



Build For Your Future with **eXp Realty**

UNITED STATES PRESENTATION
November 2024



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

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

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.



**AGENT HEALTHCARE
BY CLEARWATER**

FIND YOUR PLAN

Source: RISMedia, 2019



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.



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 Transaction Sides
No. 1 5-Year Top Movers (Sides)
No. 1 5-Year Top Movers (Volume)
No. 1 Public Independent
No. 1 Best Brokerage



No. 1 transactions
No. 4 sales volume



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.

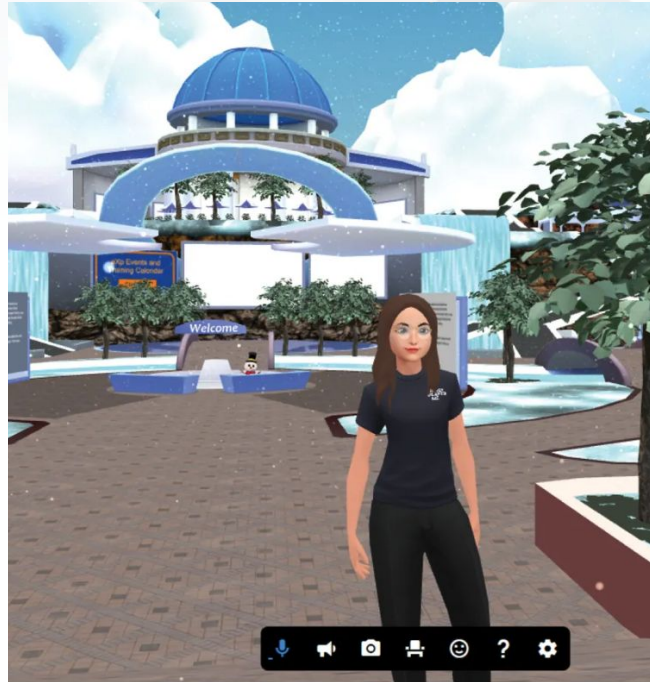


FIND YOUR FREEDOM

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

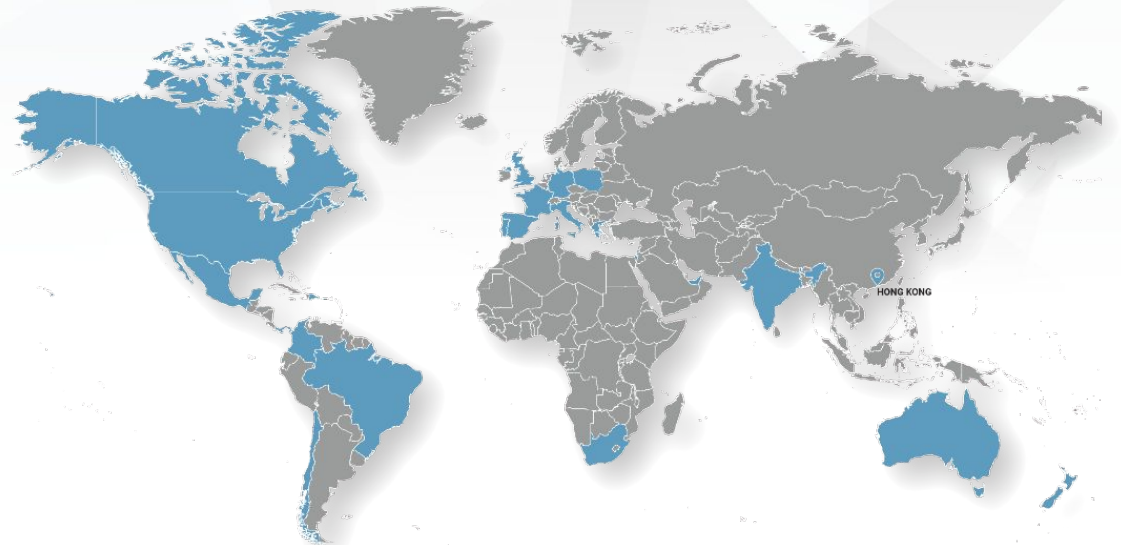
Find your freedom in eXp World, our metaverse powered by FRAME by Virbela

- ▶ 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

exp[®]
REALTY

November 2024

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](#)



LUXURY

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[™]
REALTY

LUXURY



November 2024

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.exp Realty.com** is the hub for all available solutions

Business Intelligence

- Sisu provides eXp agents with real-time insights to track performance, set goals, and manage transactions at no additional cost.
- Advanced features include P&L reporting, team competition tools, and customizable deal metrics for team leaders.

