An Introduction to eXp Realty

Canada Presentation

What We Will Cover

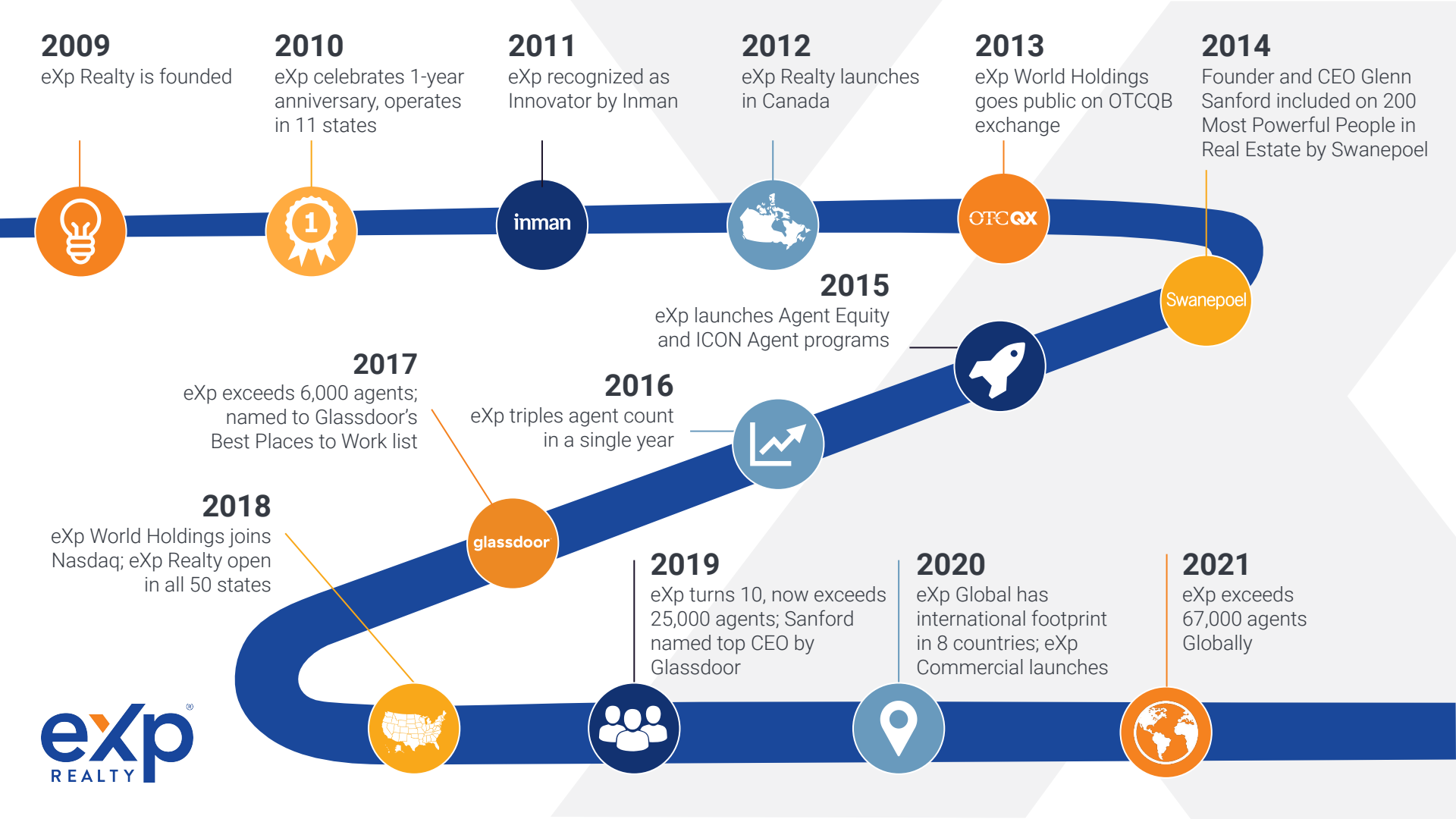
- Who We Are
- Our Business Model
  - Compensation
  - Cloud-based
  - Community
- Join the team that's breaking down boundaries

Founder

- Glenn Sanford had important roles at internet startups before launching a real estate career in 2002.
- In his fourth year in real estate with a major national franchisor, his team closed more than $60 million in real estate by connecting with consumers online.
- Glenn believed that agents and brokers do the heavy lifting in real estate and deserve the benefits of being a shareholder and income based on their contributions.
- In 2009, Glenn founded the first cloud-based brokerage — eXp Realty.

