



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

GLOBAL 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**

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



## **OWN**

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



## **BUILD COMMUNITY**

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



## **INNOVATE**

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



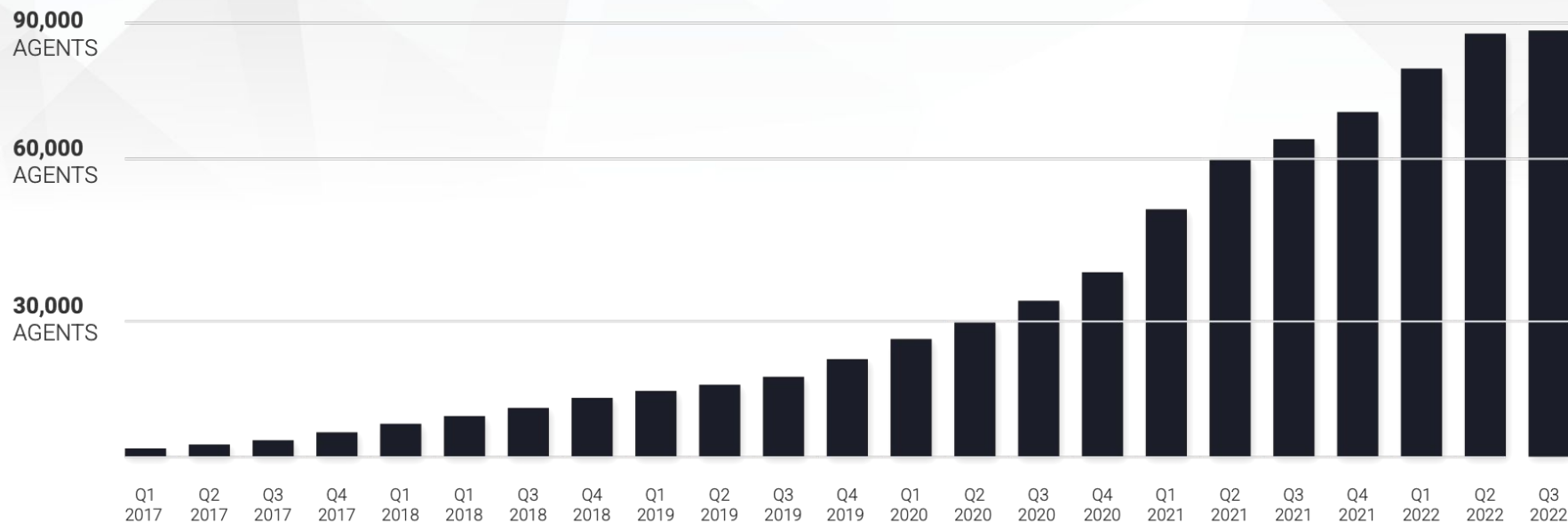
## **FIND YOUR FREEDOM**

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

**“A life-changing move for us and our agents.”**

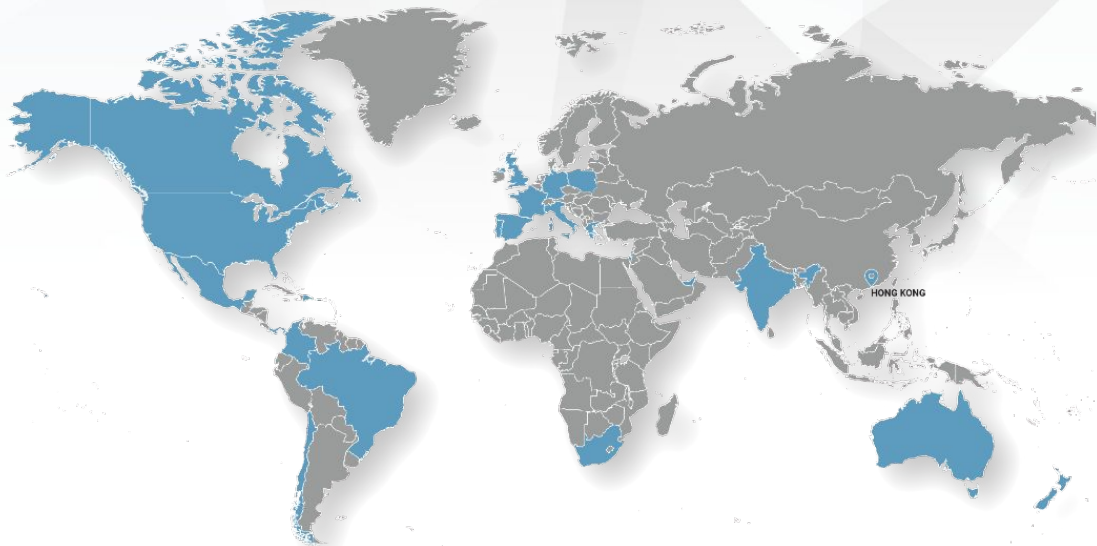
- Andrew Franklin, eXp Agent

Join the **fastest growing** residential  
real estate brokerage on the planet



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

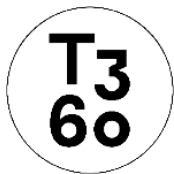
- ▶ One brokerage with 24 international markets providing excellent growth opportunities for agents.
- ▶ Engage and share best practices across the company.
- ▶ Build teams across borders.
- ▶ Host and participate in daily, live online gatherings.
- ▶ Benefit from a powerful referral network.



