



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

UNITED STATES 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.



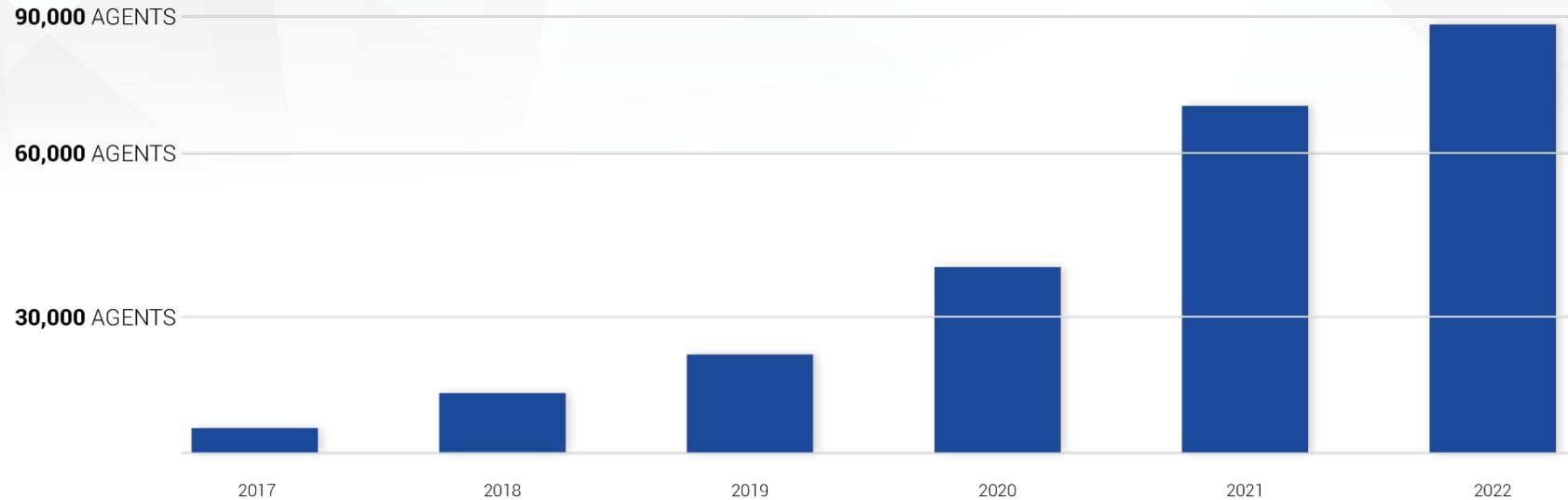
## **FIND YOUR FREEDOM**

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

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

T H E  
**REALTRENDS**  
F I V E H U N D R E D  
2023

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**No. 1** sides

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

**No. 1** Independent

RISMEDIA<sup>®</sup>  
**POWER BROKER**  
REPORT

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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.

“

One thing that did surprise me was **how much I loved the eXp World!** Silly, but true. To be able to get teleported in front of anyone you need to talk to and get the answers to your questions instantly is not something you'd get anywhere else!

”



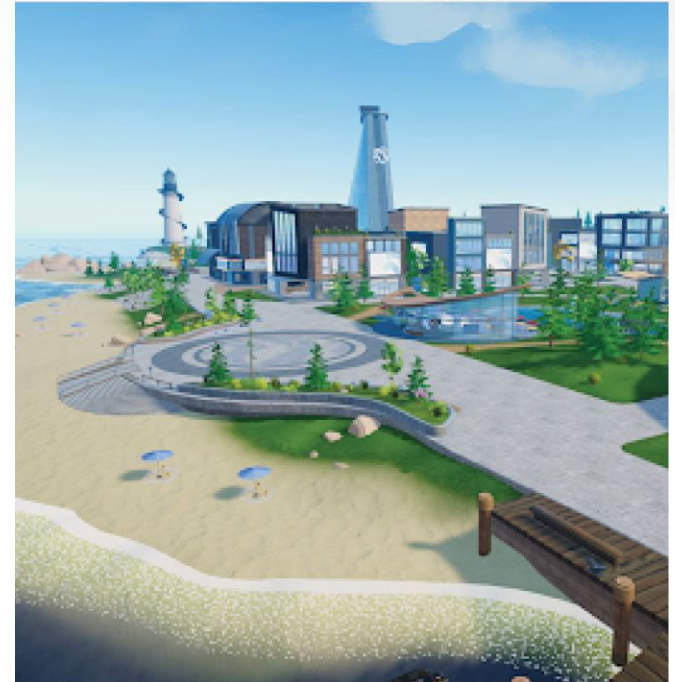
**Christianna Pyo**  
Real Estate Agent,  
eXp Realty