Who We Are

How We Made It to Today


2009
eXp Realty is founded
2010
eXp celebrates 1-year anniversary, operates in 11 states
2011
eXp recognized as Innovator by Inman
2012
eXp Realty launches in Canada
2013
eXp World Holdings goes public on OTCQB exchange
2014
Founder and CEO Glenn Sanford included on 200 Most Powerful People in Real Estate by Swanepoel
inman
OTCQX
Swanepoel
2015
eXp launches Agent Equity and ICON Agent programs
2016
eXp triples agent count in a single year
2017
eXp exceeds 6,000 agents; named to Glassdoor's Best Places to Work list
glassdoor
2018
eXp World Holdings joins Nasdaq; eXp Realty open in all 50 states
2019
eXp turns 10, now exceeds 25,000 agents; Sanford named top CEO by Glassdoor
2020
eXp Global has international footprint in 8 countries; eXp Commercial launches
2021
eXp exceeds 67,000 agents Globally
eXp REALTY

eXp Realty Core Values

Beliefs that shape our culture

Community
Be a good neighbor to create a sustainable legacy

Service
Make positive change in our company and local community

Fun
Don't take yourself too seriously

Sustainability
Be a good financial steward of the environment, the organization and our families

Agile
Force chaos and change to survive and grow

Collaboration
We are all on the same team

Innovation
The best way to predict the future is to invent it

Transparency
Get things out from behind the curtain

Integrity
Do the right thing

eXp REALTY

Our Business Model

Innovation Is Always Happening

eXp Realty is innovating in the real estate brokerage space

Brick & Mortar Locations	Anytime, Anywhere
BLOCKBUSTER®	NETFLIX
Circuit City®	amazon
Traditional real estate brokerages	eXp® REALTY

*Trademarks pictured are the property of their respective owners

One Brokerage, Not a Franchise

eXp Realty is one international company changing the industry

Typical Franchise

Costly Overhead
Franchise and Desk Fees

Locally Confined
Smaller Referral Network

Inconsistent Growth Incentives
Minimal Opportunities for Ownership

Limited Technology & Support
Few Tools and Support Resources

eXp Realty

Powerful Equity Opportunities
Revenue Share and Stock Equity Programs

Cloud Campus Environment
No Desk Fees, Work From Anywhere

Real-time Support
Specialized Support Teams Ready to Help

Live Training
50+ Hours Weekly Online Training

International Collaboration
Expansive Referral Networks and Education

Cloud Campus Environment

- No desk fees
- Work from anywhere
- Cut overhead brick-and-mortar costs
- No expensive leases means the company can invest in agent support and technology
- Paperless transactions
- Get instant access to training and support

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Agent-centric Value Proposition

eXp Realty: Most Agent-centric Company on the Planet

Compensation

Unique financial model with various opportunities to make and earn income.

- No franchise fees
- Generous commissions (80/20 split with $16K cap)
- Revenue-share program for attracting agents to eXp
- Equity awards for meeting production goals
- Access to eXp Agent Healthcare options by Group Source

Community

Community means more than just a place to hang your license.

- Cloud-based collaboration suite allows agents to connect, share and network
- Company-wide diversity programs
- ICON Achiever Program
- Partner community with access to professional services, listing services, and client services
- New Agent BootCamp program

Cloud-based

Anywhere, Anytime.

- The first global brokerage to shift from brick-and-mortar to cloud-based
- Work from anywhere using eXp's state-of-art technology, a virtual campus with an immersive platform connecting all agents globally
- Productivity suite with collaboration tools, co-working, CRM, lead share/lead gen, referral, and over 50+ hours of weekly live education and events

Compensation

Unique financial model with various opportunities to make and earn income.