## CURRENT LOCATIONS



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



# Freedom

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

“

One of the benefits of eXp that I've seen over the last few years, is the **freedom** it's created for agents, both **in terms of time and money**. It's really quite incredible!

”



**Adam Day**

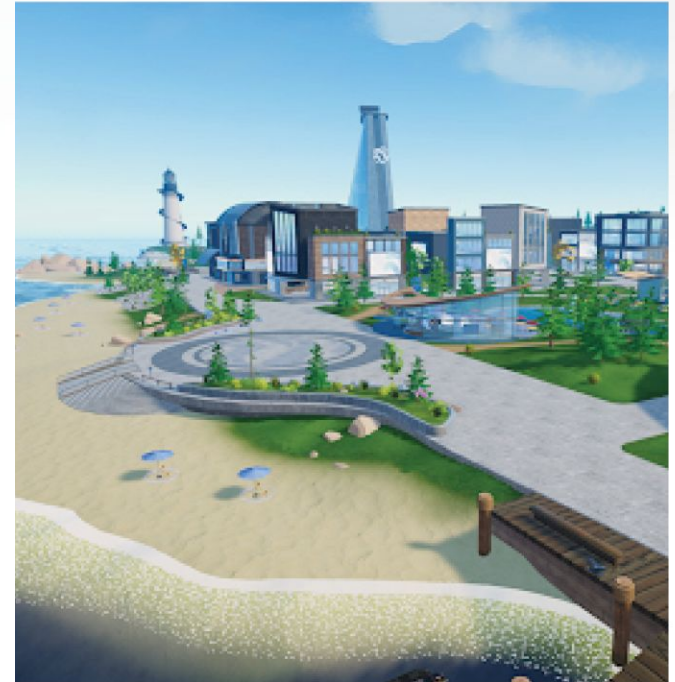
Managing Director,  
eXp UK





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

- ▶ 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



# Innovate

Obsessed with the future to improve the present,  
constantly defining new business models and tools.

“

With eXp's continued investment in **innovative** and **cutting edge** technology and tools, agents are able to increase efficiency and productivity while expanding their business opportunities **across the globe.**

”



**Shashank Vashishtha**

Executive Director,  
eXp India





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

## Brandfolder

[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.exp Realty.com** is the hub for all available solutions

Coming soon!