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

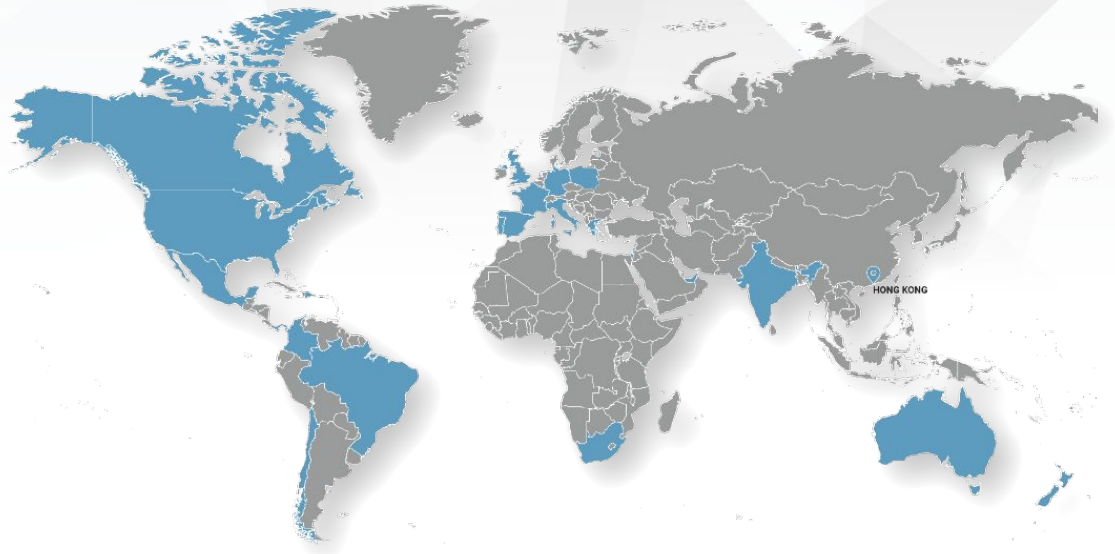
- ▶ Work from anywhere with access to training, support and community
- ▶ Access real-time support from dedicated staff
- ▶ No desk fees or overhead costs
- ▶ No expensive leases means we can invest in you and your technology





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

- ▶ One brokerage with 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

# Innovate

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

“

We're innovative, we're agile and  
we're always **one step ahead**  
embracing opportunities in a real  
estate model that **has no equal.**

”



**Elizabeth Riley**  
Real Estate Agent,  
eXp Realty





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



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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](#)



LUXURY

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eXp Luxury is 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](#)

# The future of luxury real estate **has arrived.**

eXp's exclusive luxury real estate program provides members with access to a robust suite of resources, tools and training designed to differentiate them in the luxury market. Members are positioned to stand out as trusted advisors who bring both local market expertise and valuable global connections to their clients...  
Because the future of luxury real estate can be found anywhere in the world.

**World-class Brand Advertising & Marketing |**  
**Luxury Listing Distribution | Powerful Partnerships |**  
**Extraordinary Presentations | A Powerful Community |**  
**Global Exposure**

exp<sup>™</sup>  
REALTY

LUXURY





# 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, ExpressOffers, 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.exprealty.com** is the hub for all available solutions

## Lead Gen

*Drive more leads and manage your books.*

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- 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*

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- 5,000+ customizable listing templates available on-demand
- Digital and print assets including: business cards, brochures, signage and more
- Flexible branding to feature you first

# Grow

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

“

We learn so much outside of simply selling homes – whether **coaching, training, teaching or helping others.** And there were different lanes of revenue. The opportunity to become a leader and truly impact lives within the real estate community is phenomenal.

”



**Chastin Miles**

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 State 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 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

## PRODUCTION LEADERBOARD

Track your production so you always know how you are performing.

- US individual agents can track their residential sales volume and transaction sides in real time.
- All users receive email updates with their production status and have the option to enable text messaging.
- Next phase additions: Team tracking, additional transaction types and global production.





