



Build For Your Future with **eXp Realty**

[COUNTRY] PRESENTATION



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



CLOUD-BASED

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



LEADING TRAINING & COACHING

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



POWERFUL COMPENSATION

- 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.



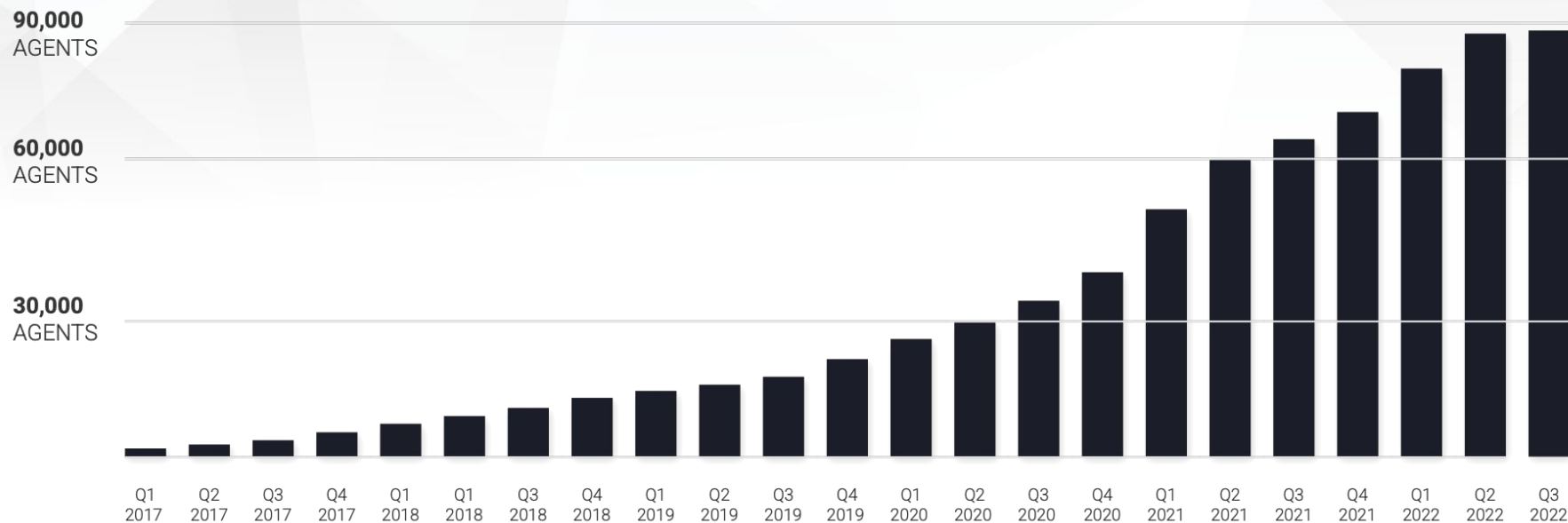
FIND YOUR FREEDOM

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.”

