



Thrive: Team Incentive Program Frequently Asked Questions

Where is this available?

The Thrive Incentive program is currently available in the U.S. and CAN and will soon expand to our other international markets, subject to applicable local laws.

When will this program launch?

The Thrive Incentive program is available in the U.S. and Canada as of October 26, 2023. The program will expand to other international markets, subject to applicable local laws. Contact your global leader for more details on your country's respective launch timing.

How does this program work?

Once onboarded, eXp Realty will grant an equity award to the team leader based on the team's previous 12-month production. The estimated equity value will be equal to 100% of the hypothetical retained company dollar that would have been paid by the team during that 12-month period had the team been with eXp Realty. The equity award will vest at the team leader's three year mark with eXp Realty according to the team's average retained company dollar during that period.

Will teams automatically qualify for ICON status based on the previous 12-month production?

No. The initial equity award granted via the Thrive Incentive program is an accelerated equity opportunity based solely off previous production. Agents joining eXp under Thrive must hit all production and other requirements during their time at eXp Realty to obtain ICON status and equity awards going forward.

What happens if the team's production is not maintained for their first three years?

In this case, the team lead would vest into a portion of their grant according to production averages over their first three years.

What does this mean for me as an agent?

Thrive was designed to enhance the growth of eXp Realty by attracting and retaining the best teams in the business. Our commitment to providing our agents and brokers with a unique and empowering cloud-based platform is at the core of our continued growth. As we continue to experience market shifts, our goal is to grow together with producing teams interested in joining us. We are making it easy for you to help identify teams that would be a good cultural fit, then go back to focusing on what you love and let us take care of the rest.

Is eXp Realty trying to buy teams?

No. The Thrive program exists to incentivize producing teams to join eXp Realty, but in order to do so, they must be a good cultural fit and have a shared commitment to our values and goals. A core criteria of this program is for team leads to commit to team training and ensuring their team members integrate with the eXp Realty ecosystem as part of their cultural alignment with eXp.

If eXp Realty is managing the negotiation and join process, does the team count in my revshare organization?

Yes. The Thrive program is designed to incentivize teams to join eXp Realty, driving our next phase of growth. If you are the identified sponsor, you will continue to work with the team lead while eXp Realty manages the financial incentive offer and contracting. As the sponsor of a Thrive team, you will have a 60-day sponsor protection window.

I have a potential team in mind, what do I need to do to get started?

To get started, please reach out to a member of the Growth Team

- U.S.: Amy Weaver, Sean Murphy
- Canada: Nadia Habib, Donna Dalonzo
- International: Meghan Kelley

How do we determine a cultural fit?

This program aligns the interests of team leads, agents and eXp Realty through a shared commitment to our values and goals. The eXp Realty Growth Team will determine cultural alignment and manage the agreement terms. The qualifying criteria includes:

- As part of this program, eXp Realty will provide financial incentives to producing teams that are culturally aligned, have more than 10 team members in addition to the team lead and a minimum of \$40 million (US/CAN) in sales volume in the originating country over the previous 12-month fiscal period. International qualifications to be released. Additional qualifications apply.
- Must be culturally aligned with and committed to adhering to the eXp Realty model.
- Must be invested in their team's continued growth with eXp Realty.
- Must participate in the eXp Realty Sustainable Revenue Share and Agent Equity programs.
- Must agree to incentive terms and retention timelines.
- Must commit to team training led by eXp University

Steps to get started include:

- Direct the team lead to the [short questionnaire](#) where they will share more about their team, production and culture.
- Based on the answers, eXp Realty's Growth Team will schedule a follow-up discussion to establish whether there is a cultural fit. You will be notified about next steps, and whether or not the team will move ahead.

- Once cultural alignment is established, eXp Realty's Growth Team will finalize details of the equity incentive and onboarding process.
- As their sponsor, you will continue to support the team throughout and beyond their transition.

Will there be instances where a team is rejected? Will I be informed before making that final decision?

Cultural alignment is the first step in determining whether a team will be a fit for eXp Realty's Thrive incentive. eXp Realty reserves the right, in its sole discretion, to determine which teams qualify for the Thrive program as well as the nature and terms of financial incentives. You will be notified about next steps, and whether or not the team will move ahead.

eXp Realty reserves the right to amend the Thrive program at any time, subject to the 2015 Equity Incentive Plan.