

EXP is the future of Real Estate, putting Realtors, the revenue generators of the Real Estate business first and foremost, with the brokerage as the background engine that gives power to the agents.

The traditional model of earning income as a realtor is stressful. No pension plan, no equity, and the day you stop selling or can't sell, your income stops. As independent contractors exchanging time for money, we didn't have a business we owned, we had a business that owned us.

Technology has reshaped many industries, Blockbuster with 9000 stores was bankrupted by Netflix, a new model that eliminated bricks and mortar. Catalogue stores and many retail outlets have been eliminated by Amazon in favour of online shopping.

EXP is the new model for Realtors, designed to solve pain points in the real estate industry by leveraging technology and eliminating bricks and mortar, franchise and desk fees, it has become the ultimate model for Realtors.

At EXP every agent is an owner, where sharing in the profits promotes and encourages agents to help agents, as when our colleagues are successful, then we too are successful.

The infographic consists of three vertical grey panels set against a dark blue background with a glowing horizon line. Each panel has a white circular icon at the top: a cloud, a person at a computer, and a diamond. Below each icon is a title and a list of bullet points.

Icon	Benefit	Details
Cloud	CLOUD-BASED	<ul style="list-style-type: none">No desk, royalty or franchise feesWork from anywhere in the worldReal-time support from dedicated staff
Person at computer	LEADING TRAINING & COACHING	<ul style="list-style-type: none">Live and on-demand training from anywhereSUCCESS Coaching
Diamond	POWERFUL COMPENSATION	<ul style="list-style-type: none">Competitive commissionsRevenue shareStock equity programs

Each and every Realtor that joins EXP is actually sponsored into EXP.

That sponsor assists the new agent to navigate and integrate into the EXP family. Some sponsors go above and beyond, sharing ideas, systems tools and resources, socializing and mentoring.

Choose your sponsor wisely!

Where could you be in 10 years with the EXP model ?

#1 Ownership

- ▶ Build Equity: 5 ways to earn stock
EXPI: **Nasdaq**
- ▶ Why rent your brokerage when you can own?

#2 Global Revenue Share

- ▶ 50% of brokerage split paid to agent Shareholders
- ▶ Passive income paid monthly

CREATE A BUSINESS ASSET vs CAREER WITH NO PENSION

Traditional Model: 2 Buckets of Income



Listings



Buyers

EXP's Model: 4 Buckets of Income

- ▶ Creates Extra Cash Flow
- ▶ Becomes Retirement Plan
- ▶ Family Security:
Willable Asset



Listings



Buyers



Stock



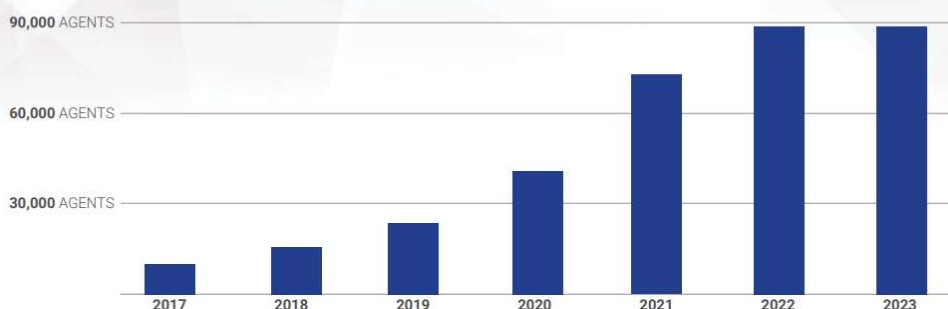
Rev Share

EXP is the largest independent brokerage in “THE WORLD” with over 82,000 Realtors in brokerages in 24 countries.

There are over 7000 EXP Realtors in Canada
Over 2000 of those Realtors are in Ontario all under one office location managed by 7 broker managers.

Join the **fastest growing** residential real estate brokerage on the planet

exp
REALTY



IN 2024, EXP reported revenue of \$4.6 billion and distributed \$220 million as rev share to EXP agents during the year.

What do we offer our Agent owners?