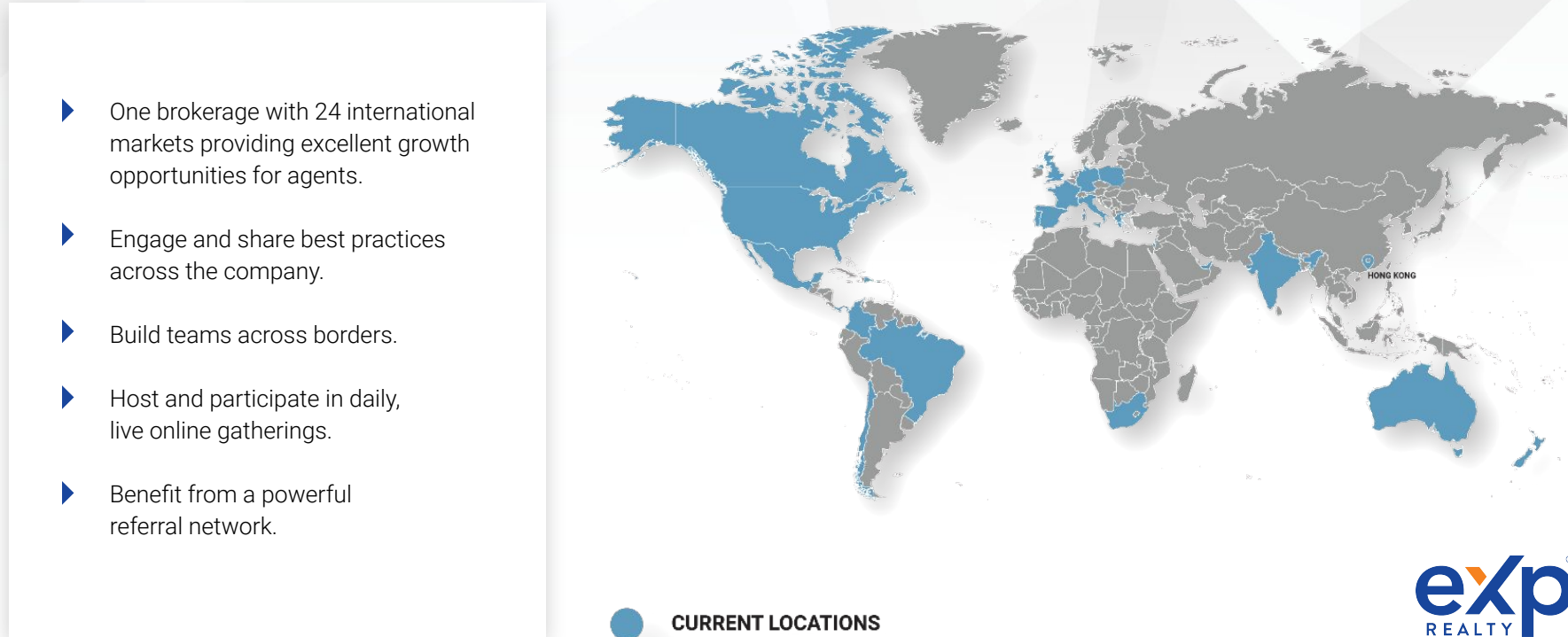
- Andrew Franklin, eXp Agent

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



- ▶ 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.

- ▶ 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.



- ▶ 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.

A world map with countries colored in shades of gray. Countries where exp Realty has current locations are highlighted in blue. These include North America (USA, Canada), South America (Brazil, Chile, Argentina), Europe (UK, France, Germany, Spain, Italy, Portugal, Ireland, Poland, Czech Republic, Slovakia, Hungary, Austria, Switzerland, Netherlands, Belgium, Luxembourg, Greece, Turkey, Russia), Africa (South Africa, Egypt, Morocco, Algeria, Tunisia, Libya, Sudan, Ethiopia, Kenya, Uganda, Rwanda, DRC, Zaire, Angola, Namibia, Botswana, Zimbabwe, Mozambique, Swaziland, Lesotho, Malawi, Zambia, Tanzania, Kenya, Uganda, Rwanda, DRC, Zaire, Angola, Namibia, Botswana, Zimbabwe, Mozambique, Swaziland, Lesotho, Malawi, Zambia, Tanzania), Asia (India, China, Hong Kong, Japan, Korea, Philippines, Indonesia, Malaysia, Singapore, Thailand, Vietnam, Laos, Cambodia, Myanmar, Bangladesh, Pakistan, Afghanistan, Iran, Iraq, Kuwait, Saudi Arabia, Oman, UAE, Qatar, Bahrain, Brunei, Timor-Leste, East Timor, Papua New Guinea, Solomon Islands, Vanuatu, Fiji, Tonga, Samoa, Tuvalu, Kiribati, Nauru, Marshall Islands, Micronesia, Palau, Christmas Island, Norfolk Island, Cook Islands, Niue, Tokelau, Wallis and Futuna, French Polynesia, New Caledonia, Easter Island, Pitcairn Island, Johnston Atoll, Line Islands, Phoenix Islands, Marshall Islands, Micronesia, Palau, Christmas Island, Norfolk Island, Cook Islands, Niue, Tokelau, Wallis and Futuna, French Polynesia, New Caledonia, Easter Island, Pitcairn Island, Johnston Atoll, Line Islands, Phoenix Islands), Oceania (Australia, New Zealand).

