



eXp Realty – eXp Commercial for Broker Owners & Team Leaders

**For follow up please go to www.AgentsGetFree.com
for upcoming presentations and take a deeper dive**

What We Will Cover



How Brokers & Team Leaders can leverage a platform to explode their business



The Business Model for Agents



eXp World



The Partnership

Innovation Always Happens

Traditional Hotel Chains



Traditional Bricks & Mortar
Real Estate Brokerages



COMP ▲ 0.06% +5.48 9,275.16	NASDAQ100 ▲ 0.12% +10.68 9,101.61	DJI ▲ 0.04% +10.75 28,733.60	SP500 ▼ 0.01% -2.75 3,456.12
COMCAST CMCSA ▼ 1.63% -0.72 \$43.32 After Hours \$43.31	PEPSICO PEP ▼ 0.50% -0.71 \$141.73 After Hours \$141.73	APPLE AAPL ▲ 2.09% +6.65 \$324.34 After Hours \$324.34	STARBUCKS SBUX ▼ 2.12% -1.88 \$86.72 After Hours \$86.68
		amazon AMZN ▲ 0.26% +4.75 \$1,858.00 After Hours \$1,857.99	PayPal PYPL ▲ 0.12% +0.14 \$116.66 After Hours \$116.95
			COMCAST CMCSA ▼ 1.63% -0.72 After Hours



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



Cloud Campus Environment
No Desk Fees and Work From Anywhere



Live Training
50+ Hours Weekly Online Training



Real-time Support
Specialized Support Teams Ready to Help



International Collaboration
Expansive Referral Networks and Education



Powerful Equity Opportunities
Revenue Share and Stock Equity Programs



THE REALTRENDS FIVE HUNDRED 2021

#1 Top Movers: Transactions
Ranked by largest increase in closed sides
from 2019 to 2020

#1 Top Independents
Ranked by closed transaction
sides for 2020

#2 Top Movers: Volume
Ranked by largest increase in closed
sales volume from 2019 to 2020

#3 Closed Transaction Sides
Ranked by closed transaction
sides for 2020

#4 Closed Sales Volume
Ranked by closed sales volume for 2020

#4 The Billionaires' Club
Ranked by at least \$1 billion of
closed sales volume in 2020

RESIDENTIAL

No Desk Fees, No Royalty, No Franchise Fees

Commission & Cap

- 80%/20% commission split
- \$25/transaction broker review
- \$40/transaction risk mgmt fee ¹
- When 20% = \$16,000 Cap

After that earn 100% commission for the remainder of anniversary year.

Then *\$250 capped transaction fee.*

-Once capped transaction fees total \$5,000 then the capped transaction fee is reduced to \$75/transaction.

Standard Costs

- \$149 One Time Start-up Fee
- \$85/Month tech & University Fee

These are U.S. fees only.

¹ Per transaction and caps at \$500.

No Desk Fees, Royalty Fees or Franchise Fees

Commission & Cap

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

After that earn 100% commission for the remainder of anniversary year ¹

¹ \$250 capped transaction fee. Once capped transaction fees total \$5,000 agent qualifies for ICON status. Transaction fee remains at \$250 per transaction.

Standard Costs ²

- \$250/month tech/cloud fee
- \$250 broker review³
- \$100 risk management fee³

² These are U.S. fees only.

³ Per transaction with a Yearly CAP of \$1000
\$250 Monthly Cloud Brokerage fee includes Reonomy National Access, Buildout Elite CRM, Marketing center, Listing Syndication, Skyslope Transaction Management and Cloud Brokerage fee.



COMMERCIAL



CRE Tools/Benefits Brought to you by eXp Commercial

Included in \$250 monthly fee



- Instant Marketing/Document Creation (OM's, Proposals, Flyers)
- Interactive Site Plans
- Deal & Pipeline Management
- Property Listing Syndication
- CRM & Database
- Property Websites
- Document Vaults
- Branded Email Marketing



- National data access
- Sale Comps
- Listings
- Forecasting
- Tenant
- Public Records
- Market Analytics
- Lease Comps
- Lease Analytics
- Off-market properties
- Owner Contact Info



- Smart CRM
- Track ROI and Leads
- Build forms and landing pages to capture leads
- Marketing Automation
- Connect with contacts via text message, email, phone call and Facebook Messenger all in one stream.