No Desk Fees, Royalty Fees or Franchise Fees

Commission & Cap

- 80/20 commission split
- $16,000 cap

After capping, earn 100% commission for the remainder of anniversary year.[1]

[1] *$285 capped transaction fee. Once capped transaction fees total $5,700 then the capped transaction fee is reduced to $75.*

Standard Costs (CDN)[2]

- $199 start-up fee
- $139/month cloud brokerage fee
- $29 transaction review fee [3]
- $17 risk management fee [4]

[2] These are CDN fees only
[3] Per transaction
[4] Per month in applicable provinces.

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Revenue Share Plan

eXp's revenue share plan is one way that eXp rewards its agents for attracting new agents to join eXp.

Simply, an eXp agent can "sponsor" a new agent to join eXp. Once the new agent begins closing on transactions, the sponsor receives a percentage of the company revenue from the sales activity of their sponsored agent until their annual commission cap of $16,000 is reached.

Important note: *eXp pays that share* – not the agent. It is taken from the 20% adjusted gross commission income (AGCI) received by eXp, and is paid to the sponsor agent monthly.

To learn more, visit eXp's eXplore Guide: https://explore.exprealty.ca/.

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Single Agent Revenue Share*

3.5% of the gross commission

Agents at eXp can receive revenue share income from the sales activity of agents they bring into the company.

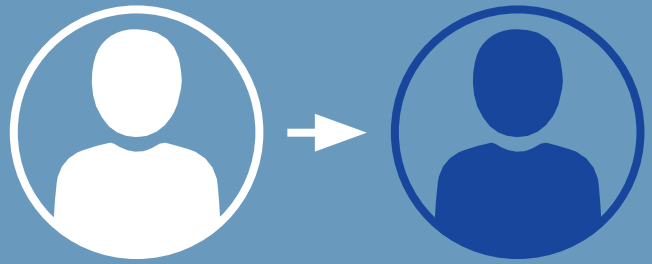
For each person you bring into eXp you can earn up to $2,800 depending on the sales production of that person.

This continues to be paid to you as long as you remain an active agent and the agent you have brought into the business stays with eXp and generates sales requirements.

Revenue share is paid from the percentage that eXp receives and does not reduce agent commission.

Tier 1

Up to $2,800



*These figures are not a guarantee, representation or projection of earnings or profits you can or should expect. They also do not include expenses incurred by Agents in operating their businesses. eXp Realty makes no guarantee of financial success. Success with eXp Realty results only from successful sales efforts, which require hard work, diligence, skill, persistence, competence, and leadership. Your success will depend upon how well you exercise these qualities.

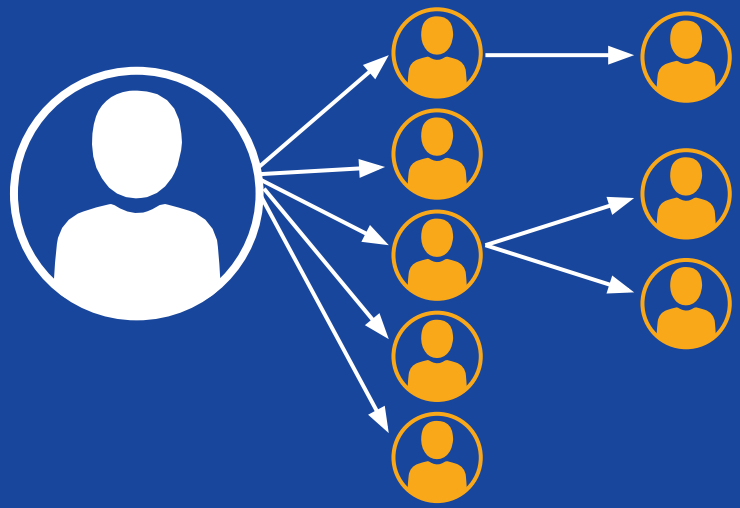
Cascading Revenue Share

Earn more for **BOTH** the productive agents you bring into eXp Realty **AS WELL** as for the agents they bring in.

