

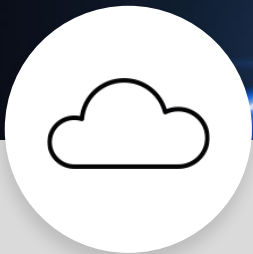


# Build For Your Future with **eXp Realty**

CANADA 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**

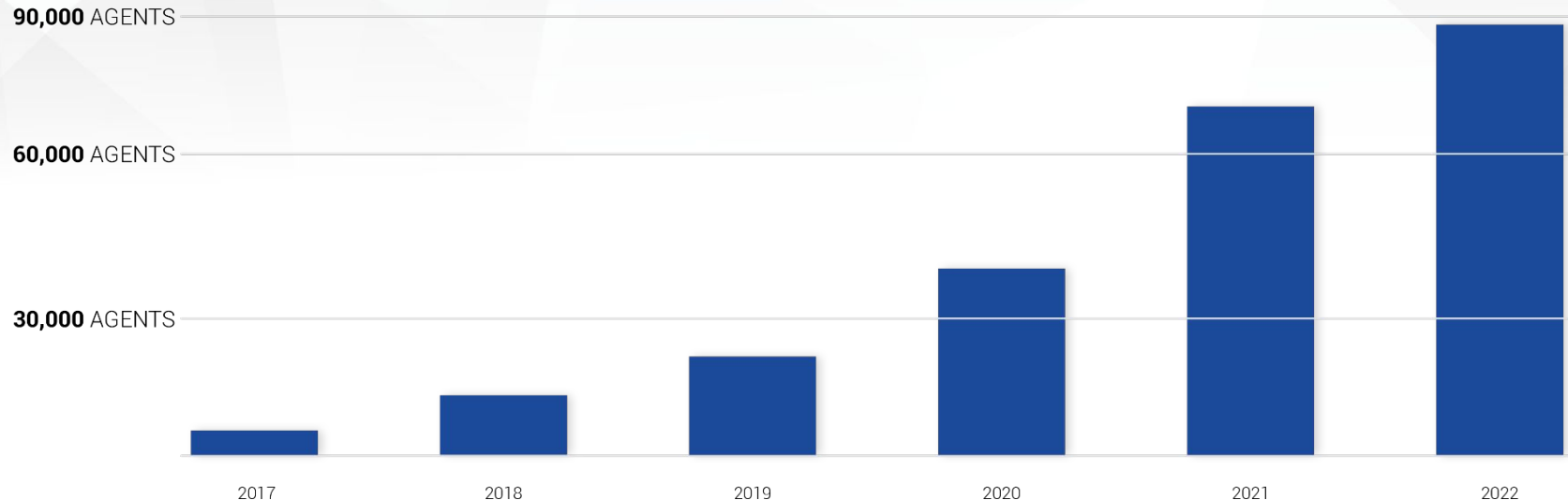
A company obsessed with the future to improve the present, constantly defining new business models and tools.



## **FIND YOUR FREEDOM**

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

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



# 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** sides

**No. 1** Top Mover:  
Sides and Sales  
Volume

**No. 1** Independent



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**No. 1** transactions

**No. 4** sales volume



# Freedom

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

“

It's a **whole new world**. The resources and quick connection across the globe with agents is just a click away — eXp is **at your fingertips**.

”