Cloud-Based Brokerage:

No physical office requirements, reducing overhead costs.
Flexibility to work from anywhere with a focus on digital operations.
No Franchise Fees
No Royalty Fees
No Desk Fees
Instant Real-Time support from Broker Team
Instant system support via 24/7 Care Desk
Instant support and collaboration via workplace
Canadian Monthly fee \$157.07 total.

Low Costs and High Commission Splits:

Competitive commission structure (80/20 split with a \$16,000 cap).
Low overhead costs due to the cloud-based model.

Icon Agent Program:

Recognizes top-producing agents by awarding them up to \$16,000 in EXP stock.
Rewards agents who achieve high sales volume.

Growth Opportunities:

Global expansion provides opportunities to operate in multiple countries.
Potential to build a large team across different regions and get paid in the currency of that country.

Multi Area/Country Licencing : Hold multiple Real Estate licences and work in multiple areas all under the EXP umbrella.

Retirement and Legacy Planning:

Ability to create a sustainable income stream through revenue share, even after retiring.
Option to will your revenue share to a beneficiary.

Revenue Share Program:

Earn passive income by sponsoring new agents into the company.
Paid out as a percentage of the sponsored agent's commission.

Equity Ownership:

Opportunities to earn shares in EXP World Holdings (EXPI).
Equity is awarded through various programs like first transaction completion, capping, and sponsoring agents.

These systems and benefits collectively make EXP Realty an attractive option for realtors looking for flexibility, growth potential, and a collaborative environment.

Collaboration and Networking:

Access to a global network of agents, providing opportunities for referrals and collaboration, in a supportive community with mentorship opportunities.

EXP World: EXP World (Virbela platform): A virtual office environment for meetings, training, and collaboration. Accessible from anywhere with internet connectivity.

Workplace: A communication platform for real-time collaboration with EXP agents and staff globally. Access to various groups, including mentorship programs and community forums. Powered by Facebook it's our go-to-daily place to network, ask questions, promote listings, find zoom recordings, join groups for collaborating, mentoring and promoting, finding out about events, pose a question that Brokers or other Realtors can jump in and answer. Workplace has loads of groups where you can learn from each other and network with EXP agents throughout the world.

EXP Preferred Partners:

Access to a suite of ancillary services (e.g., mortgage, title, escrow, home warranty) through partnerships with various companies.

EXP Expert Directory: Find and connect with EXP Agents worldwide at the click of a button.

EXPCon: Regular Regional, Country and International rallies and conventions with speakers, motivators, classes, networking and fun.

Weekly Office Meetings: Join in from the comfort of your home office, via meetings in our EXP World auditoriums and interact in real time, ask questions, get information, find out about upcoming events, market discussions and informative guests. All without wasteful travel time or distraction, even multi-task while absorbing the key news and updates that keep you compliant and successful.

Weekly CHAT with Brokers: it's your time to ask questions, suggest ideas and get to know your Brokers, via meets.

Growth and attraction Web Link: Your own personal promotional tool for attracting other agents, with your personalized join button.

EXP Tech Department: Available for free drop in assistance in EXP World, Our technical department will help solve your tech and computer problems, advise on equipment purchases and troubleshoot your tech problems.

Mindflash Portal: Each agent has a mindflash portal that logs and records educational and certification courses that they complete.

The EXP Story

Glenn Sandford, a Canadian born in Alberta is the tech genius that created EXP. Glenn was an early pioneer in internet lead generation for the real estate industry. He became a successful agent and broker owner, however, the financial crisis of 2007/2008 forced Glenn to think outside the box.



Glenn Sandford

Since Glenn and his leadership team were all agents, they kept asking themselves “What kind of brokerage would I like to work for?” They studied the current models and then set out to solve the main pain-points of the Industry.

Creating a retirement plan became a key foundational component of the new model. In the fall of 2009, eXp Realty launched with 25 agents.

Today, EXP World Holdings Inc. is much more than a brokerage. By eliminating the massive overhead of bricks and mortar, the brokerage became profitable and began acquiring other companies of interest.

The equity awards are shares in eXp World Holdings Inc. therefore, our agents have ownership in ALL the umbrella companies.

Since there are 5 ways to earn shares, that repeat year after year, it doesn't take long to create a significant stock portfolio.

EXP WORLD HOLDINGS

Virbela

ZO'OCASA

Showcase IDX

SUCCESS

exp[™]
COMMERCIAL

Systems and Tools:

Being a Realtor with EXP Realty comes with a variety of systems, tools and benefits. With new apps and affiliate programs being constantly improved and added-on, while keeping our monthly fee static.