- Unlimited Revenue Share
- Equity Stock Awards Program
- Over 50+ hours a week in trainings
- Virtual Office Space
- 100% Commission Potential
- \$20,000 yearly CAP
- 80/20 Split
- Apprentice/Advisor Program
- ICON Program (CAP back in stock)
- Workplace platform Collaboration





23M commercial property records
synced with technology to
eXp Commercial's business verticals:

- Valuation and Consulting
- Market Research
- Capital Markets
- Tax Consulting
- Investment Sales
- Property Management
- Leasing
- Brokerage



EARNINGS DISCLAIMER:

This is not a get-rich-quick platform. We believe in hard and smart work, adding massive value and having the spirit of serving others. We can not and do not make any guarantees about your own abilities to get results or earn any income with our systems, ideas, information, programs or strategies. We will work alongside to lead you. Your results are up to you. We're here to assist by giving you our greatest strategies to move you forward, faster. However, your success is not guaranteed.



Model Residential Selling Broker Owners & Team Leaders with 10 Agents

Commission & Cap

- 80%/20% commission split
- \$25/transaction + \$40/e&o fees

*Deal 1 \$800,000 X 2.5% Rev = \$20,000 X 80% =
\$16,000 - \$65 = \$15,935 to agent. \$4,000 to exp*

*3 More Deals X \$4K=add'd \$12,000 paid to exp
plus 1st deal is 4 X \$4K = \$16,000 paid to
company*

*Deal 5 through 25 Broker keeps \$20,000-
\$250=\$19,750 to agent*

*Then ICON status achieved = \$16,000 in EXPI
stock awarded to ICON agent.*

Actual Fees BO & TL pay:

- \$149, plus \$85 x 11 = \$935 = \$1,084
- \$65 x 4 deals = \$260
- \$250 x 20 = \$5,000
- = Total Fees \$6,344

PLUS EARNED EXPI STOCKS

- \$200 1ST DEAL
- \$400 CAP (after 8 deals)
- \$400 per team member (x 10 =
\$4,000)
- = \$4,600 in stock => Net \$1,744

Equity Opportunities

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

Sustainable Equity Plan

- Earn \$200 EXPI shares on your first transaction
- Earn \$400 EXPI shares when you fully cap
- Earn \$400 EXPI 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



True Millionaires Lives Off Passive Income

Residual Income = RETIREMENT

Annual Residual Income

Savings Earning 6.27%/year

\$2,500	\$40,000
\$12,500	\$200,000
\$37,600	\$600,000
\$62,700	\$1,000,000
\$94,000	\$1,500,000
\$132,000	\$2,105,000
\$348,000	\$5,550,000



A True Millionaire Lives Off Passive Income

Ask yourself this question:

If I stay with my current real estate broker, how long will it take me at my current pace to save or to make \$1,500,000?

If I can make & save \$37,500/year AFTER taxes and all normal living expenses, it would take 40 Years!



Single Agent Revenue Share

3.5% is paid out of the 20% Company Dollars - GCI
Example: \$800K sale x 2.5% commissions = \$20,000.
\$20,000 GCI x 3.5% = \$700 revenue share.

Agents at eXp Realty can receive residual income from the productive agents they sponsor into the company.
Earn Up To \$2,800 annually for each deal each agent closes, when you personally introduce them to eXp.

Revenue share is paid by company dollars and does not reduce agent's 80% commission.