## 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!

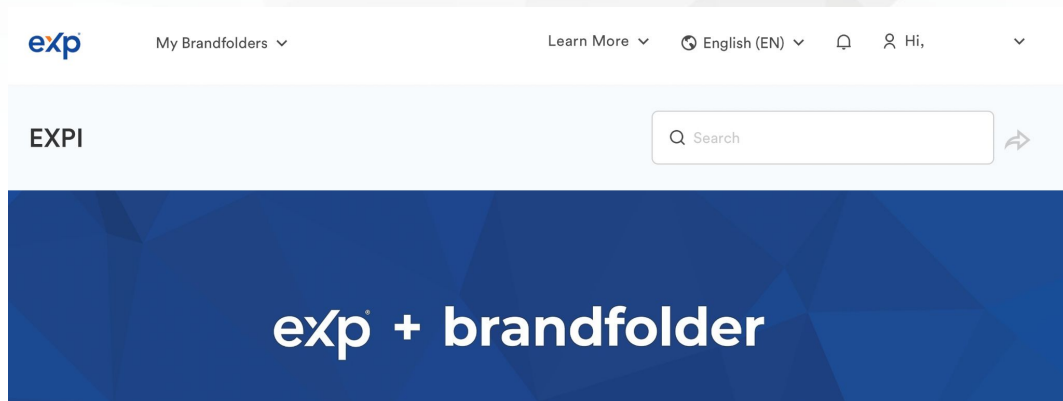
# Brandfolder: your **database** for customizable digital and print assets

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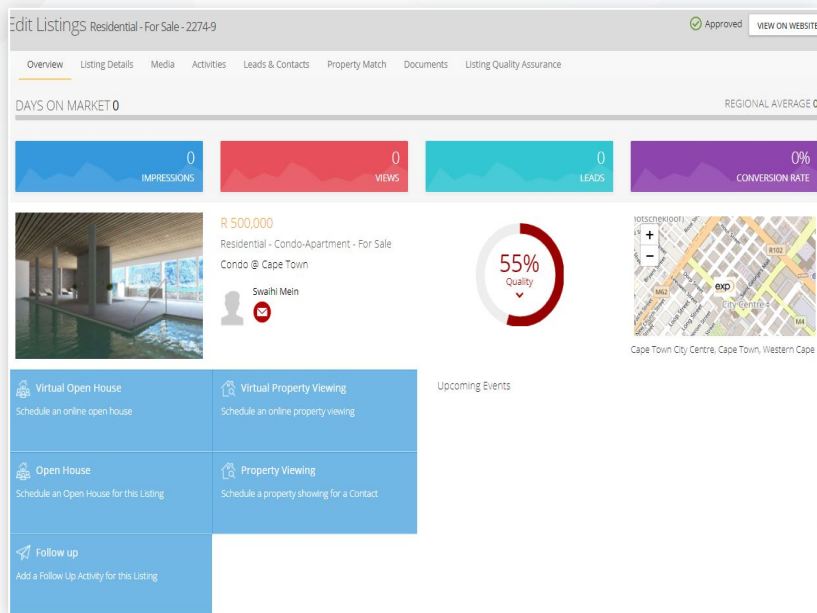
## You can:

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- 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

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

“

The most eXciting part of eXp, for agents, is the ability to **build your own** global international footprint of real estate professionals. A combination of individuals, teams and family owned companies. The opportunities to **change people's lives** is just phenomenal.

”



**Andrew Thompson**

Designated Managing Broker,  
eXp South Africa



# 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.

Coming soon!

## 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!



# Build your business

## Receive training 30+ hours weekly!

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**30 days**

### Gain Experience

- Become equipped with eXp virtual tools (World, WorkPlace).
- Gain a strong foundation to become a real-estate agent; selling, using CRM, tips for Lead Conversion/Generation.

**60 days**

### Expound Your Business

- Present your Value Proposition; Establish your brand.
- Develop strategies to market and grow your business and work with sellers/buyers to increase sales volumes.