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

Marketing

Unleash your creativity and put your best brand forward.

- Fully customizable templates with MLS integration available within Canva Enterprise, effective December 6, 2024.
- Digital and print assets including: business cards, brochures, signage and more
- Flexible branding to feature you first



Grow your production with industry-leading programs led by hundreds of world-class eXp agents

eXp UNIVERSITY

Offers industry-leading training with 380+ hours of training on-demand, plus live weekly classes taught by our top-producing agents who share strategies, systems and scripts to help you achieve success in today's real estate market. eXp University is proud to have an average NPS score of 83.

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. Your success is our success.

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

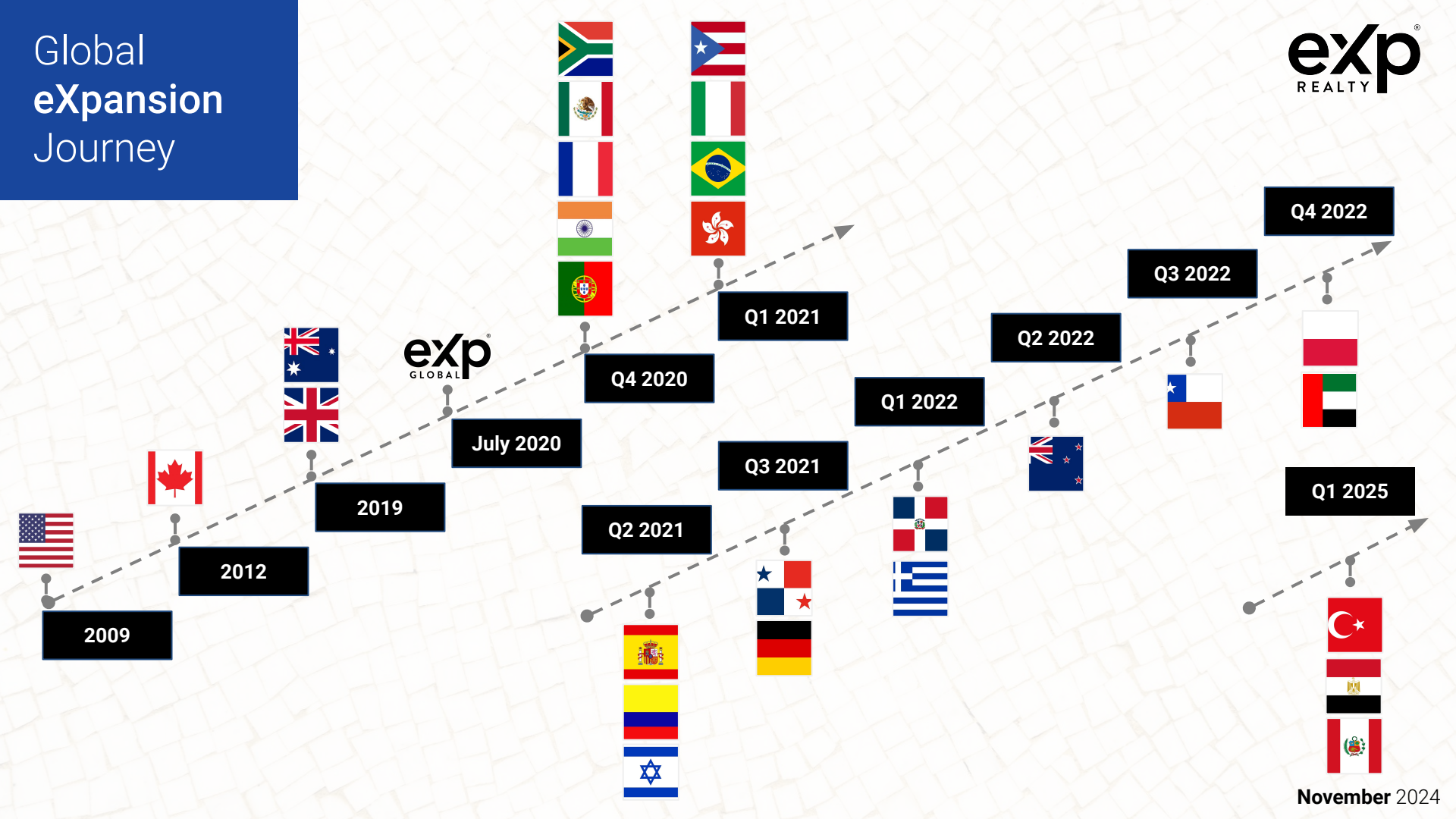
PRODUCTION LEADERBOARD

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.

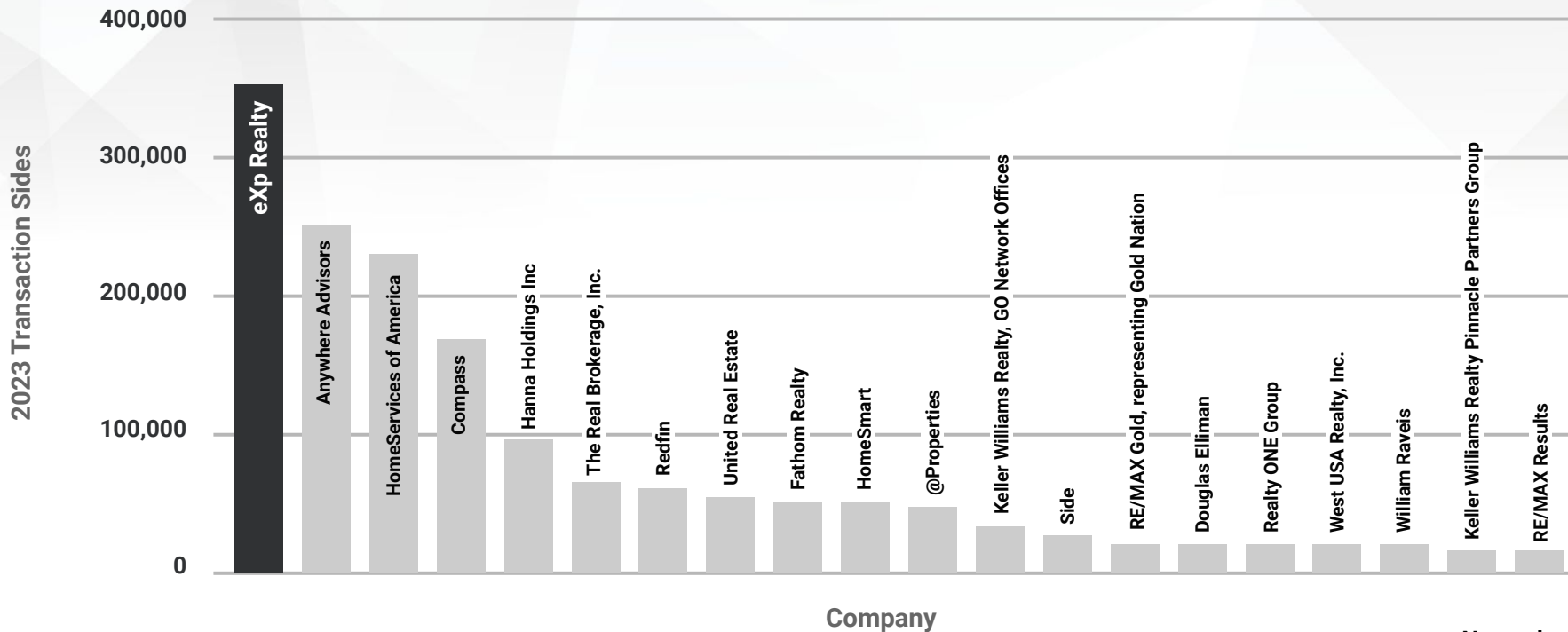


Global eXpansion Journey



Top Real Estate Brokerages By Sides in 2024

The 500 largest real estate brokerage firms in the United States ranked by closed transaction sides in 2023 [as reported by RealTrends](#)



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.¹

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

STANDARD COSTS²

\$149 start-up fee

\$85/month cloud brokerage fee

\$25 transaction review fee³

\$60 risk management fee⁴

² U.S. compensation model.

