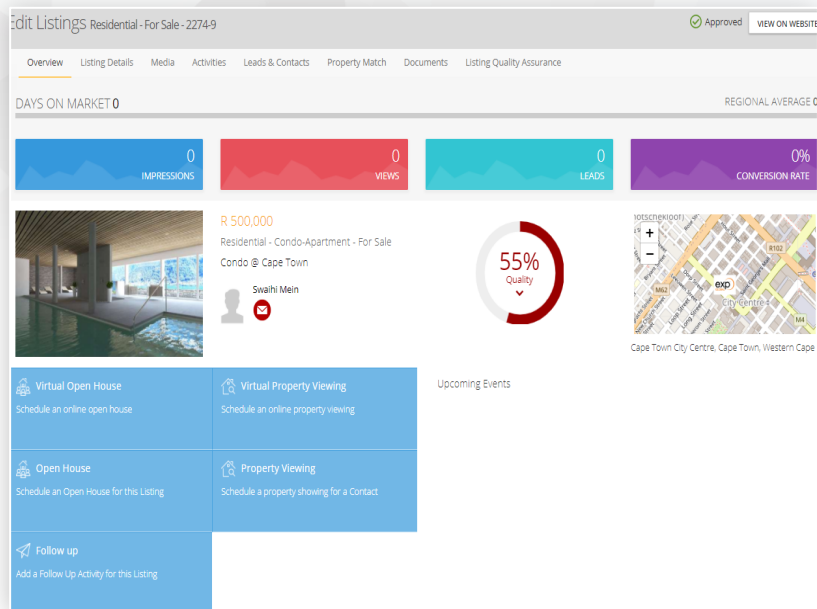
# Marketing Center: your **database** for customizable digital and print assets

## You can:

- Customize digital templated assets for social media and email marketing
- Customize print templated assets such as brochures, business cards, signage, etc.
- Access a high resolution version of your country logo



# Use REP: Real-Estate Platform is your **state of the art** CRM



## You can:

- Manage your Business
- Do Prospecting & Lead Tracking
- Use Templated brochures and emails
- Use Calendar & Tasks
- Conduct Viewings & Virtual Open Houses
- Match Buyers to Properties
- List Quality rating based on Machine Learning
- Do Sales Progression & Transaction Processing
- Track Referrals

# Grow your production with industry-leading programs led by hundreds of world-class eXp agents

## eXp UNIVERSITY

The most innovative university on the planet! 80+ weekly, live classes are taught by top-producing eXp agents who share strategies, systems and scripts to help you achieve success in today's real estate market. Recordings of classes are available at eXp University 24/7.

## MENTORSHIP

Whether you are brand new or starting something new, our mentorship program pairs you with experienced eXp agents who can share insights, learnings and feedback. In the spirit of collaboration and building community, this is truly about people helping people. When you succeed, we all succeed.

## MASTERMINDS & TASK FORCES

This is your opportunity to collaborate with top eXp agents and leadership across the business in regular masterminds and task forces. Your voice matters. Help to build the company that helps you grow your business.

## TRANSACTION SUPPORT

Our knowledgeable Transaction Support Teams will work closely with you to provide guidance and support through the entire process. From document review to the settlement of files, they will help ensure a smooth and efficient transaction everytime!

# Global Agent Development Paths

Your Path to build skills and drive business - **Receive training weekly!**

## Launch Pad

### eXp Foundations

- *eXp Metaverse, Workplace, CRM*
- *Country Specific Courses*

## Path 1 to Production

### Agents Take Action

- Frames an Entrepreneurial Mindset
- Real Estate basics
- Business planning & gain leads

## Path 2 to Capping

### Drives Agents to Achievement

- Value Proposition & Revenue Share
- Social Media Strategies & brand building
- Agent Attraction
- Referrals & Increase Listings.

## Path 3 to Specialization

### Agile Expertise Approach

- First 3 Path 2 items
- Sponsorship overview
- Further Business Growth approaches

# Celebrate your production with the eXp ICON Award

## ICON Award

Join an elite group that has achieved exceptional production while exemplifying our core value.

### Up to \$16,000 USD in ICON Stock Awards:

- \$8,000 by meeting the ICON Status **Production** Requirements
- \$4,000 by meeting the ICON Status **Cultural** Requirements
- \$4,000 by meeting the ICON Status Event Requirements (\$2,000 per eXp approved event)
- Inclusion in ICON agent publications
- Exclusive access to the customizable ICON Brand Kit
- Invitation to ICON-only events at Shareholder Summit and EXPCON

**Earn more** with our competitive commission structure.

## COMMISSION & CAP

**[xx/xx]** commission split  
**[\$\$]** cap

After capping, earn **100% commission** for the remainder of the year.<sup>1</sup>

<sup>1</sup>\$250 capped transaction fee. Once capped transaction fees total \$5,000, the capped transaction fee is reduced to \$75.