As an example: If you personally sponsor 5 agents to eXp who meet the production requirements, and they in turn sponsor their own productive agents, you can earn up to up to an additional $3,200 annually for the production of each of those Tier 2 agents, ON TOP of the $2,800 you earn from the agents that you have brought in.

Tier 1
Up to $2,800

Tier 2
Up to $3,200



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eXp Revenue Share Explained

Cascading Revenue Share

	Maximum Potential Annual Revenue Share Per Agent	Personal Qualifying Agent Count Needed
Tier 1	Up to $2,800	1+
Tier 2	Up to $3,200	5+
Tier 3	Up to $2,000	10+
Tier 4	Up to $1,200	15+
Tier 5	Up to $800	20+
Tier 6	Up to $2,000	25+
Tier 7	Up to $4,000	40+

Equity Opportunities

- Agents can become shareholders at eXp Realty
- Nasdaq: EXPI

Sustainable Equity Plan	• Each year Earn shares on your first transaction • Earn shares when you cap • Earn shares when an agent you sponsor closes their first transaction
ICON Agent Award	• Up to $16,000 in stock upon the achievement of certain production and cultural goals within your anniversary year
Agent Equity Program	• Enroll to be paid 5% of every transaction commission with stock at a 10% discount

eXp Agent Healthcare
Flexible plan offers

Meeting the needs of Independent Contractors:

- Flex plan style with 3 choices for coverage levels.
- Each participant may select a plan that fits within their budget and desired coverage level.
- All **pre-existing conditions are covered immediately** for Health and Dental Care with no medical information required.
- Allows each participant to apply for additional Life and/or Critical Illness coverage if they desire.

Healthcare consultants help you get the best plan for the lowest cost.

eXp REALTY

Cloud-Based

Brokerage whose foundation is built using innovation and cutting-edge technology.

Welcome to Our World: Work Anywhere, Anytime

Join a meeting or learn on the go with eXp Realty agents everywhere.

Agents gain instant, live support from eXp's agent services, technology and finance experts -- all from wherever an agent or team is located.

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Cloud-Based Agent Tools

The best tools and services to grow a real estate business

eXp Enterprise Business Intelligence	Transaction Management	Community Platform
CRM & Lead Generation	Live Training	eXp's Resource Guide

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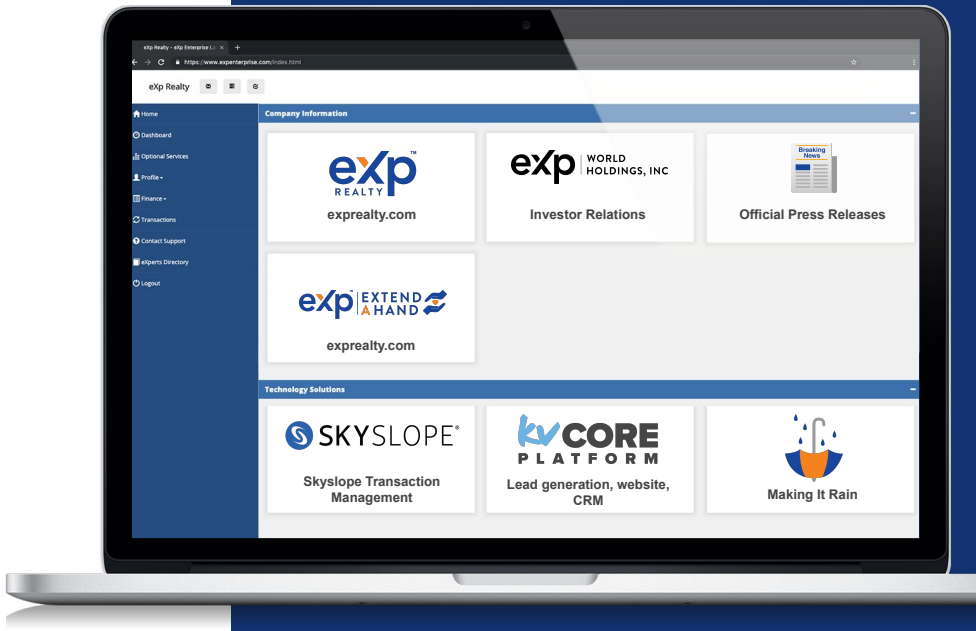
eXp Enterprise

eXp's Enterprise dashboard gives agents autonomy and greater visibility into metrics and business intelligence that's crucial to their needs.