**Jessie Yerxa**

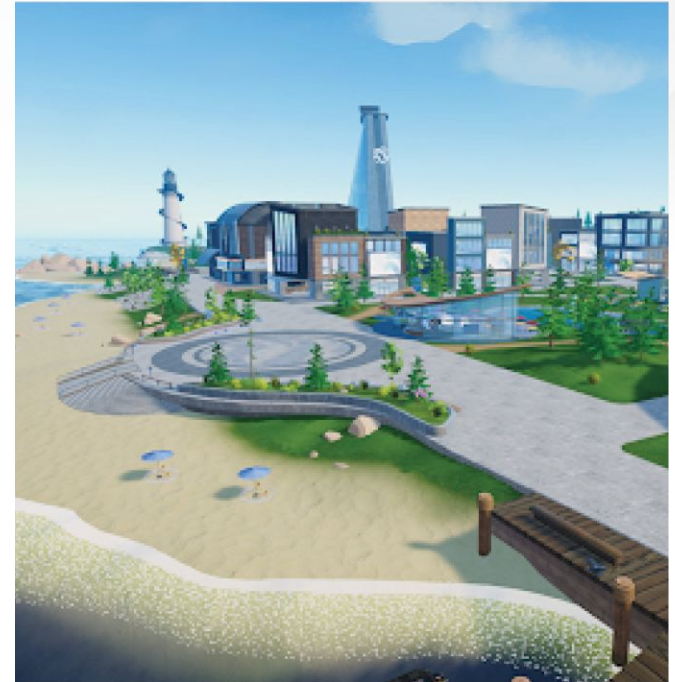
Real Estate Agent,  
eXp Realty





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

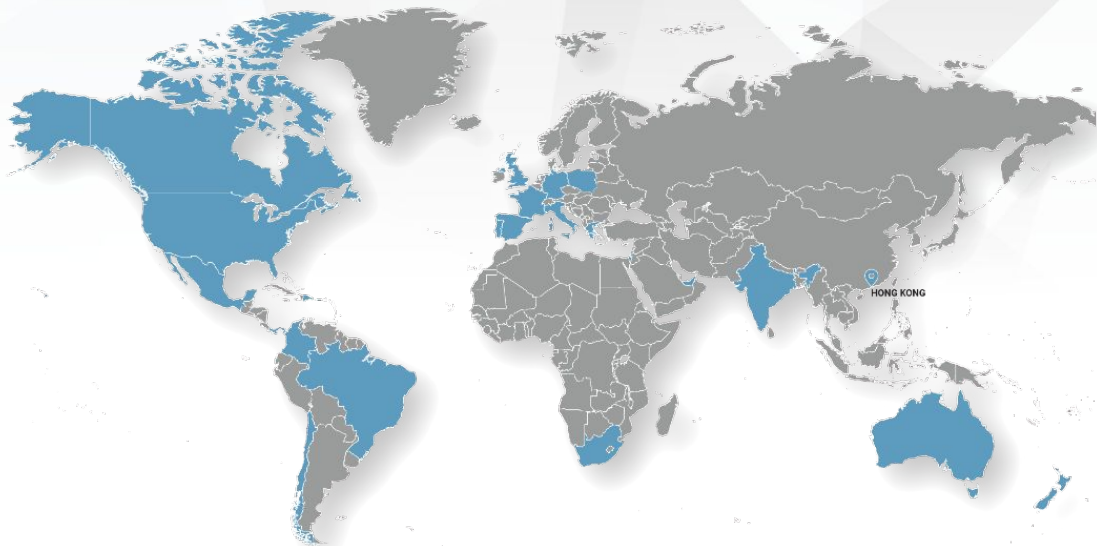
- ▶ Work from anywhere with access to training, support and community
- ▶ Access real-time support from dedicated staff
- ▶ No desk fees or overhead costs
- ▶ No expensive leases means we can invest in you and your technology





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

- ▶ One brokerage with 23 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

# Innovate

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

“

It's a unique concept that will  
**revolutionize** the world of real  
estate and especially all Realtors in  
Canada and our profession!

”



**Mathieu Arseneault**

Real Estate Agent,  
eXp Realty





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



Pioneers in the virtual commercial real estate industry with a cloud-based model that provides agents with state-of-the-art tools and technology, and access to a global community of top league advisors, agents, leaders and partners, building a powerful network of professionals.

[Visit the Website](#)



eXp Luxury will be a global network of eXp agents who provide elevated service to clients anywhere in the world, at any time. Incorporating bespoke marketing capabilities and assets, the program features luxury certification courses and coaching, masterminds and events, and exclusive access to a council of experienced eXp Luxury agents.

[Visit the Website](#)



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

## Revenos

[Visit Website >>](#)

- Drives high-quality buyer and seller referrals directly to eXp agents
- Includes eXp Relocation, eXp REO (Real Estate Owned), eXp Affinity, Making It Rain, and new programs.
- Connects a thriving referral ecosystem through a robust network of industry relationships

## 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

## Lead Gen

*Drive more leads and manage your books.*

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

## Listings Marketing

*Flexible and creative assets*

- 5000+ customizable listing templates available on-demand
- Digital and print assets including: business cards, brochures, Signage, & more
- Flexible branding to feature you first



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

## Transaction Convenience

### *Convenience and security at your fingertips*

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- The **Fintracker app** provides an improved, easy-to-use and more secure FINTRAC experience.
- **ETRAN Mobile by FTNI** allows you to make remote deposits from your mobile device all while ensuring you get the best service and assistance in return.