Tier 1
3.5% GCI

Up to \$2,800










YOU



Agent
Friend
You
Refer



Cascading Revenue Share = Retirement Plan

	Maximum Potential Annual Revenue Share Per Capping Agent for Residential/Commercial	Personal Qualifying Agent Count Needed
Tier 1	3.5% Up to \$2,800/\$3,500	 1+
Tier 2	4.0% Up to \$3,200/\$4,000	 5+
Tier 3	2.5% Up to \$2,000/\$2,500	 10+
Tier 4	1.5% Up to \$1,200/\$1,500	 15+
Tier 5	1.0% Up to \$800/\$1,000	 20+
Tier 6	2.5% Up to \$2,000/\$2,500	 25+
Tier 7	5.0% Up to \$4,000/\$5,000	 30+
TOTAL	20% Total \$16,000/\$20,000	All On Your Tier 1



Cascading Revenue Share

In addition, agents earn residual income from productive agents sponsored into their overall group.

Example: If you personally sponsor 5 productive tier 1 agents and they sponsor their own productive agents, then you can earn 4% GCI up to \$3,200 annually for each of those tier 2 agents. (\$400K sale x 2.5% commissions = \$20,000 GCI x 4% Tier 2 = \$800)

There is no limit to the amount an agent can earn.

Tier 1 (All personal Agents) 3.5%	Tier 2 (5 FLQR personals) 4.0%
Up to \$2,800	Up to \$3,200



5 Cappers Who Sponsor 5 Cappers: 1-2 yr plan

	Per Agent Revenue Share	Annual Revenue Share
Tier 1	Yr 1: 6 x up to \$2,800	\$16,800 / yr
Tier 2	Yr 2: 36 x up to \$3,200	\$115,200 / yr
Tier 3	Here's A Proven Plan to achieve Up to \$132,000 Year / \$11,000 Month with 42 productive real estate agents Refer Agents Closing \$2,667,000 x 3% market = \$80,000 GCI Or Agents Closing \$3,200,000 x 2.5% market = \$80,000 GCI	
Tier 4		
Tier 5		
Tier 6		
Tier 7		

10 Cappers Who Sponsor 10 Cappers: 2-5 yr plan

	Per Agent Revenue Share	Annual Revenue Share
Tier 1	Yr 1 & 2: 10 x up to \$2,800	\$28,000 / yr
Tier 2	Yr 2, 3, 4, 5: 100 x up to \$3,200	\$320,000 / yr
Tier 3	<div><p>Here's A Proven Plan to achieve Up to \$348,000 Year / \$29,000 Month</p><p>with 110 productive real estate agents</p><p>Refer Agents Selling \$2,667,000 x 3% market = \$80,000 GCI</p><p>Or Agents Selling \$3,200,000 x 2.5% market = \$80,000 GCI</p></div>	
Tier 4		
Tier 5		
Tier 6		
Tier 7		

Welcome to Our World

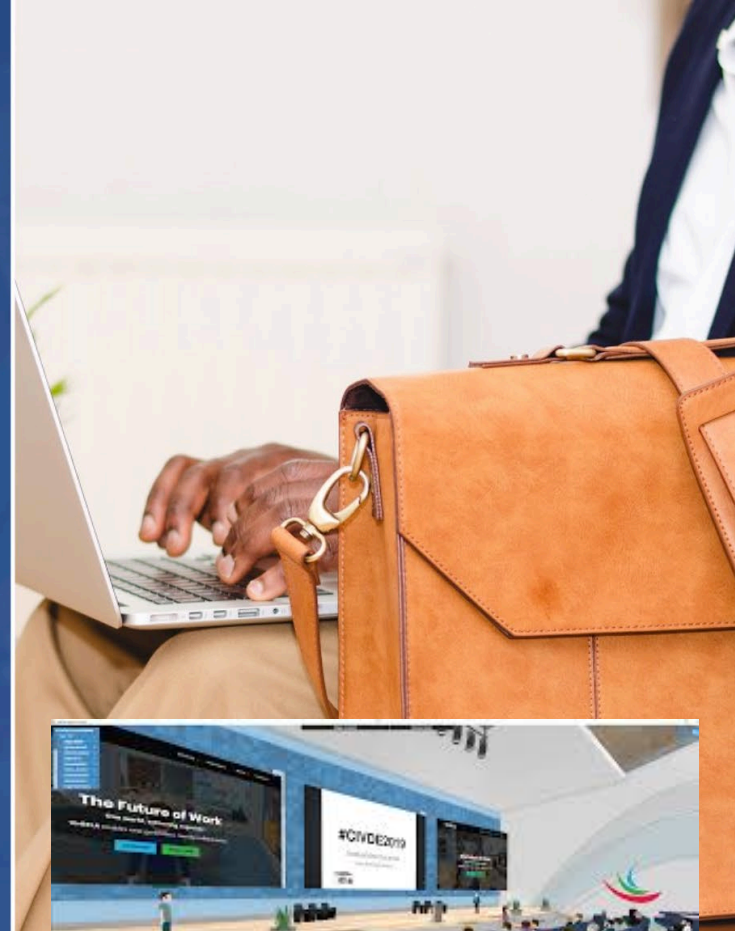
eXp World is the real estate office of the future, but available today. A cloud campus environment where agents can meet and learn together, no matter where they might be located.