## STANDARD COSTS<sup>2</sup>

**[\$\$]** start-up fee  
**[\$\$] /month** cloud brokerage fee  
**[\$\$]** transaction review fee<sup>3</sup>  
**[\$\$]** risk management fee<sup>4</sup>

<sup>2</sup> [country] compensation model.

<sup>3</sup> Per transaction.

<sup>4</sup> Per transaction and caps at \$500.

## Explore unique opportunities to earn **additional** income streams

### Equity Awards Through Incentive Program

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**[\$\$]** of EXPI stock for  
first transaction closing

**[\$\$]** of EXPI stock  
when agents cap

**[\$\$]** of stock for directly  
attracting another agent  
after the agent closes  
their first transaction

### Agent Equity Commission Program

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Voluntarily enroll to receive  
5% of commission in stock  
at a **[x%] discount**

~65% of agents and  
brokers participate  
in the program

### ICON Award

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Top agents receive up to  
**[\$\$]** in stock upon the  
achievement of certain  
production and cultural  
goals within  
their anniversary year

# Revenue Share 2.0

	eXpansion Share Percentage	FLQA Count Needed	eXponential Share					Top % of Revenue Share Pool on Transactions in Each Tier Group
			0 - 4	5 - 9	10 - 14	15 - 29	30+	
TIER 1	///		17.5%	17.5%	17.5%	17.5%	17.5%	17.5%
TIER 2	1.0%		19.0%	19.0%	19.0%	19.0%	19.0%	20.0%
TIER 3	0.5%		12.0%	12.0%	12.0%	12.0%	12.0%	12.5%
TIER 4	0.5%		///	7.0%	7.0%	7.0%	7.0%	7.5%
TIER 5	0.5%		///	///	4.5%	4.5%	4.5%	5.0%
TIER 6	2.5%		///	///	///	10.0%	10.0%	12.5%
TIER 7	2.5%		///	///	///	///	22.5%	25.0%

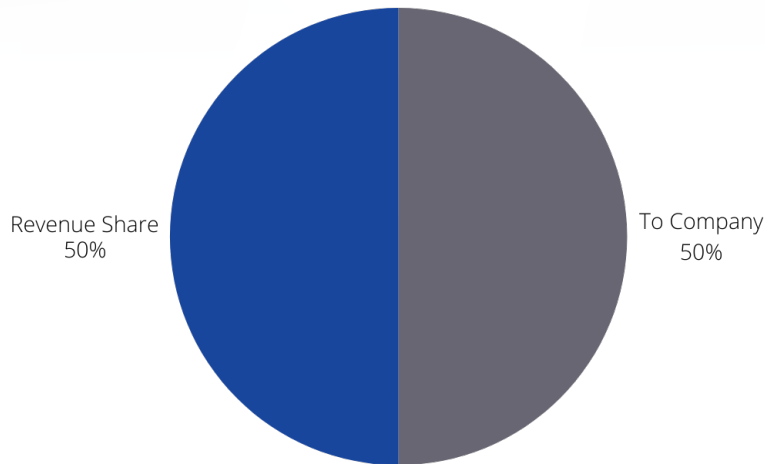
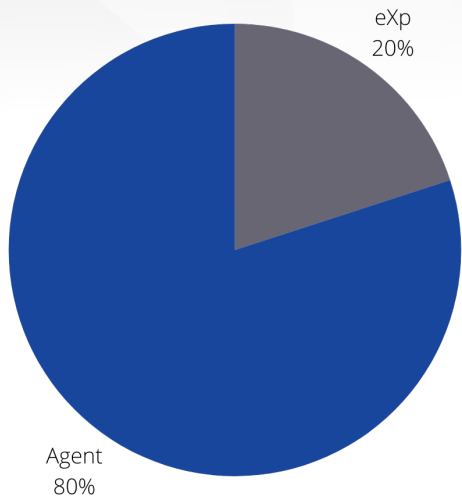


# Earn **revenue share** for attracting new agents to eXp

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eXp agents can sponsor agents to join the company

Earn a percentage of revenue - eXp pays the revenue share, not the agent when your sponsored agents close a transaction. Earn revenue share until your sponsored agent reaches their annual commission cap.



# Enhance lives of agents and communities

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**We are committed to creating an equitable, diverse and inclusive culture for our employees, agents and brokers.**

ONE eXp engages our people to promote D&I initiatives across the organization.



**We are dedicated to the betterment of our communities.**

The first week of October of each year is designated "I Heart eXp" week and staff, agents and brokers across the U.S. mobilize to take part in community charity initiatives.