## Meeting & Office Space

### *Free Access to Regus Business Lounges & Paid Add-On Services*

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- More than 1,200 locations across the globe
- Regus Locations include fully-equipped offices and professional administrative support from center teams as well as access to Wi-Fi. For an additional fee, agents can book private meeting rooms, day offices and host video communications.

# Grow

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

“

I love the potential opportunity of **global revenue share** and the commercial business. There's just **unlimited potential** with this company to expand in other areas, whereas before, I was limited to my city only. Now, I can take my business global!

”



**Denise Mai**

Real Estate Agent,  
eXp Realty



# 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.

## BROKER SUPPORT

Our Province Broker Teams provide you with the guidance and supervision needed to ensure a smooth transaction, everytime. Our regular live local (online and in-person) meetings, trainings and social events help our agents operate as experts across the real estate industry.



# Track and celebrate your production with the eXp PRODUCTION LEADERBOARD and ICON Award

## ICON Award

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

### Up to \$16,000 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

# Own

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

“

I can contribute to building eXp and my personal wealth and wellbeing anywhere in the world that eXp exists. I now have **equity, revenue share and commission** sales all wrapped into one amazing brokerage!

”



**Randy Dyck**

Real Estate Agent,  
eXp Realty



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

## COMMISSION & CAP

**80/20** commission split  
**\$16,000** cap

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

<sup>1</sup>\$285 capped transaction fee. Once capped transaction fees total \$5,700, the capped transaction fee is reduced to \$75.

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

**\$199** start-up fee

**\$139/month** cloud brokerage fee

**\$29** broker review fee<sup>3</sup>

**\$17** commercial insurance fee<sup>4</sup>

(Western Canada) in some provinces

<sup>2</sup> Canada compensation model.

<sup>3</sup> Per transaction.

<sup>4</sup> Per transaction.



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

### Equity Awards Through Incentive Program

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**\$270 CAD** of EXPI stock for  
first transaction closing

**\$540 CAD** of EXPI stock  
when agents cap

**\$540 CAD** 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 **10% discount**

~65% of agents and  
brokers participate  
in the program

### ICON Award

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Top agents receive up to  
**\$16,000** in stock upon  
the achievement of  
certain production and  
cultural goals within  
their anniversary year

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

	eXpansion Share % of AGCI	eXponential Share % of AGCI	FLQA Count Needed
TIER 1	///	3.5%	0 - 4
TIER 2	.2%	3.8%	5 - 9
TIER 3	.1%	2.4%	10 - 14
TIER 4	.1%	1.4%	15 - 19
TIER 5	.1%	0.9%	20 - 24
TIER 6	.5%	2.0%	25 - 29
TIER 7	.5%	4.5%	30+

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





We're proud to offer **eXp Healthcare**, providing our Canadian agents and their families high-quality and affordable group health insurance

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eXp offers agents flexible coverage options to meet the needs of independent contractors. Choose between gold, silver or bronze plans with lower and sustainable long-term costs.

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



# Community

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

“

I switched because of revenue share,  
equity and leads. I stayed because of the  
**amazing collaboration.**

”



**John Tsai**

President,  
eXp Realty Canada





# 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 Realty**

Talk to your sponsor or apply  
today at [join.exprealty.com](https://join.exprealty.com)