CURRENT LOCATIONS

exp REALTY

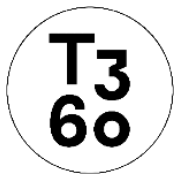
- ▶ One brokerage with 24 international markets providing excellent growth opportunities for agents.
- ▶ Engage and share best practices across the company.
- ▶ Build teams across borders.
- ▶ Host and participate in daily, live online gatherings.
- ▶ Benefit from a powerful referral network.

A world map with countries colored in blue and grey. Blue indicates current locations, while grey indicates other regions. The legend at the bottom left shows a blue circle next to the text "CURRENT LOCATIONS".

CURRENT LOCATIONS

The logo for Exp Realty, featuring the word "exp" in a stylized font with an orange dot above the "x", and the word "REALTY" in a smaller, sans-serif font below it.

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



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



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

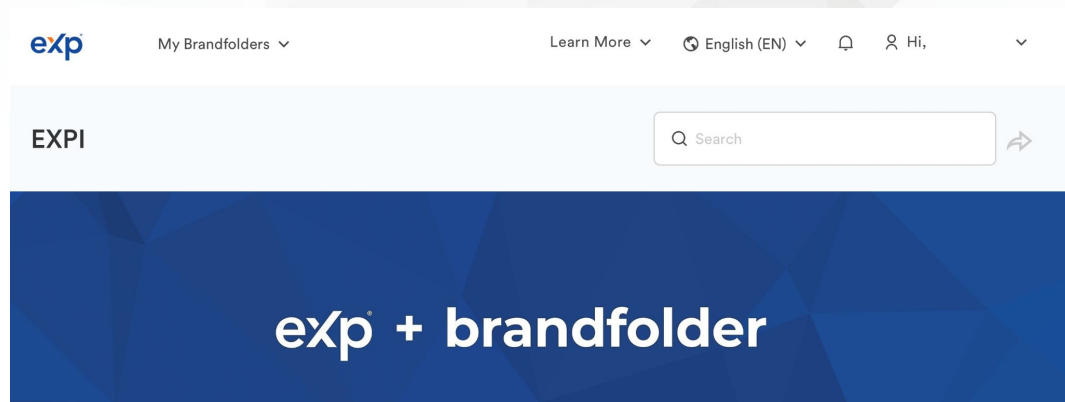
[Visit Website >>](#)

- 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!

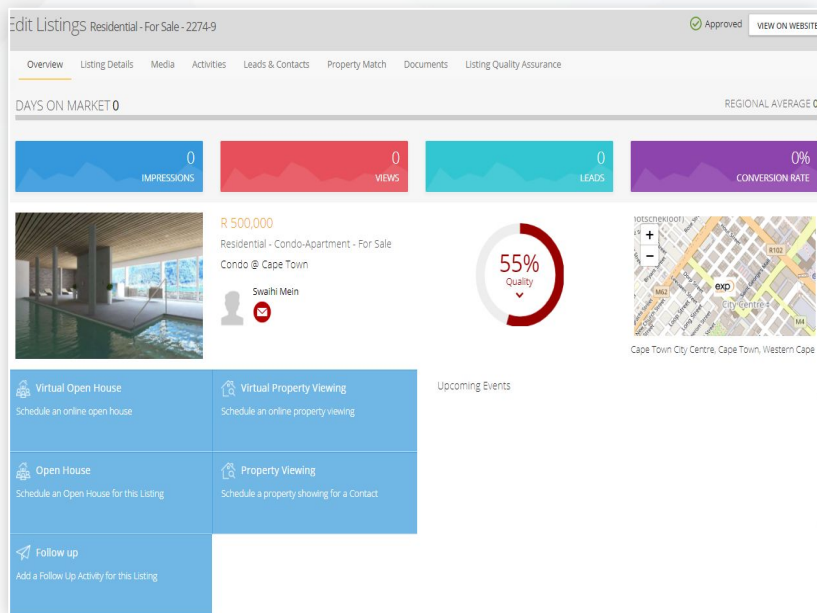
Brandfolder: your **database** for customizable digital and print assets

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

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!