**90 days**

### Expand Your Growth

- Develop your expertise and client base.
- Use strategic marketing approaches to promote your brand through social media to obtain referrals.
- Increase the ROI and earnings on your business.

# Celebrate your production with the eXp ICON Award

## ICON Award

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

### Earn a country specific value in ICON Stock Awards:

- By meeting the ICON Status **Production** Requirements
- By meeting the ICON Status **Cultural** Requirements
- 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

\*For country specific values, please visit the country website.



# Own

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

“

Working with a **global company** such as eXp Realty not only ensures that you are working with the company and not a franchise, it also allows you to **build a global sales organisation** and a sales pipeline across multiple countries, giving you the opportunity to pivot to other markets and **continuously grow** your income and market share.

”



**Dounia Fadi**

Managing Director,  
eXp Dubai



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

## COMMISSION & CAP

**competitive**  
commission split &  
**low** 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>

**[XX]** start-up fee

**[XX /month]** cloud brokerage fee

**[XX]** transaction review fee<sup>3</sup>

**[XX]** 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.



\*For country specific values, please visit the country website.

## 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

\*For country specific values, please visit the country website.

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

	eXpansion Share % of AGCI	eXponential Share % of AGCI	FLQA Count Needed	Max Payout Per Agent
TIER 1	///	3.5%	0 - 4	\$(XX)
TIER 2	.2%	3.8%	5 - 9	\$(XX)
TIER 3	.1%	2.4%	10 - 14	\$(XX)
TIER 4	.1%	1.4%	15 - 19	\$(XX)
TIER 5	.1%	0.9%	19 - 24	\$(XX)
TIER 6	.5%	2.0%	25 - 39	\$(XX)
TIER 7	.5%	4.5%	40+	\$(XX)

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 transaction. Earn revenue share until your sponsored agent reaches their annual commission cap.

AGC = Adjusted Gross Commission Income

FLQA = Front-Line Qualifying Agent

\*For country specific values, please visit the country website.





# eXp [country] Revenue Share Explained

## 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.

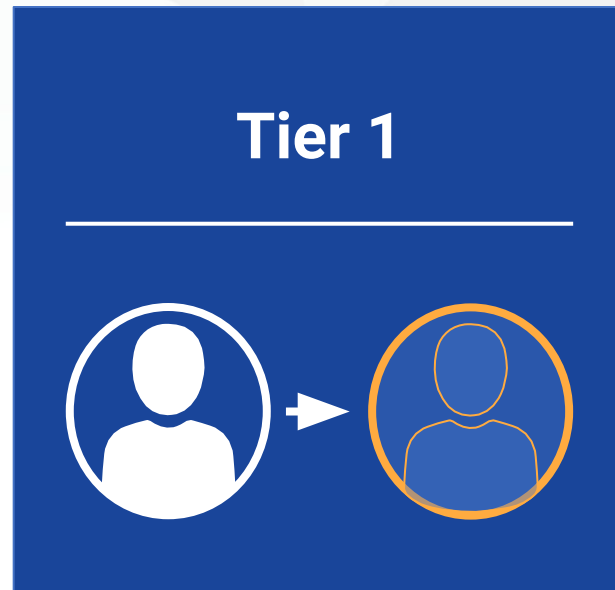
For each person you sponsor into eXp you can earn up to a certain amount, specific to your country, depending on the sales production of that person.

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 doesn't reduce agent commission.

\*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.

\*For country specific values, please visit the country website.