exp
COMMERCIAL

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





Stanford University

Service Used: **Enterprise Campus**

Most online courses have terrible completion rates and low engagement levels. That's why the Stanford Business School has chosen to host Executive Education programs in our virtual classrooms where students have a 95% completion rate.

"What's exciting about this new program is that we've developed a curriculum that is hands-on, spans multiple time zones, and bridges physical distance to fully engage participants in an experiential learning environment."

-Sarah Soule, Faculty Directory, Stanford

[READ THE FULL STORY](#)



Some of our happy clients

exp
REALTY

MIT
MANAGEMENT
SLOAN SCHOOL

pwc

htc

UC San Diego

RioTinto



The Honor Foundation

Service Used: **Private Campus**

The Honor Foundation uses a VirBELA Private Campus to deliver world-class transition curriculum to Navy SEALs, Army Special Ops Command, and other military groups no matter where they are in the world.

"This platform is truly remarkable and enables THF to reach fellows truly deserving of the process. I'm honored to be a part of this learning adventure. #thefutureisnow"

-Zachary Rivera, The Honor Foundation Student

[See More Testimonial](#)



Live Training

- More than 60 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



Real-Time Support

- Quick, on-demand support services
- Live support from eXp Realty's agent services, technology and finance experts
- Transaction specialists available wherever an agent or team is located
- Support teams online and available weekdays from 9 a.m. - 8 p.m. EST (11 HOURS per Day) soon 24/7

**1,900+ Support
Staff, State
Brokers,
Transaction
Coordinators...**

Our Business Model

Cloud
Campus

Live
Training



Real-Time
Support

International
Collaboration

Equity
Opportunities



expTM International GLOBAL

- 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 Agent Healthcare

At eXp Realty, we're proud to offer eXp Agent Healthcare, which provides U.S. eXp Realty agents with innovative and low-cost healthcare choices.

eXp Agent Healthcare helps agents save money, improve their provider network, and decrease their out-of-pocket costs. Our plans help eXp agents save 60% on average on their fixed expense

- Annual savings of up to 8K
- Out-of-pocket savings up to \$16,200/yr
- Insurance and medical cost sharing
- Telemedicine and second opinion services
- Supplemental insurance

Goodbye, healthcare hassles, and hello, peace of mind.

Find the right plan for you and your family at
eXpAgentHealthcare.com.