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.

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

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

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

After capping, earn **100% commission** for the remainder of the year.¹

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

STANDARD COSTS²

[\$\$] start-up fee
[\$\$] /month cloud brokerage fee
[\$\$] transaction review fee³
[\$\$] risk management fee⁴

² [country] compensation model.

³ Per transaction.

⁴ Per transaction and caps at \$500.



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

Equity Awards Through Incentive Program

[\$\$] 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

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

~65% of agents and
brokers participate
in the program

ICON Award

Top agents receive up to
[\$\$] 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	Max Payout Per Agent
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 - 39	\$[]
TIER 7	.5%	4.5%	40+	\$[]

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.

As part of our **Accelerate Incentive program**, the company will automatically open revenue share tiers two and three for new agents to reduce barriers to build for their future in their first 12 months with eXp Realty.

AGC = Adjusted Gross Commission Income

FLQA = Front-Line Qualifying Agent





eXp [country] Revenue Share Explained

Single Agent Revenue Share*

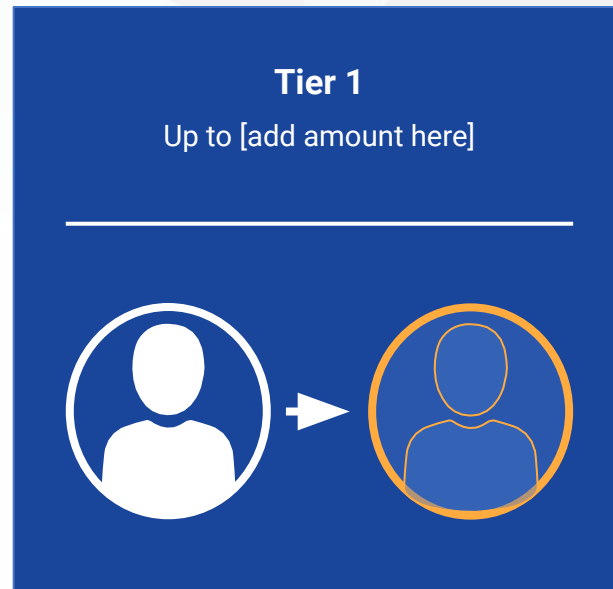
3.5% of the gross commission

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 **[add amount here]** 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.



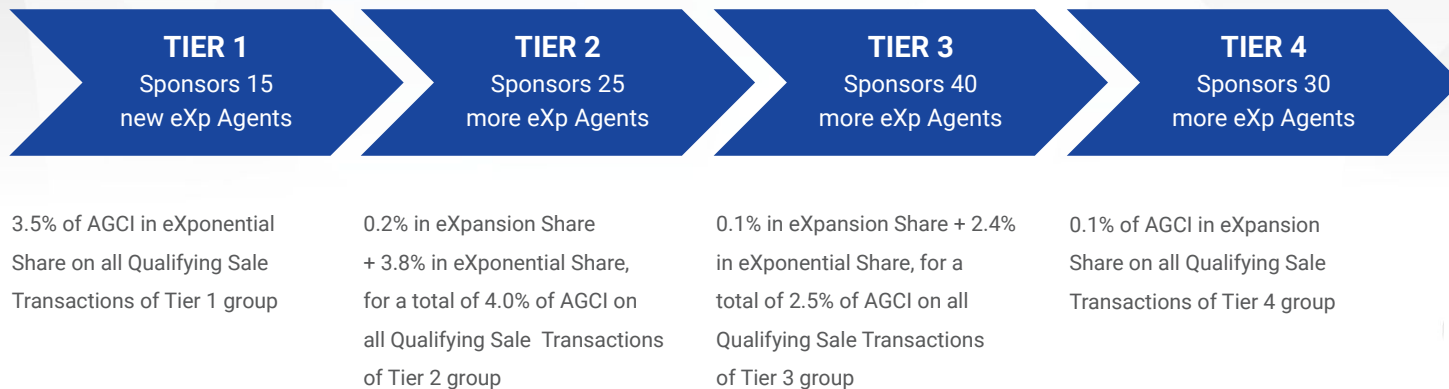
*These figures are not a guarantee, representation or projection of earnings or profits you can or should expect. They also do not include expenses incurred by Agents in operating their businesses. eXp Realty makes no guarantee of financial success. Success with eXp Realty results only from successful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