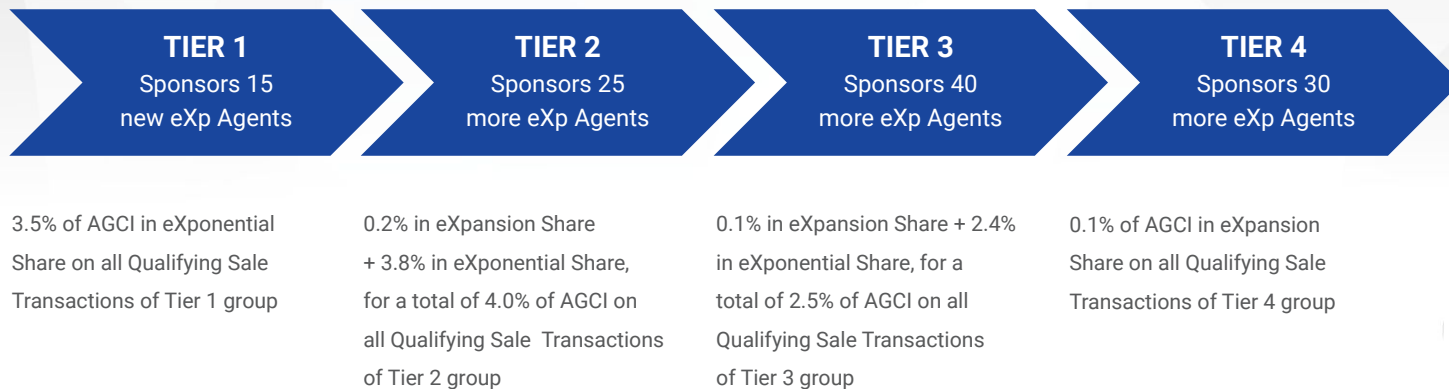




# Sponsorship Illustration

In this example, in the Tier 1 group of eXp Agents, 10 are classified as FLQA which unlocks Tiers 2 & 3 of eXponential Share for the Contractor.

## Commission range:



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. <https://exprealty.com/income/>

# Community

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

“

"It's such an amazing opportunity to be part of a **community** of global agents **building their own brands** and businesses while enjoying the **support and collaboration** that comes along with it."

”



**Emily Morgan**

Designated Managing Broker,  
eXp Australia



# Enhance lives of agents and communities



**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 Global**

Talk to your sponsor or apply  
today.