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

Source: RISMedia, 2019



eXp Solutions

Tools for Productive Agents



eXp Enterprise

Enterprise 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



Agent Solutions



Enterprise

Skyslope

Workplace

CRM &
Lead Gen

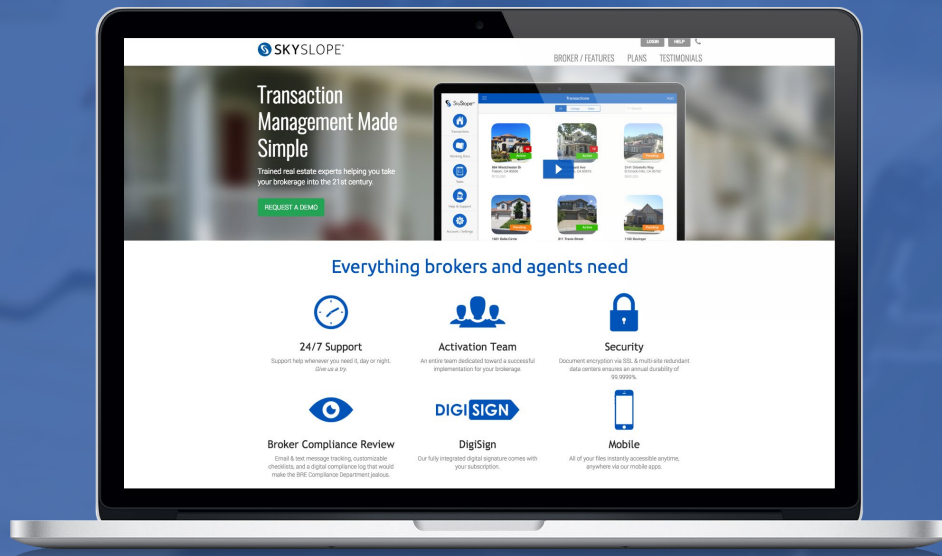
Marketing
& Branding





SkySlope 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
- Collaborate with your team, the broker, transaction specialists, ect



@ Workplace by Facebook

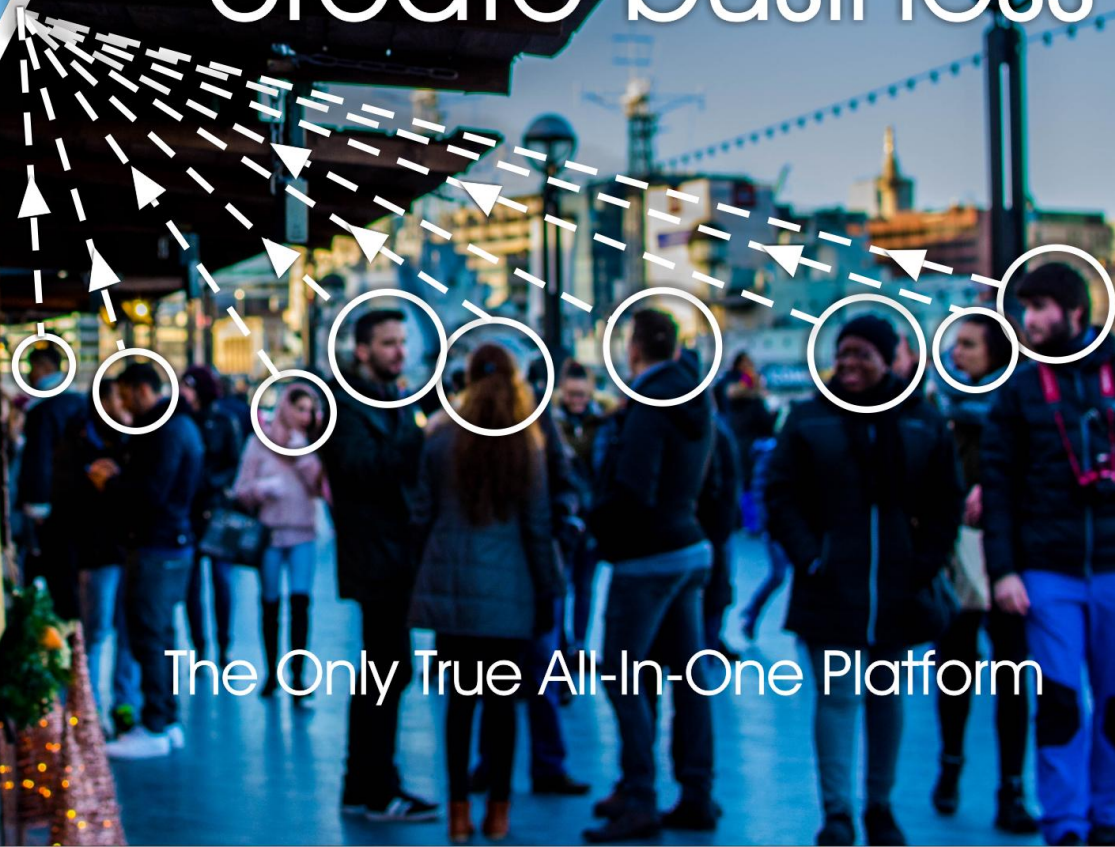
Workplace is an easy-to-use collaboration platform, a lot like Facebook, but built for the world of work.