Skyslope: A transaction management platform for document storage, compliance, and e-signatures. Streamlines the paperwork process for real estate transactions.

SkySlope Forms: Digital forms platform integrated with SkySlope for easier transaction management. Includes e-signatures and form auto-filling features.

EXP Exclusive Province specific Transaction Kits: Kits for each and every type of transaction that an agent could encounter, and forms that are specific to that transaction, and when and where to use these forms. Never guess if you've used the right form or all the necessary forms.

Showcase IDX: Available as an add-on for agents looking to enhance their website with advanced IDX (Internet Data Exchange) features and VOW feeds. It improves website functionality for property searches and lead capture.

Enterprise Resource Planning (ERP) Tools: Additional tools to assist in planning, managing and analyzing business operations. May include advanced reporting and business intelligence software.

Cloud CMA: A comparative market analysis (CMA) tool to create detailed and visually appealing reports for clients. Helps agents present property value assessments in a professional manner.

FREE SISU Account: Create, track and improve goal setting and production analysis.

FREE Fintracker App: Easy automated mobile app for verifying client identity and risk factors that auto populates and auto files the mandatory Fintrac compliance documents.

FREE FTNI App: Fast on-the-go mobile management and submission of deposit cheques, commission cheques and various payments.

FREE Telelisting Account: Ensure you're fully compliant, by using telelisting to check for prospects on the Do Not Call List. (Fines are heavy if you call someone that is on the list.) Street, address and name searches.

Safe Dial Account: Instant individual check, will confirm a phone number is not restricted.

FREE Morgan Stanley Stock Account: View, track, sell or manage your EXP stock awards and purchases.

Branding & Marketing Tools:

Access to additional design and marketing services for personalized branding.

Includes services like custom website design, logo creation and premium marketing materials. Many add-on services, subscriptions to apps, programs and certifications are included or available to agents, enhancing their capabilities and productivity.

kvCORE / Bold Trails CRM Add-Ons: A comprehensive, customizable customer relationship management (CRM) platform and client facing website with promotional capabilities., lead generation, integration and automatic follow up. Extensive training and custom support.

Smart Campaigns: Drip campaigns, custom text, email and video, all integrated into your CRM for lead follow-up.

Property Boost: Automated property advertising to generate leads for specific listings.

Core Listing Machine: Customizable marketing automation for listings, including single-property websites and social media posts.

Core Present: Advanced listing presentation tool to create dynamic and professional presentations.

Blog: Easy to use and promote blog module.

Design Centre: Quickly create trackable automated marketing material for new, existing or borrowed listings.

FREE CANVA Marketing Account: Powerful content creation software integrating our property promotion and social media content.

Making it Rain: A lead generation service offered by EXP that drives traffic to your kvCORE website. Subscription-based service with varying levels depending on the budget and desired number of leads.

Landing Pages: create lead generation with call-to-action capabilities.

Squeeze Pages: Create lead generating links to single property, multi-property or reports.

Call & Text Capture: Automated lead capture directly into your CRM.

BombBomb Video Email: Video messaging tool for personalized client communications. Helps build relationships through video emails and integrates with CRM systems like kvCORE.

Zoocasa (owned by EXP) join Zoocasa accelerator program to receive qualified pre-screened leads.

EXP Marketing Centre: Canva designs, EXP merchandise, marketing and print designs

Build a sign: Draft and order signage

Shared Smart Number: use custom text codes to direct users to your website.

Playbooks: Pre-packaged using the highest value practices to help you promote your listings.

ADD ON Marketing Services (with some free components or preferred cost)

These services are already integrated to function seamlessly in your KvCore/Bold Trails CRM ,as simple as subscribing and turning on.