# 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.

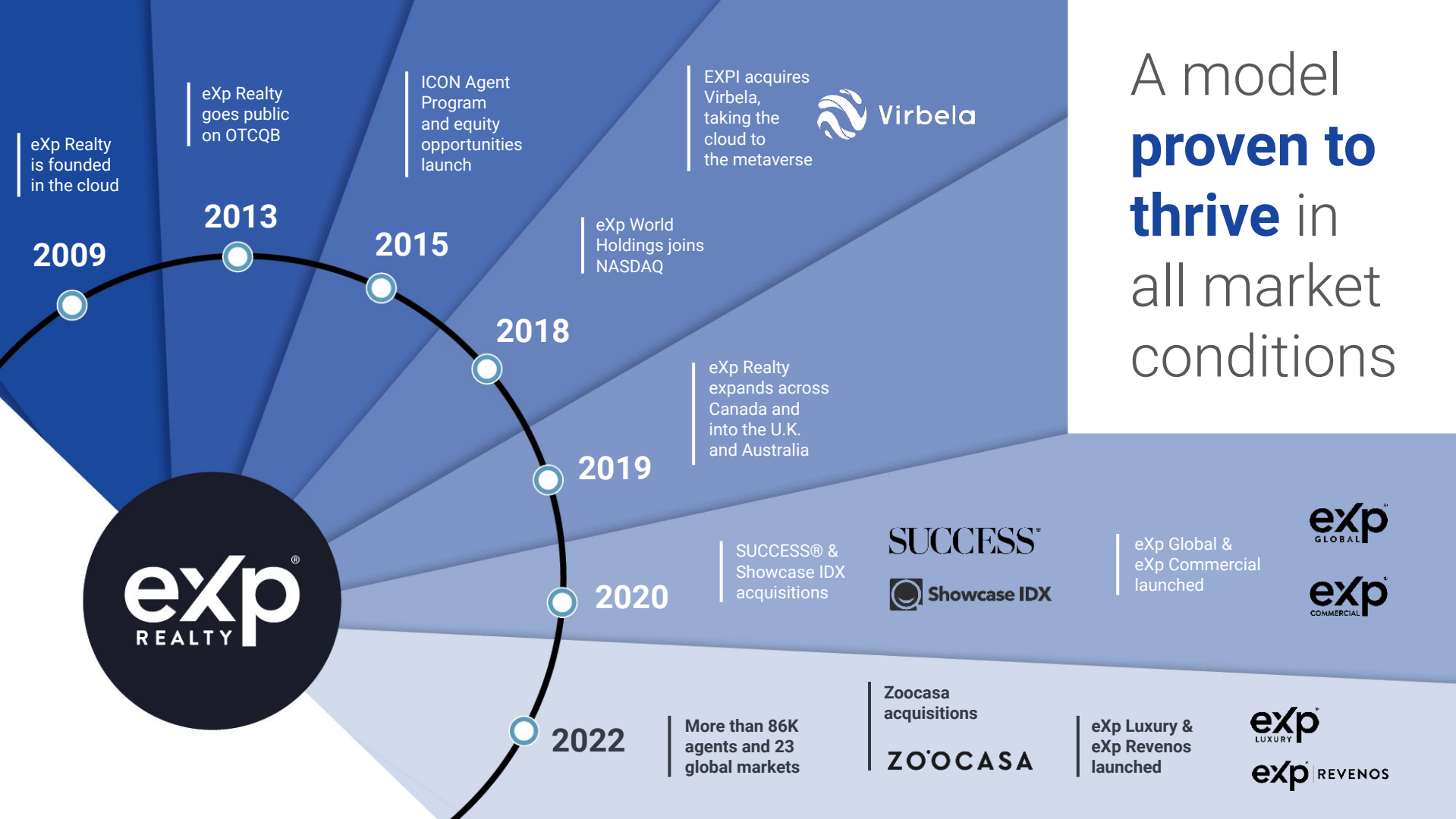
- Glenn Sanford held key roles at internet startups before launching a real estate career in 2002.
- In his year in real estate with a major national franchisor, his team closed over \$60 million in real estate by connecting with consumers online.