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 [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.

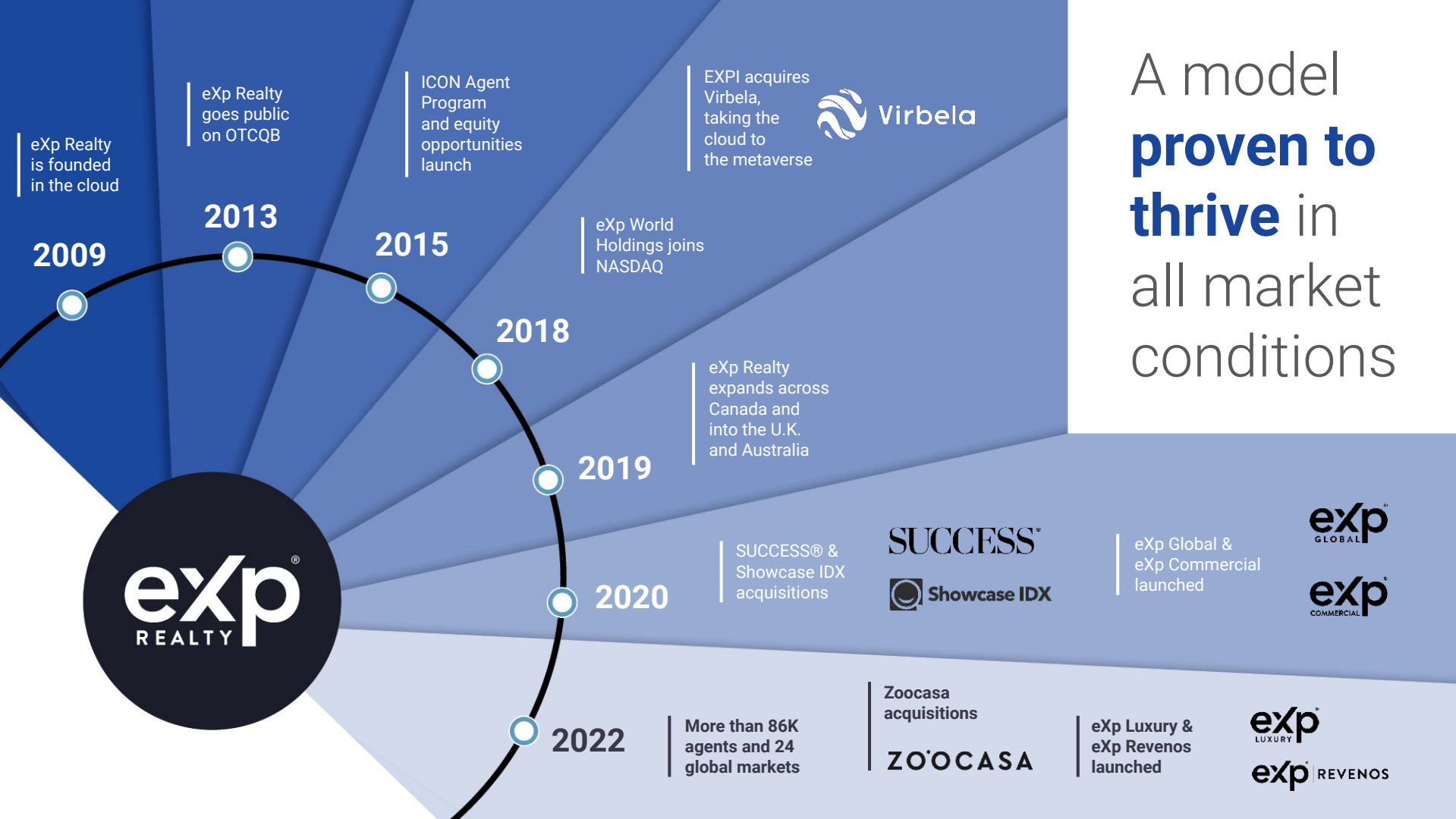
- Glenn Sanford held key roles at internet startups before launching a real estate career in 2002.
- In his year in real estate with a major national franchisor, his team closed over \$60 million in real estate by connecting with consumers online.