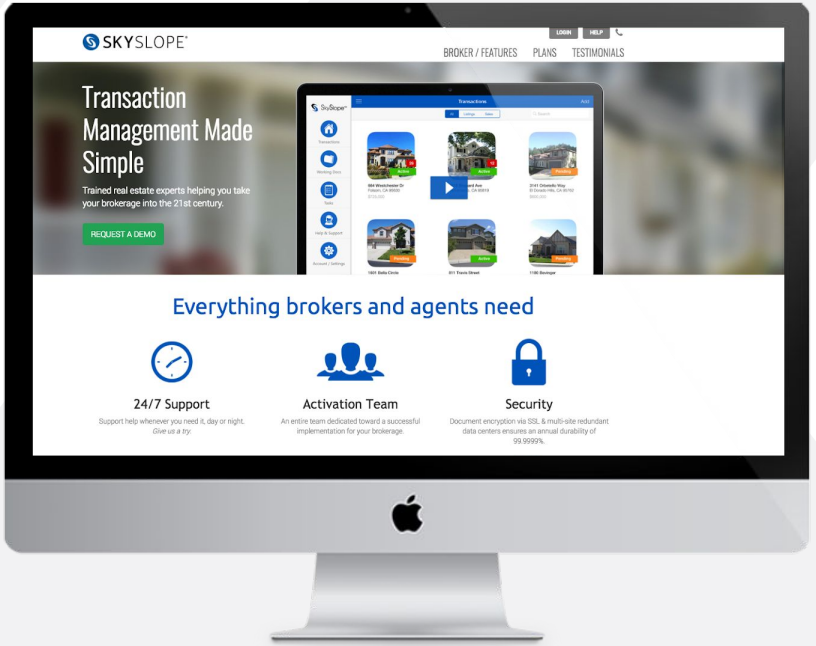
- View agent details
- See commission and cap status
- Review agent equity awards
- Get real-time performance reports



Transaction Management

eXp's transaction management platform allows agents to manage their transactions from beginning to close — totally paperless.

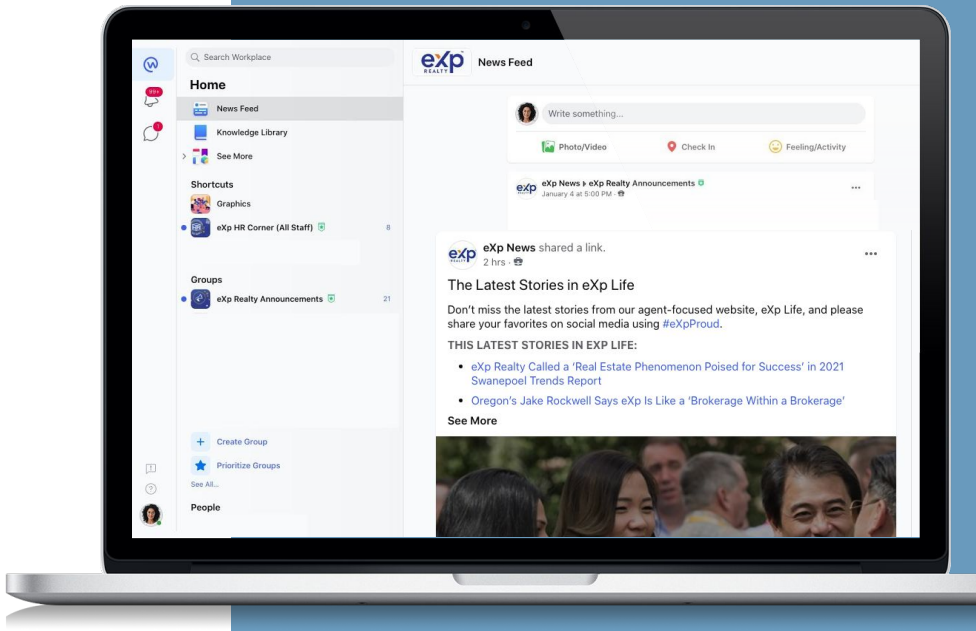
- Review transactions from any device
- Sign documents digitally
- Run your business with top-grade security features