# APPENDIX

About eXp Realty



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

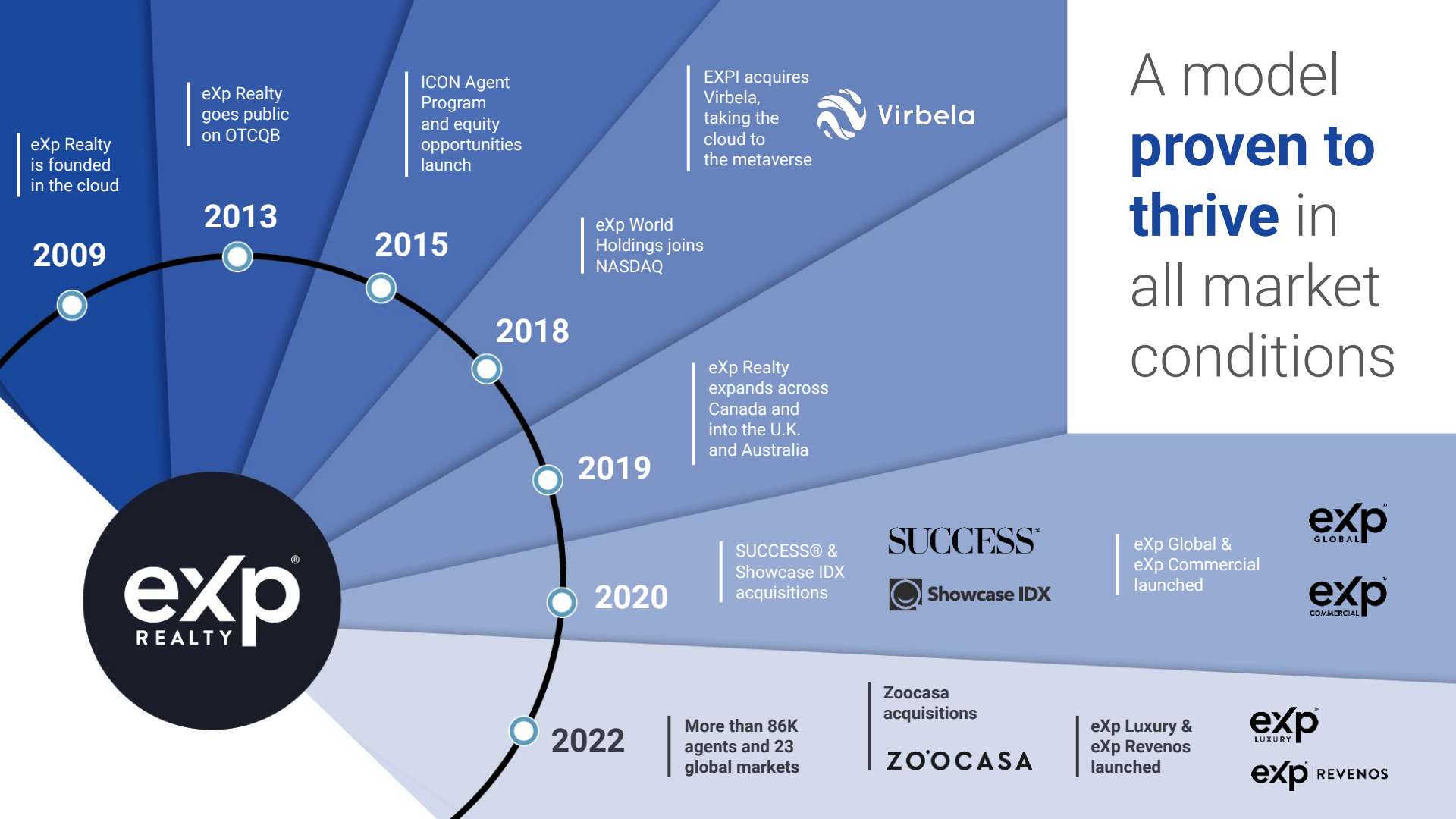
In 2009 he created eXp Realty, the first cloud-based brokerage model, to give agents, leaders and partners from all over the world the opportunity to earn, learn and grow like never before.

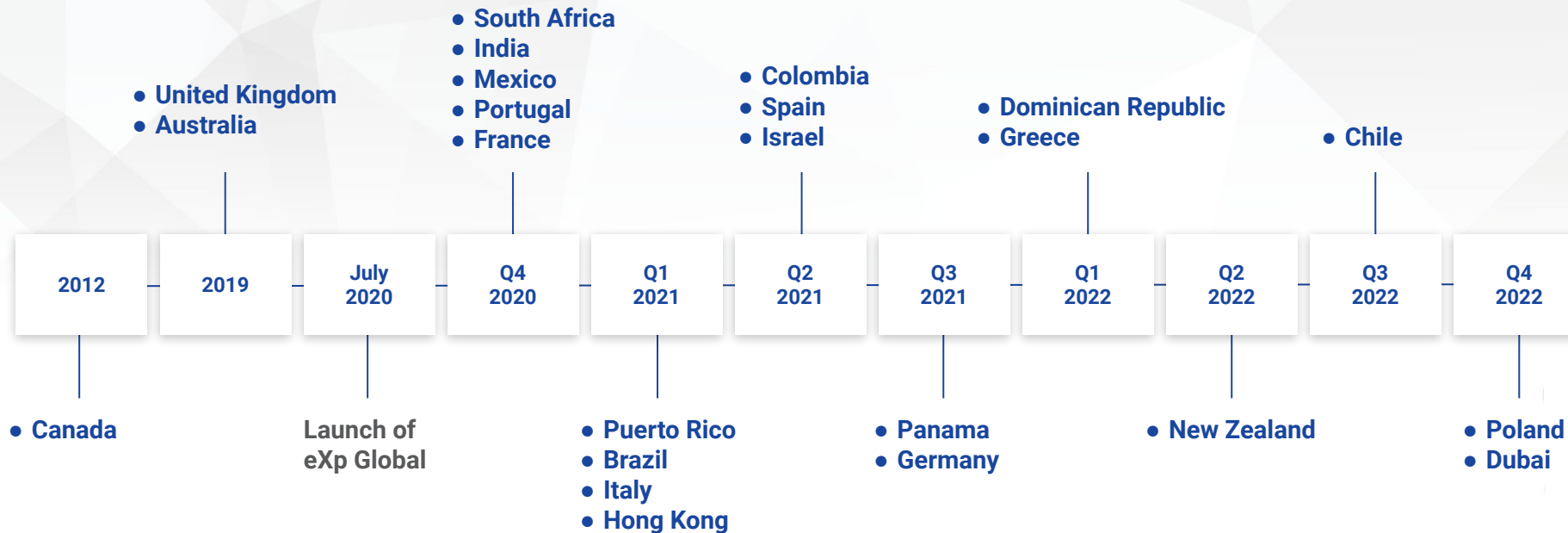
- Glenn Sanford held key roles at internet startups before launching a real estate career in 2002.
- In his year in real estate with a major national franchisor, his team closed over \$60 million in real estate by connecting with consumers online.