Property Boost- done for you lead generation Facebook posts

Automated Property Boost- auto promote your listings on Facebook, to get max exposure

360 Buyer Leads -target buyers with managed google ads and live concierge follow up

360 Seller Leads - target home owners with managed google ads and live concierge follow up

Team add ons- to help your team get the most from your website

Success assurance- live nurturing and qualifying your leads

Bold Academy- group coaching to maximize ROI

Seller Leads - elevate your seller lead generation

Smart Social leads - promote listings to Facebook right from your website

Nosy Neighbour- exclusive area marketing

Premium Video- use video to enhance website engagement (10 free/month)

Voicemail drop- automate voicemail follow up

Premium website- customized add-ons for your website

Newsletters & Blogs - done for you newsletters and blog posts

Vanity Domains- personalize your Kvcore/Bold Trails website

Premium Campaigns-tailored campaigns with targeted messages

Done for you service- set up campaigns, newsletters, marketing

Personal Smart Number - personalized, to use for directional marketing

Agent finder- top quality client leads

Handwritten Postcards- direct mail postcards, letters and gift cards

Workman Success System- expert coaching and training

Proptexx - Your clients can now redecorate, stage, and renovate while viewing your listing

ZBuyer- Turnkey cash offer leads

Word Press Tokens - add modules and add ons to your website

API Integrations- sync your website with 3rd party tools

ECommission - get paid before closing

Constant Contact- create systems to make leads easy to reach

Google Sheets -easily manipulate large chunks of data to obtain huge insights from it. Back up leads and create charts and reports

Mail Chimp -effortlessly create targeted marketing by syncing your system contacts

Local Logic- local intelligence in mapping on your website

Dotloop- replaces your form creation, e-sign, and real estate transaction management systems with a single end-to-end solution

Testimonial Tree- 5 star reviews post to your website

Education and Compliance

CPE (Continuing Professional Education) Credits: EXP offers courses that can count towards continuing education requirements in many Provinces. Often included as part of the regular training but may have additional costs depending on Association requirements.

Mentorship: New agents are paired with a mentor who guides them through their first few transactions and includes learning and practical experience.

New Agent Boot Camp: this once-a-week/12 week program coaches new agents on step-by-step in the daily routine of a Realtor from marketing to transaction to closing systems and provides one-on-one coaching and success.

EXP University: offers 80+ hours of live free training each week, plus on demand and preset course on hundreds of topics, along with special commitment based training from specialized trainers such as Chris Leader, Brian Buffini, Grant Cardone, disc training and Fast Cap intensified programs and a large library of recorded sessions. You can do this training from your laptop, desktop, phone or even in your car.

Compliance Training: such as fintrac are offered on an ongoing basis.

Express Offers Certification: A program that certifies agents to participate in EXP Realty's iBuyer platform. Training and certification are provided to help agents offer cash offers on homes, making them competitive in the market.

REO Certification: Training and certification for handling Real Estate Owned (REO) properties. Helps agents navigate the complexities of foreclosures and bank-owned properties.

Relocation Certification: Certification that qualifies agents to work with corporate relocation clients. Opens up opportunities to handle relocation transactions and referrals.

Luxury Certification: Specialized training to work with high-end, luxury property markets. Provides access to luxury marketing materials and tools.

ABR: Accredited Buyer Representative Certification

CRS: Certified Seller Specialist Certification

SRES: Senior Real Estate Specialist

Commercial Real Estate Division: Access to EXP Commercial, including specialized training and support. Provides tools and resources tailored for commercial transactions.

Global Real Estate Practitioner Certification:

Training focused on international real estate transactions.

Prepares agents to handle cross-border deals and work with international clients.

These add-on services, subscriptions, and certifications enhance the overall experience and capabilities of eXp Realty agents, providing them with tools to grow their business, specialize in niche markets, and deliver exceptional service to clients.

Some certifications might have associated fees, while others are offered at discounted rates.

Healthcare Options:

Access to eXp Realty's agent healthcare options, providing affordable health insurance plans.

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.

Thank you for exploring all EXP has to offer

STEPS TO JOINING EXP

Once you have made the decision with your sponsor that EXP is the fit for you and your business, its as simple as using the link your sponsor supplies to connect with EXP and alert them to your wish to join.

EXP Onboarding will reach out to you and give you instructions and guidance on how to notify your current broker (if you have one) and move your license. The onboarding team are amazing and will literally walk you through the set up of systems, passwords and access to apps.

They will assist with business cards, mandatory courses and building signage.

Your sponsor and their partners will also come into play and assist you with integrating into the EXP family and making connections, being there with support until you feel that EXP is home.



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Selling Homes 1 Yard at a Time since 1987

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BROKERAGE