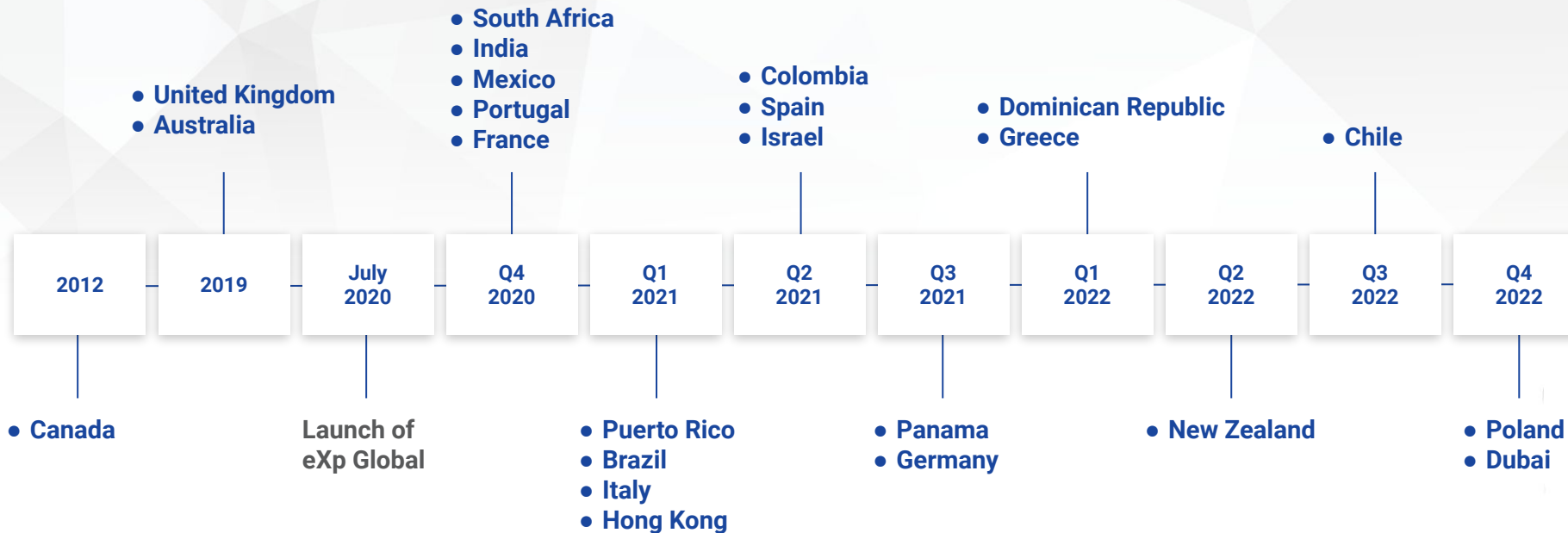


Glenn Sanford

Founder, CEO & Chairman,
eXp World Holdings and
CEO eXp Realty

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



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