**We are committed to wellbeing.**

eXp's wholly owned nonprofit, eXtend-a-Hand provides support to eXp agents, staff, and their families who are experiencing hardship as a result of a catastrophic event, such as natural disasters or life-threatening illnesses that prevent them from working and supporting their families.



# Grow your network and **community** around the world in our metaverse and at marquee events

- ▶ Live and on-demand training
- ▶ Mentorship opportunities
- ▶ Influencer and ICON Agent groups
- ▶ Masterminds
- ▶ Great networking & collaboration
- ▶ eXp Shareholder Summit
- ▶ EXPCON
- ▶ Agent Awards Gala





# Build For Your Future with **eXp [country]**

Talk to your sponsor or apply  
today at [\[country join link here\]](#)





# APPENDIX

About eXp Realty



Glenn knows that agents and brokers do the heavy lifting in real estate.

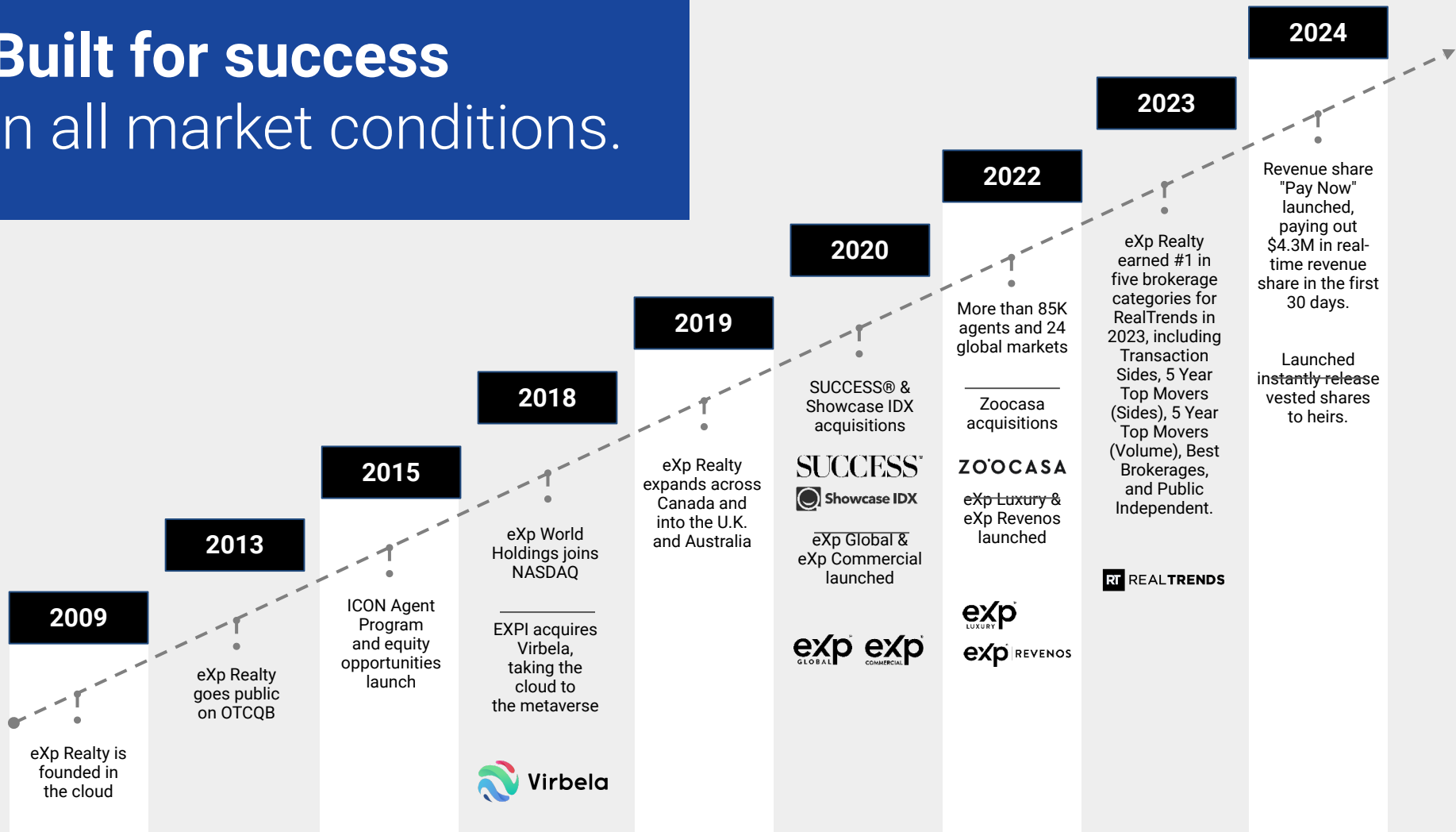
In 2009 he created eXp Realty, the first cloud-based brokerage model, to give agents, leaders and partners from all over the world the opportunity to earn, learn and grow like never before.