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

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



# Own

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

“

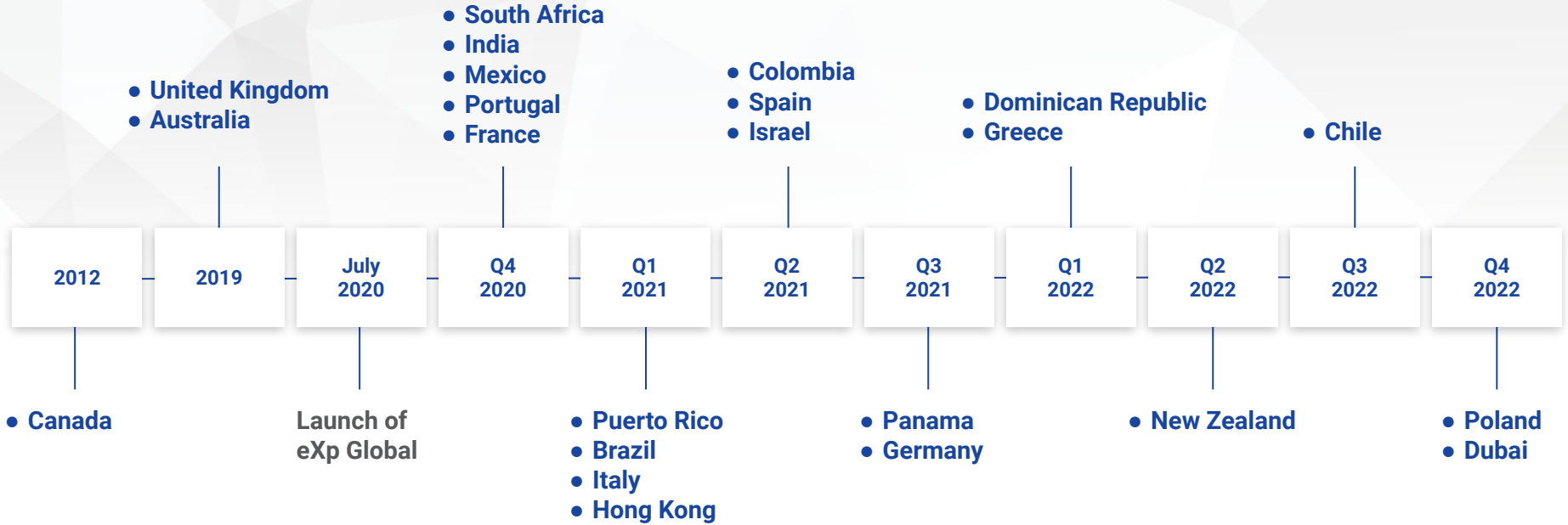
For influencers (authors, trainers, coaches and public figures), eXp is the only real estate company on the planet that makes total sense. Here at eXp I am able to help my fellow agents live their **ultimate greatness** while being compensated for helping the company grow and for doing the same things I was doing at my former company. eXp has created the **ultimate WIN-WIN.**

”



**Knolly Williams**  
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>\$250 capped transaction fee. Once capped transaction fees total \$5,000, the capped transaction fee is reduced to \$75.

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

**\$149** start-up fee

**\$85/month** cloud brokerage fee

**\$25** transaction review fee<sup>3</sup>

**\$40** risk management fee<sup>4</sup>

<sup>2</sup> U.S. compensation model.

<sup>3</sup> Per transaction.

<sup>4</sup> Per transaction and caps at \$500.





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

### Equity Awards Through Incentive Program

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**\$200** of EXPI stock for first transaction closing

**\$400** of EXPI stock when agents cap

**\$400** 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 a 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 U.S. agents and their families high-quality and affordable group health insurance

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Save money, improve your provider network, and decrease your out-of-pocket costs, plus our concierge service is happy to help with all your scheduling needs.

Incredible coverage with low copays, mental health coverage and the ability to add on vision, dental, critical illness, and accident coverage

Affordable monthly premiums, limited out-of-pocket maximum, and \$0 deductible plans available

Many plans have an Open Network that allows for access to the best doctors in the country

According to NAR,  
28-33% of Realtors®  
are uninsured in any  
given year.



[FIND YOUR PLAN](#)

Source: RISMedia, 2019



# Community

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

“

I never thought I would land on a **sense of community** when I was just joining what sounded like a great brokerage from a business standpoint. I did not expect the community aspect of eXp to be so strong and clearly defined. There is somewhere for everyone in eXp depending on who you are and **what matters to you.**

”



