7 Questions to Ask Your Prospective Agents During the Attraction Process

Agent attraction is all about building strong relationships, establishing trust with prospective agents, and accurately sharing the benefits, costs, and expectations of joining eXp Realty. As you do this, whether it takes weeks, months, or even years, you'll be positioned to successfully add new members to your revenue share group throughout your career with eXp. The questions in this guide are designed to help you develop those relationships while simultaneously learning about your agent prospect's intentions.

1. Are you currently or have you recently been discussing the eXp opportunity with another eXp agent?

It's common for prospective agents to research an opportunity with eXp Realty in various ways before making the decision to hang their license with us. Their research may include reading articles, watching videos, browsing social media posts, and visiting websites. They may also reach out to more than one current eXp agent in order to identify if eXp is the best fit for them and their business. It's their right to do so.

It's difficult to know if you are the only eXp agent they have spoken to about the eXp opportunity. That's why we recommend during your initial conversation with each one of your prospective agents that you ask if they are currently or have recently been talking to anyone else about the eXp opportunity.

If your agent prospect is already actively engaged in the attraction process with another eXp agent, encourage them to continue their discussion with them. Remember the "Golden Rule" and treat your fellow agents with the same level of respect that you would expect from them if the roles were reversed.

If the prospective agent continues to demonstrate interest in eXp and wants to continue the conversation with you, that is their choice. It is also up to you if you wish to continue the attraction process with that particular agent prospect. If you feel comfortable (and with your prospective agents' consent), we encourage you to reach out to the other eXp agent(s) that they have been speaking with. This will help clarify the intentions of the agent prospect to all parties who have been involved in the attraction process.

There is nothing worse than investing time, effort, and care into cultivating a relationship with an agent prospect only to have another eXp agent come in at the last minute and attempt to interfere with your work and take that prospective agent for their own revenue share group. Asking this question early on will help avoid these types of situations.

2. Are you presently bound by a contract or agreement with another brokerage?

As you engage in agent attraction activities you may discover that an agent prospect you're working with is currently bound by a contract or agreement with another brokerage. As an eXp agent, you should never induce or encourage a prospective agent to violate the terms of an agreement they are subject to.

Take the time to discuss with these prospective agents the eligibility requirements of joining eXp, as well as their responsibility to ensure that they fulfill the terms of their contract. Encourage them to seek professional legal counsel if they have any questions related to their obligation.

3. Do you understand the role of a sponsor and how it differs from that of a team leader, mentor, coach, or trainer?

The only requirement of a sponsor is that they are identified by the prospective agent in their joining application/ICA as the person that most influenced their decision to join eXp. The role of sponsor is distinctive from other roles like mentor, coach, or team leader. In some cases these roles are assumed by the same person, but they are not mandatory for a sponsor.

Help agent prospects understand the role of a sponsor at eXp Realty, the support they will receive from our staff, and the level of commitment they will get from you. Ensure that they are fully aware of the level of support you will offer as their sponsor. If you don't plan on providing additional support, help them to understand that they have access to an entire staff of professionals who will support their success through education, collaboration, and providing other critical services.

4. Can I provide you with a tour of eXp World and schedule additional training on our systems so you feel comfortable with the transition to eXp?

Switching to a new brokerage can be challenging. Add to that an introduction to new software, systems, and platforms, and a new eXp agent can be easily overwhelmed. eXp's cloud-based brokerage setup is unique and sometimes it can take new agents a little while to get used to it.

This is an ideal opportunity to show your prospective agents how convenient it is to gain access to their state broker teams through eXp World, as well as the abundance of training opportunities available through eXp University and support from our Agent Compliance team.

Walking your agent prospects through our systems even before they join can ease the burden of their transition to eXp by helping them feel more comfortable with the software and systems they will use to operate their business. You can even tap into pre-scheduled eXp World tours and system training classes being offered as part of eXp University's extensive lineup of live training classes.

5. May I share eXp's core values with you and explain how we integrate them into our daily work?

Our nine core values are more than just motivational posters on virtual walls; they support our vision and shape our culture. Values like community, collaboration, transparency, and fun are principles that we apply in our daily work. Help your prospective agents understand how our policies, procedures, and standard operating practices are all based on the fundamental principles contained within eXp's core values.

Take the time to explain that we operate our business with integrity and work together with one another rather than competitively against each other. Share with them your own best practices that help you live up to our core values and the NAR code of ethics.

6. How did you hear about eXp Realty?

Discovering how your agent prospects learned about the eXp opportunity will help you understand their intentions and if they are engaged in the attraction process with other eXp agents. As mentioned above, determining if they are actively working with another eXp agent in the attraction process will help you avoid situations where you might interfere with another agent's attraction efforts.

Asking this question can also help you clarify the objectives that your prospective agent has in discussing the eXp opportunity with you. Are they simply trying to learn more about the opportunity? Are they searching for the person who will be the best fit as their sponsor? Are they "sponsor shopping" and simply looking for the highest bidder? If an agent prospect asks you to engage in a bidding war with other eXp agents, consider that a potential red flag and an indication that they may not be the best fit from a cultural perspective with eXp.

Having the discussion initiated by this question can clarify the situation for you and inform your approach moving forward.

7. Can I help you understand the difference between teams and revenue share groups at eXp Realty?

eXp agents often use the terms “team” and “revenue share group” interchangeably. But these organizations are two different things and your prospective agents should know the key differences.

Revenue Share Group

When you invite an agent to join eXp and you are named as their sponsor, they are joining your revenue share group. Your revenue share group is composed of agents you personally sponsor, agents they sponsor, and so on down the line up to seven tiers. There is no other requirement to be part of a revenue share group beyond the agent-sponsor relationship created when a new agent joins eXp and identifies a sponsor.

eXp Teams

A team at eXp Realty is defined as a lead agent (team leader) and at least one other licensed agent working as a team member. Team commission agreements are made based on mutually agreed upon terms between the team leader and the team member(s). eXp has several types of teams like self-organized, standard, and mega ICON teams.

Teams must be properly registered and identified by eXp and, where applicable, by the state DRE where they operate. All team agreements should be in writing and carefully considered to ensure compliance with all federal, state and local law as well as company policy.

Agents that are part of your revenue share group can also be members of your team. Agents who are not part of your team can be part of your revenue share group. There is no requirement made by eXp stating that one is contingent upon the other. It is at your sole discretion as an agent attractor how you want to organize your business and the requirements to be part of your organization. Asking this question and explaining the difference between teams and revenue share groups will provide an additional level of transparency to your attraction activities.