Community Platform

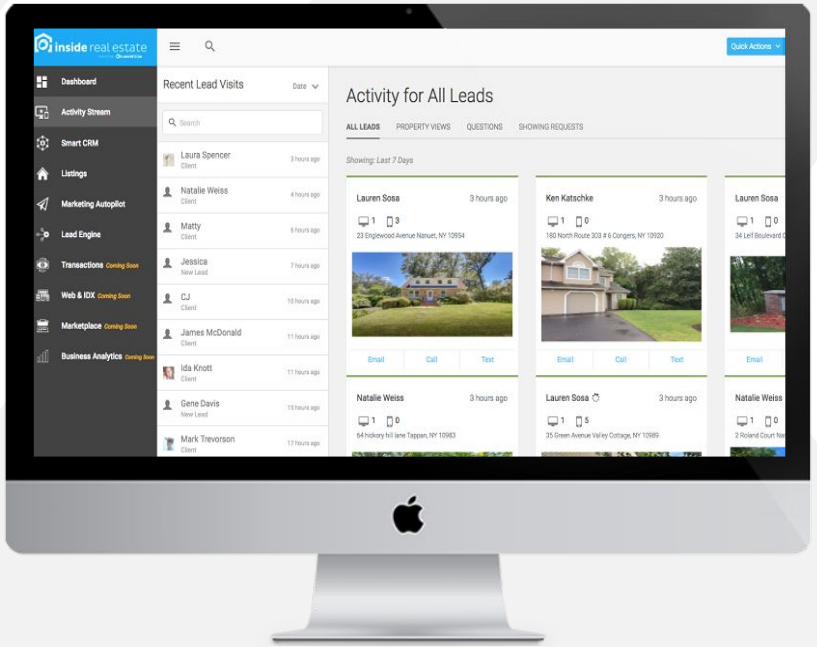
Workplace is an easy-to-use collaboration platform, a lot like Facebook, but built for the world of work.

- Discuss topics and projects
- Share announcements
- Communicate instantly with your team and others across the company
- Broadcast live video and view past recorded videos



CRM & Lead Generation

Agents and teams use tools provided by eXp Realty daily to drive more leads and deals. Manage customer interactions and share property information.



- Powerful lead generation platforms provided at no additional cost
- Integrate listings with your own WordPress website
- Optional in-house lead generation program

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Live Training

- More than 50 hours of live training each week
- Learn from industry experts and top producers about:
    - Sales and listings
    - Lead generation
    - Social media
    - CRM and technology tools
- Tap into an archive of recorded sessions

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Community

eXp utilizes the collection of knowledge and experience of its members to create a real community based on helping each other earn, learn, grow.

eXp Celebrates Diversity

eXp Realty is proud of its commitment to diversity and inclusion through its initiative, ONE eXp. This commitment supports eXp's culture by embracing differences, promoting equality and mutual respect, and providing a space where everyone has a voice and the opportunity to succeed.

ONE eXp is committed to diversity and inclusion through:

- **Education**: Host ONE eXp meetings to educate and increase awareness in this new diversity and inclusion initiative.
- **Coverage**: Ensure diversity and inclusion is represented in marketing materials, press coverage and events.

