

EXP COMMERCIAL ICON PROGRAM CULTURAL COMMITMENT POINTS GUIDE

2023



This document is for Commercial ICONs to utilize to answer questions about all the different points-earning opportunities within the Cultural Commitment portion of the ICON Program.

To earn your \$4,000 in Cultural Commitment Stock, you must earn 20 points by the end of your ICON Cultural Benefit Year. If you have any questions, please reach out to iconaward@exprealty.net.

The following opportunities are tracked entirely by the ICON Team:

**Courses in Mindflash
(3 Points Each)**



Complete an educational course or certification in Mindflash: "Commercial ICON Orientation," "Public Speaking In eXp World: Guide for eXp Agents" and "ICON Instructor" (eXp U).

**In-World or Recorded
Speaker/Teacher/Panelist
(5 Points)**



Participate in any of the following as a speaker, teacher, panelist, or moderator: ICONversations, ICON Team Talk, Monthly ICON Mastermind, ICON Google Meet Panels, with eXp University (i.e. ICON Series) or on an eXp-sponsored podcast.

**State Level Teaching
(5 Points Per Pre-Approved
Class)**



Teach a real estate-related course to agents in your state. Topics will be discussed with, and approved by your state team beforehand. Reach out to the ICON Team at iconaward@exprealty.net to see if your state has any open opportunities.

**Day-of Volunteer (eXtend a
Hand/XCamp)
(5 Points)**



Volunteering to assist leaders at special events such as Shareholder Summit, eXpcon. NOTE: If you serve as a volunteer and an eXp-related event not listed above, reach out to iconaward@exprealty.net for points consideration!

**Service on a Committee/Council
(20 Points)**



Participate in any of the following as a speaker, teacher, panelist, or moderator: ICONversations, ICON Team Talk, Monthly ICON Mastermind, ICON Google Meet Panels (sign up for all the aforementioned [here](#)), Monthly Mentor Mastermind, with eXp University (i.e. ICON Series, Level Up), sponsored by a One eXp Group, or on an eXp-sponsored podcast (i.e. Light Work, eXpansion).

If you are making relevant contributions to eXp and/or our agents, you can get points! Additional Opportunities exist and can be created. Some, for example: Regional Rallies are ticket tracked and will not require additional check in with the ICON Team. For anything not listed above [please schedule an ICONsultation with a member of the ICON Team here.](#)