³ Per transaction.

⁴ Per transaction and caps at \$750.



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

Equity Awards Through Incentive Program

\$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

Voluntarily enroll to receive
5% of net commissions
from closed transactions
at a **5% discount** effective
March 1, 2024.

~65% of agents and
brokers participate
in the program

ICON Award

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 Percentage	FLQA Count Needed	eXponential Share					Top % of Revenue Share Pool on Transactions in Each Tier Group
			CAP					
			0 - 4	5 - 9	10 - 14	15 - 29	30+	
TIER 1	///		17.5%	17.5%	17.5%	17.5%	17.5%	17.5%+
TIER 2	1.0%		19.0%	19.0%	19.0%	19.0%	19.0%	20.0%+
TIER 3	0.5%		12.0%	12.0%	12.0%	12.0%	12.0%	12.5%+
TIER 4	0.5%		///	7.0%	7.0%	7.0%	7.0%	7.5%
TIER 5	0.5%		///	///	4.5%	4.5%	4.5%	5.0%
TIER 6	2.5%		///	///	///	10.0%	10.0%	12.5%
TIER 7	2.5%		///	///	///	///	22.5%	25.0%

AGC = Adjusted Gross Commission Income
FLQA = Front-Line Qualifying Agent

(+) These levels also qualify to receive an "Adjustment Bonus" (from the amount of unpaid revenue share on all levels.

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Earn revenue share for attracting new agents to eXp and expand your support network internationally through the Adoptive Sponsor program.

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.



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 DEI 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.



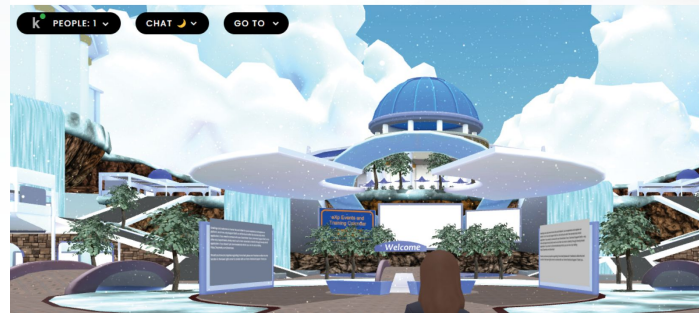
We are committed to wellbeing.

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
- ▶ eXpcon (Montreal, Barcelona & Miami in 2025)