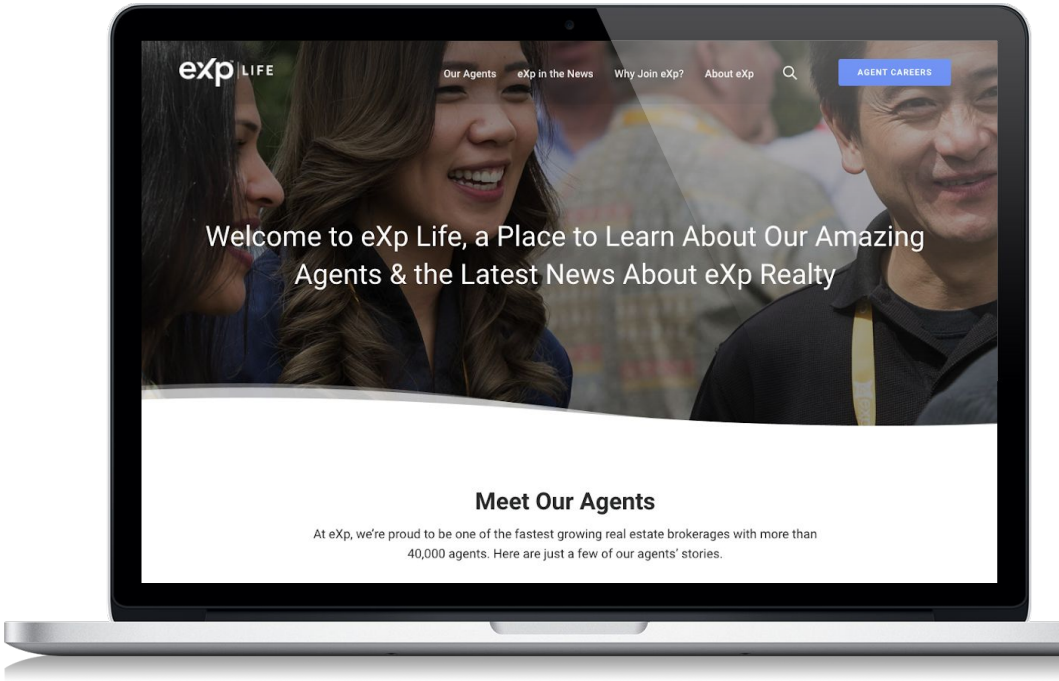
ONE | eXp REALTY

- **Asian Network**
- **Black eXp Network**
- **eXp Latino**
- **eXp Pride Network**
- **eXp Power Girls**

and more!

eXp Life

eXp Life is eXp's popular online news magazine where we share stories about interesting eXp agents and post the latest news about eXp World Holdings' properties, including eXp Realty, eXp Global, eXp Commercial, SUCCESS Enterprises, Virbela and more.



International Collaboration

- Interact and learn from other top professionals in the company
- Build teams across states and provinces with one nationwide cap
- Host and participate in daily, live online gatherings
- Benefit from a powerful referral network
- Share best practices among peers

eXp REALTY

eXp Continues International Expansion!

- Australia
- Brazil
- Canada
- France
- Hong Kong
- India
- Italy
- Mexico
- Portugal
- Puerto Rico
- South Africa
- UK
- United States

eXp REALTY

Agent Voice in the Company

eXp | CANADIAN AGENT ADVISORY COUNCIL

The CDN Agent Advisory Council (CAAC) is made up of nominated and selected eXp Realty agents and brokers from a variety of production levels and locations.

The CAAC ensures that the voice of the agent is heard at the highest levels of the company. It benefits shareholders while providing new ways for our senior leadership to obtain additional insight as our company grows.

Join the team that’s breaking down boundaries.

Join the Company Everyone is Talking About

Team recruitment drives eXp's strong agent growth in Q3."

inman

"eXp Realty Accelerates Its Already Significant Growth Throughout North America."

MarketWatch

"The Amazon Model of Zero Physical Infrastructure: Real Estate—You're Next."

Medium

"The Amazon of Real Estate."

RealEstate TRENDS

"eXp World Holdings: Attempting To Disrupt The Real Estate Brokerage Status Quo."

Seeking Alpha α

"eXp is a real estate phenomenon poised for success in 2021 and beyond."