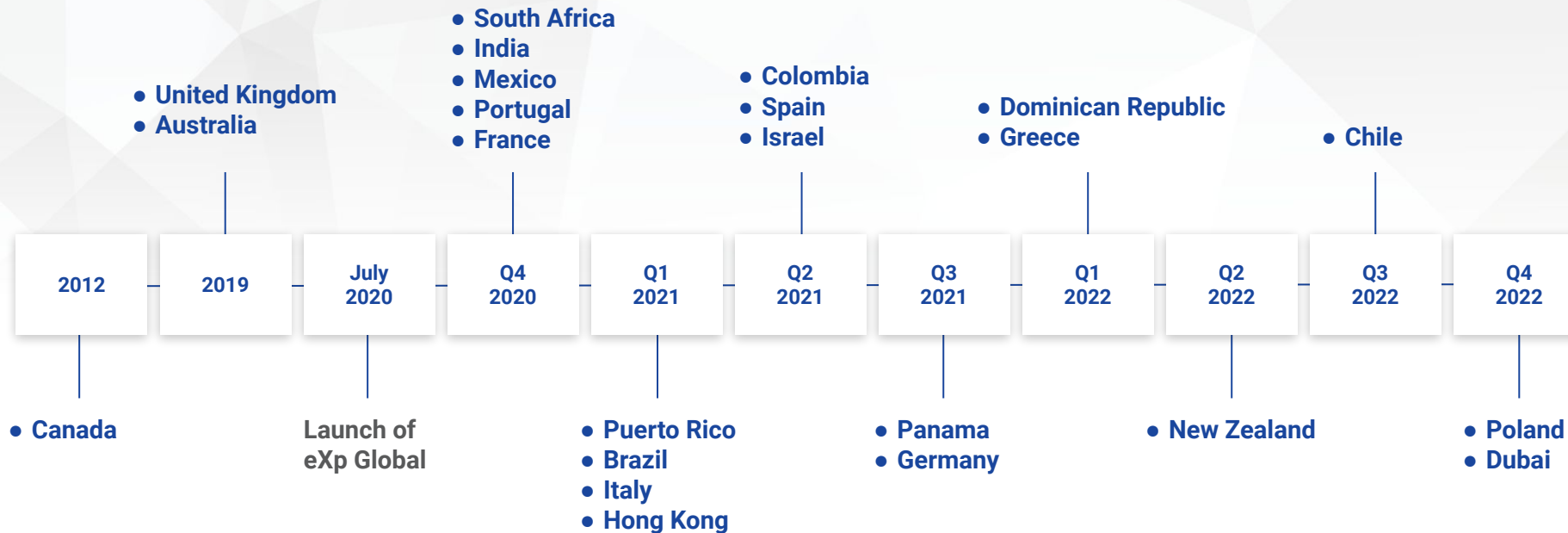


**Glenn Sanford**

Founder, CEO & Chairman,  
eXp World Holdings

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



# 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**.



**John Tsai**  
President,  
eXp Realty Canada



**Dan Strickland**  
Chair - BC



**Katie Van Nes**  
Vice Chair - BC



**Holly Courtright**  
Secretary - BC



**Corey Posluns**  
Quebec



**Joe Tolvay**  
Alberta



**Nav Khela**  
British Columbia



**Bryan Seredynski**  
Alberta



**Raj Sandhu**  
Manitoba



**Monique Lischka**  
Saskatchewan



**Lawrence Mak**  
Ontario



**Jason MacDonald**  
Ontario



# Provincial Agent Advisory Council

Provincial Agent Advisory Councils play a **vital role** in ensuring that agents from all regions of Canada have **adequate representation in providing feedback** and influencing decision-making within the company.

## **Alberta PAAC**

Jason Beattie  
Gurinder Brar  
Tarah Flynn  
Shelagh Krause  
James Knull  
Mark Neustaedter  
Bradley Van De Walle

## **British Columbia PAAC**

Imran Ali  
Scott Andruschak  
Michael Ireland  
Thomas Kala  
Patricia Kiteke  
Joy Willett  
Connie Tobias  
Blake Roberts

## **Manitoba PAAC**

Ryan Espey  
Jaspreet Gill  
Michelle Hartin  
Saleem Mohd  
Kara Nilsson

## **New Brunswick PAAC**

Robert Brown  
Jeremy Deering  
Kayla Hebert  
Jessie Yerxa  
Andrew Phillips

## **Newfoundland PAAC**

Tammy Burke  
Andrew Collins  
Sharayah Eady  
Justin Hollett  
Liam Leonard

## **Nova Scotia and Prince Edward Island PAAC**

Peter Garonis  
Holly Green  
Kyle Kickham  
Chelsea Lawlor  
Dawn Magee  
Tina Ann Marlene Parker  
Richard Payne  
Joanne Pullin  
William Tanner

## **Quebec PAAC**

Eric Boissonneault  
Renato Dall'Ava  
Adam Koubi  
Louis Lachaine  
France Mantas

## **Saskatchewan PAAC**

Brad Chisholm  
Marla Janzen  
Rhonda Lavoie  
Connie McKee  
Megan Sands