**Keely Rich**  
Real Estate Agent,  
eXp Realty





# 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



# APPENDIX

About eXp Realty





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

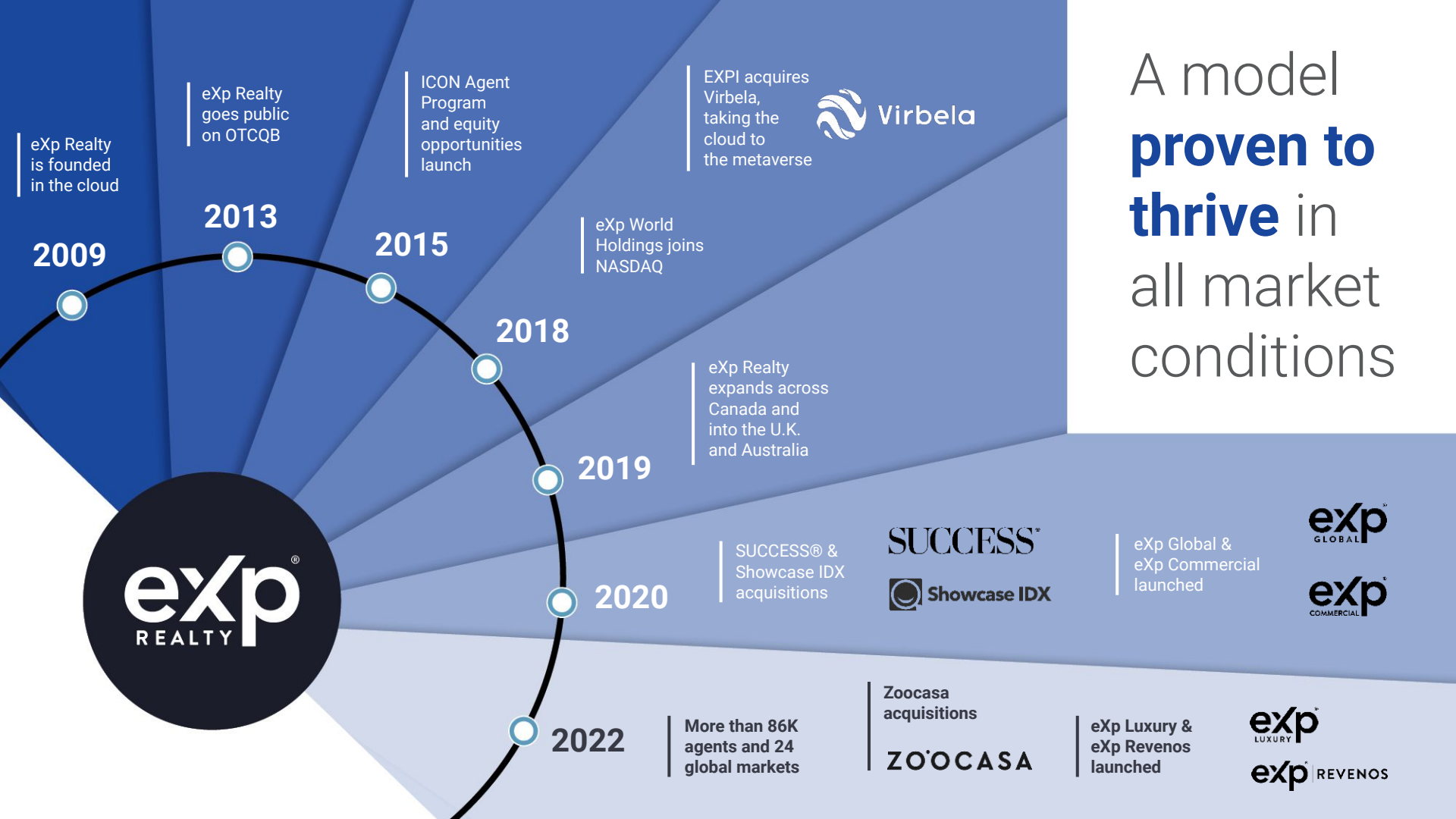
In 2009 he created eXp Realty, the first cloud-based brokerage model, to give agents, leaders and partners from all over the world the opportunity to earn, learn and grow like never before.

- 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



eXp Realty is founded in the cloud

eXp Realty goes public on OTCQB

ICON Agent Program and equity opportunities launch

EXPI acquires Virbela, taking the cloud to the metaverse



eXp World Holdings joins NASDAQ

eXp Realty expands across Canada and into the U.K. and Australia

SUCCESS® & Showcase IDX acquisitions



eXp Global & eXp Commercial launched



More than 86K agents and 24 global markets

Zoocasa acquisitions  
ZOOCASA

eXp Luxury & eXp Revenos launched





# 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**.



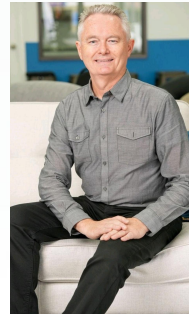
Matt Ruotolo  
AAC Chair



Sheryl Houck  
AAC Vice Chair



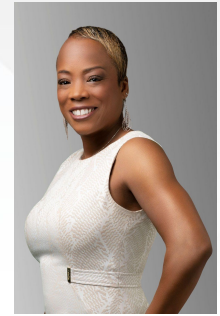
Niki Carter



Richard Daskam



Rob Edwards



Marisa Fletcher



Holly Maloney



Heather Morton



Lisa Parenteau



Sara Walsh



Brian White



Lorre Wilson

# CUSTOMIZABLE TEMPLATES

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**Note:** *Make a copy of this presentation before making any edits.*

Select the image box within the slide, right click and select “Replace Image” to add your own images.

Remove any unused customizable templates before presenting or creating a PDF.





At eXp, we are  
on a mission to  
**change lives** as  
the most agent-  
centric brokerage  
on the planet.





Type your copy  
**right here** in  
this text box.



# First Last

Title Goes Here

eXp World Holdings

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**First Last**

Title Goes Here  
eXp World Holdings