Swanepoel Trends Report

eXp REALTY

Production Matters at eXp

eXp Realty is a top-ranked, residential real estate brokerage

THE REALTRENDS FIVE HUNDRED 2020

#1
Top Independents
Ranked by closed transaction sides for 2019

#1
Top Movers: Transactions
Ranked by largest increase in closed sides from 2018 to 2019

#2
Top Movers: Volume
Ranked by largest increase in closed sales volume from 2018 to 2019

#3
Closed Transaction Sides
Ranked by closed transaction sides for 2019

#4
Closed Sales Volume
Ranked by closed sales volume for 2019

#4
The Billionaires' Club
Ranked by at least $1 billion of closed sales volume in 2019

T3 60

#2
Sales Volume Increase
Ranked by largest increase in percentage for closed sales volume from 2018 to 2019

#5
Agent Count
Ranked by 2019 agent count

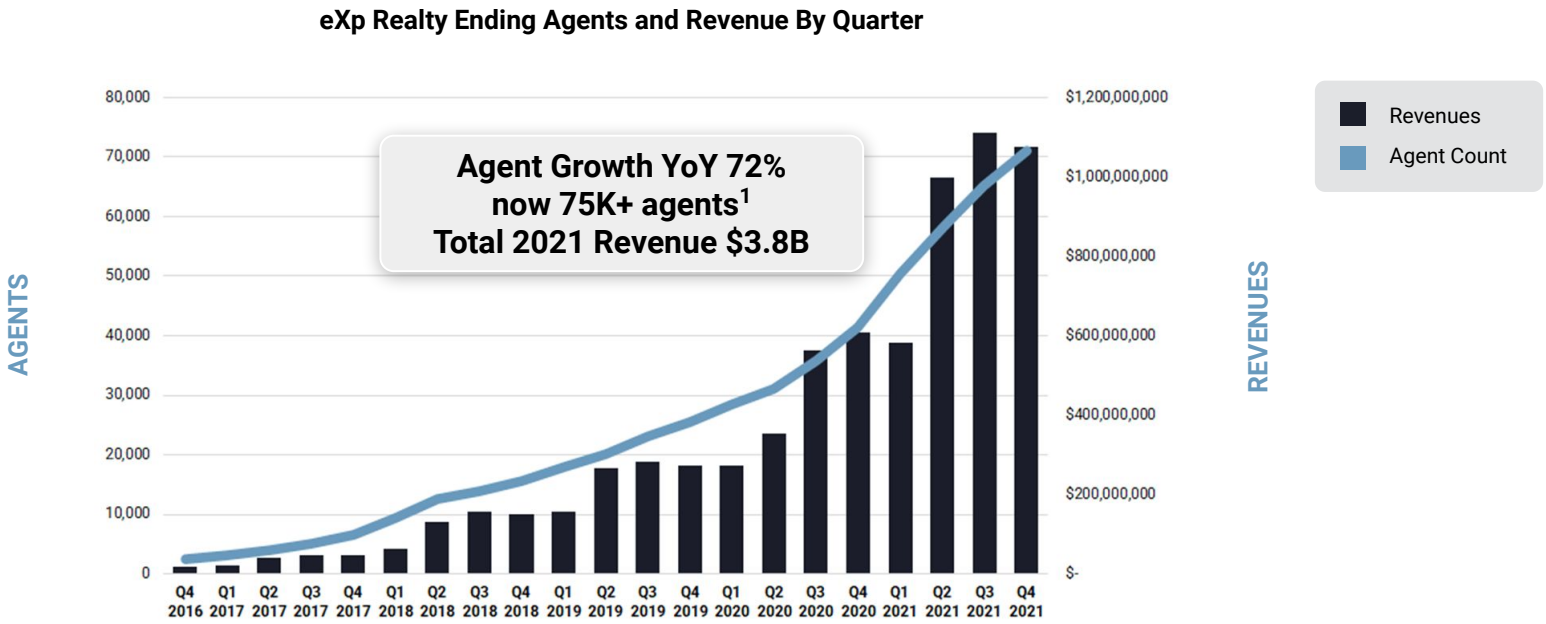
#5
Transaction Sides
Ranked by 2019 transaction sides

#7
Sales Volume
Ranked by 2019 sales volume (ranked #13 in 2018)

eXp REALTY

Phenomenal Agent and Revenue Growth

Elevated growth in both agent count and revenues as a result of our commitment to agents



1. Agent count as of February 23, 2022

Become an eXp Agent

Talk to your sponsor, or apply today at join.exprealty.com