Build For Your Future With **eXp Realty**

Talk to your sponsor or apply
today at join.exprealty.com

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APPENDIX

About eXp Realty



November 2024



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

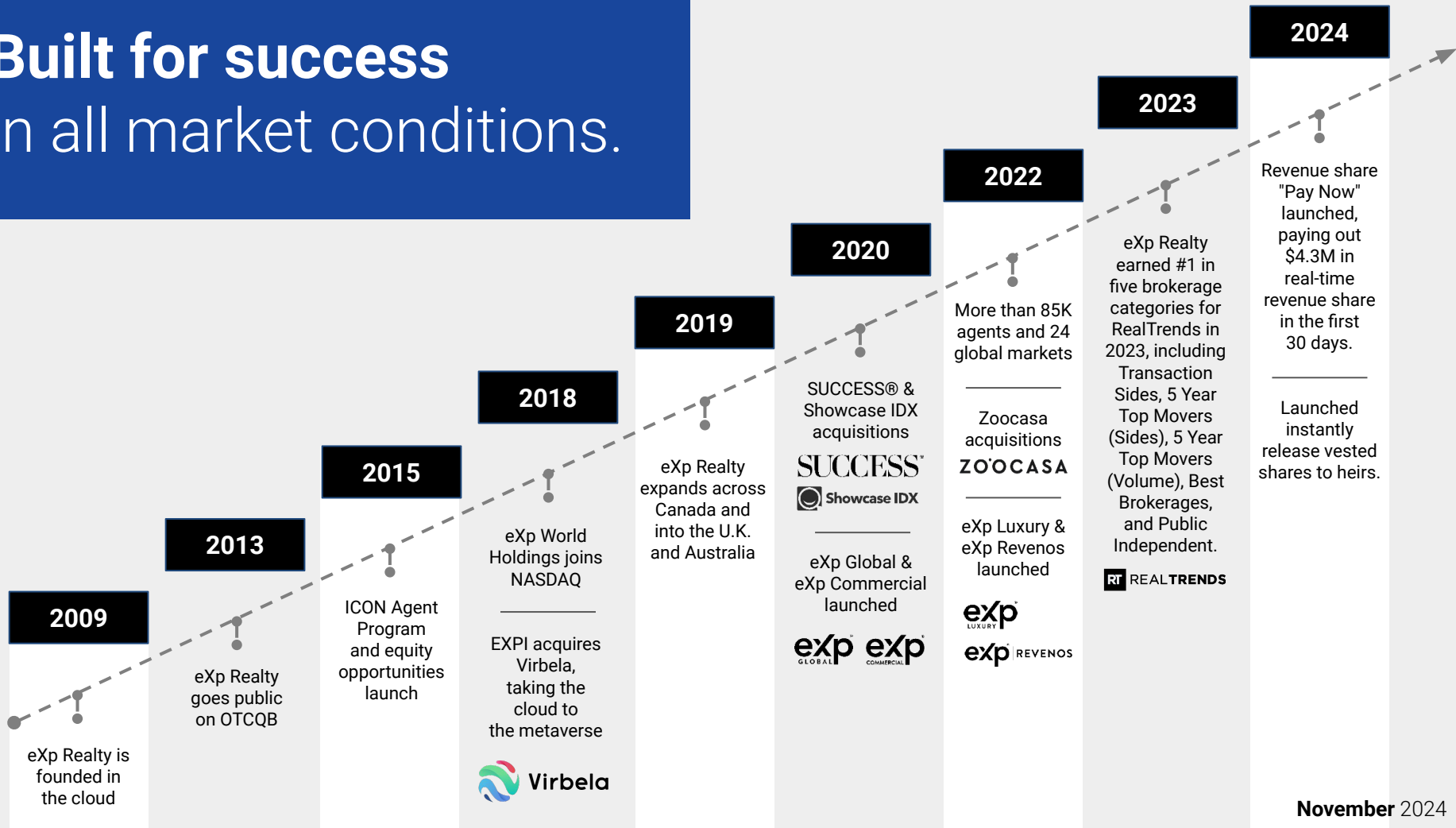
In 2009 he created eXp Realty, the first cloud-based brokerage model, to give agents, leaders and partners from all over the world the opportunity to earn, learn and grow like never before.

- 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

Built for success in all market conditions.



And earn more than **real estate stock**

Boost your earnings with equity in eXp World Holdings (\$EXPI), where driving driving revenue for your business drives revenue for eXp.



Global Cloud-Based Real Estate Brokerage

Largest independent real estate brokerage on the planet, operating virtually across 6 continents

Agent-centric model and value proposition, scale and superior efficiency allows for investment in agents' success

The most agent-centric brokerage, with competitive commission structures, industry-leading lead gen, revenue share, and equity



Immersive, Browser-based 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 Microsoft, MIT, Trello, University of Massachusetts, RBC Royal Bank



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**.



Sheryl Houck
AAC Chair



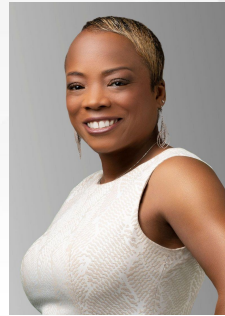
Lisa Parenteau
AAC Vice Chair



Matt Ruotolo



Richard Daskam



Marisa Fletcher



Holly Maloney



Rizwana Afzali



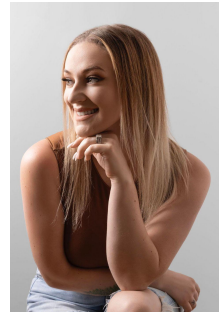
Heather Morton



Steve Parrish



Mikki McDougall



Kimbrye Mooney



Mindy Price



Michael Weisman



Join the **largest independent**
real estate brokerage on the planet