A model  
**proven to  
thrive** in  
all market  
conditions







# 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

# eXp Global Leadership Team

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**Michael Valdes**

Chief Growth  
Officer,  
eXp Realty



**Meghan Kelley**

Vice President,  
eXp Global



**Joseph Gentile**

Global Operations  
Director,  
eXp Global



**Jesse Hill**

Sr. Director of  
Finance,  
eXp Global



**Daniela Frewa**

Sr. Director of  
Marketing,  
eXp Global



**Ilaria Profumi**

EMEIA Regional  
Director,  
eXp Global

# eXp Global Team



**Michael Valdes**  
Chief Growth Officer,  
eXp Realty



**Meghan Kelley**  
Vice President of  
Global Operations



**Joseph Gentile**  
Global Operations  
Director



**Jesse Hill**  
Sr. Director of  
International Finance



**Daniela Frewa**  
Senior Director, Marketing  
International Growth



**Ilaria Profumi**  
EMEIA  
Regional Director



**Ceilia Cravens**  
Sr. Product Manager



**Katherine Goodwin**  
Global Training  
Strategy Manager



**Andrew Jones**  
Sr. Finance Analyst



**Mark Luker**  
Regional Finance &  
Accounting Manager -  
EMEA



**Robert Frogge**  
Global Web  
Marketing Manager



**Stefania Negri**  
Regional Operations  
Manager, EMEA



**Olivia Woodson**  
Global Operations  
Coordinator



**Jelena Radulovic**  
Global Marketing Manager



**Jacqueline Priestly**  
Manager, Global  
Communications



**Sarah Smogoleski**  
People Business  
Partner



**Heather Johnson**  
Global Operations  
Coordinator



**Kristi Walker**  
Global Product  
Strategy Manager



**Carlie Fink-Maddux**  
Senior Global  
Transaction Manager

# Global Agent Advisory Council

eXp's Agent Advisory Council facilitates communication between eXp agents and the executive team, allowing **agents to provide feedback** and ensuring that the **agent-led model of eXp continues to thrive**.



**Steven Johnstone**

Chair



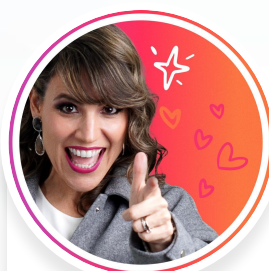
**Shashank Chauhan**

Member



**Monica Garcia**

Member



**Vane Monroe**

Member



**Damian Raxach**

Member



**Karen Trace**

Member