- Glenn Sanford held key roles at internet startups before launching a real estate career in 2002.
- In his year in real estate with a major national franchisor, his team closed over \$60 million in real estate by connecting with consumers online.

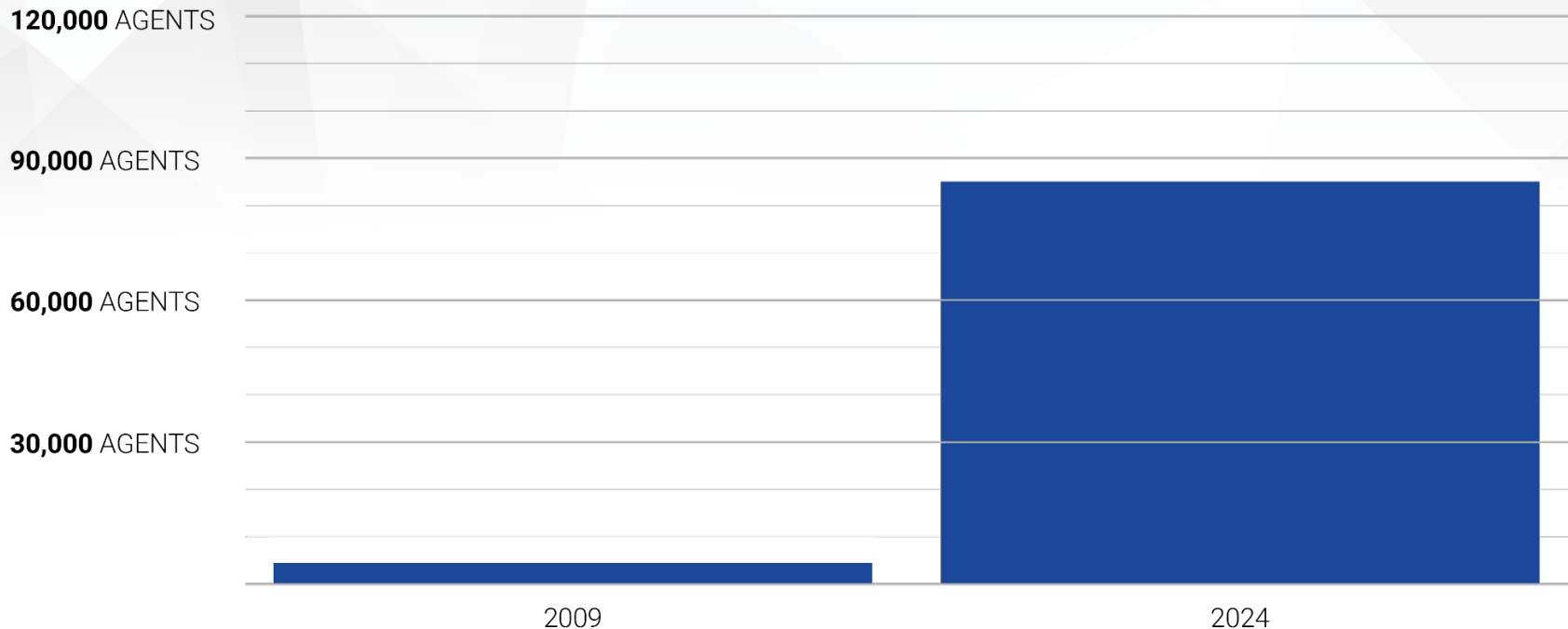


**Glenn Sanford**  
Founder, CEO & Chairman,  
eXp World Holdings and  
CEO eXp Realty

# Built for success in all market conditions.



Join the **largest independent**  
real estate brokerage on the planet







# And earn more than **real estate stock**

Earn equity in eXp World Holdings (\$EXPI), where driving revenue for eXp means **driving revenue for your business.**



## **Global Cloud-Based Real Estate Brokerage**

Real estate tech company operating virtually across six continents

Delivers a unique agent value proposition, including an attractive commission structure, revenue share, and equity

Cost advantages of a virtual workplace vs. traditional “brick-and-mortar”



## **Enterprise Metaverse Platform**

Powers the eXp operating model and community

Enables companies to operate entirely remotely

Hundreds of global enterprise customers utilize the virtual world platform, including Stanford Graduate School of Business, Fujitsu, DXC Technology, PwC



## **Ecosystem of Personal Development Resources and Media**

125-year-old multi-platform media company and leader in personal and professional development

Enhanced content, resources and training to inspire, motivate and educate

Coaching and Health with immersive technology provides more access and impact