- Discuss topics and projects, Ask questions, share work experiences
- Share announcements, Learn
- Communicate instantly with your team and others across the company
- Broadcast live video and view past recorded videos





Capture leads, create business



The Only True All-In-One Platform

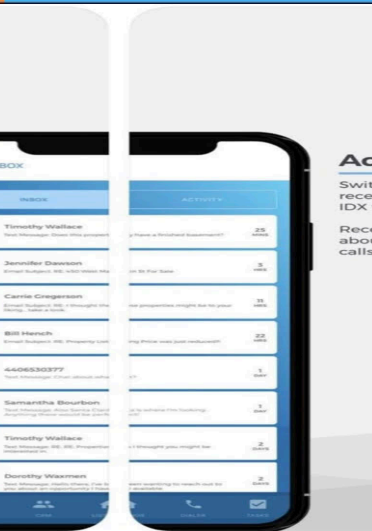
CRM & Lead Generation

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

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



**KVCORE
PRICING:
HUGE
SAVINGS
FOR EXP
REALTY**



Offers iPad App

The kvCORE iPhone app is your mobile connection to your kvCORE CRM and the fastest way to make the calls that keep your business growing.

Everyone else pays
\$499.00 a month.



WEBSITE + IDX + CRM + PPC

Cancel everything, **Okunversion** does it all.

1 DRIVE

"Traffic" is the lifeblood of your system. We create you targeted "Pay Per Click" campaigns that get you a consistent flood of visitors coming to your pages.



2 CAPTURE

Your home page and other landing pages are all optimized and constantly tested to make sure your traffic turns into quality leads.



3 CONVERT



Once a prospect enters your system, a series of smart automated follow ups take over. Text messages, emails, behavior based predictive touches, and call reminders help you generate a consistent stream of "Conversations & Closings" from your leads.

RESPONSIVE IDX WEBSITES

Your entire team gets a, "sticky," high converting, mobile optimized property search portal.

LANDING PAGES & MOBILE CAPTURE TOOLS

Build "squeeze" links, custom landing pages, and unlimited text capture codes with ease.

DRIP EMAIL & TEXT FOLLOW UPS

Forget "action plans." Our drip follow up features not only engage with your leads, they're also smart enough to remind you and your agents to take the right actions at exactly the right times.

PPC MANAGEMENT & A-LA-CARTE SERVICES

Anytime you or one of your agents need more leads, you can "1-Click" order a fresh pay-per-click campaign. Additional a-la-carte services for getting more listings and generating "niche focused" buyer leads are also available.

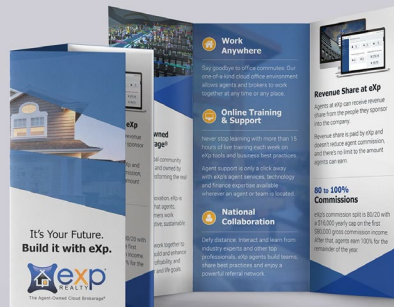
Marketing & Branding

eXp Realty provides templates to market your business. With the flexibility and creativity to co-brand your design in the way you feel works best. Business cards, brochures, signage and more!

Business Cards



Brochures



Signage



Join the Company Everyone is Talking About

"The Amazon of
Real Estate."



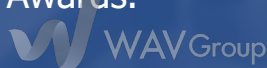
"eXp Realty Accelerates
Its Already Significant
Growth Throughout
North America."

*Market*Watch

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

inman

"eXp Realty Named
a Best Place to Work 3
years in a row
in Glassdoor's
Employees' Choice
Awards."



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

Medium

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

Seeking Alpha^α



Joining eXp



Step 1: Fill Our 10 Minute Online Application

join.exprealty.com



Step 2: Sign Independent Contractor Agreement



Step 3: Transfer License with State Licensing Board