

THE FUTURE OF LUXURY REAL ESTATE.



exp[®]
REALTY

LUXURY



LUXURY

A Wealth of Curated Assets.

I

ELEVATE YOUR BRAND + MARKETING

II

PRODUCTION, SUPERCHARGED

III

EXTRAORDINARY PARTNERS

IV

THE SMARTER MONEY

V

GROW + THRIVE IN LUXURY

VI

SUCCESS STORIES

THE AGENT EXPERIENCE

“The innovation, collaboration, and financial model offered by eXp Luxury is **second to none.**”

“Joining eXp Luxury has allowed me to focus on running my businesses, pouring into my people and clients, all while netting a greater profit and eliminating undue stress! It also has allowed me to recruit more talented team members and agents - my retention is at an all time high, which is not always the case in our business. The journey has truly gotten me excited again, and given me a renewed passion for the industry as a whole, as well as helped me and my business improve. **We are stronger and wiser now....and having a lot more fun!!** “

Jana Caudill



SUCCESS STORIES

Tina Caul grew from \$70M to \$440M after coming to eXp.

"I was with KW for over two years and was struggling with growing my team – we never exceeded \$70M in volume. My first year with eXp I grew to \$134M in volume and now, three years later, we are passing \$400M. One key to our success is the open collaboration that eXp Luxury offers. It's brought me more relationships with top luxury agents all over the world. I have been able to exchange ideas at a high level which have helped my business grow."



SUCCESS STORIES

Ed Kaminsky scaled from 5 agents to 30 agents within one year.

“I was able to learn from others who had done it before, thanks to the mass collaboration among agents within eXp. Everyone was opening their playbooks – it was something I did not expect, and to me this is the greatest thing about eXp. And thanks to eXp Luxury’s global advertising program, we’re able to compete with any luxury brand for the biggest listings in our market.”



SUCCESS STORIES

“eXp Luxury empowers me to be a real estate entrepreneur, not just a real estate salesperson.”

“I was a founding agent for Compass in NE Florida, and before that, I was with Sotheby’s for 8 years. All of the traditional luxury brokerages put me in a box: a box on branding, on growth, on how I ran my business. eXp allows me to run my business the way I want to, and build lasting value for myself and my brand, not just the brokerage. With the new Luxury Division, I am saving over \$20,000 real dollars from what I was spending just a year ago for the same exact marketing tools and platforms.”

Janie Cobbe





LUXURY

TORONTO

LISBON

MEXICO CITY

SEOUL

ATHENS

MADRID

PARIS

MUNICH

SYDNEY

SANTIAGO

The First Cloud
Brokerage
Connecting
Luxury Globally.

TEL AVIV

MILAN

MUMBAI

LONDON

HONG KONG

NEW YORK

TOKYO

AUCKLAND



exp
REALTY

LUXURY

WE ARE GLOBAL

NOW IN

- FRANCE
- GERMANY

- SPAIN
- PORTUGAL

- GREECE
- ITALY

- UNITED KINGDOM
- AUSTRALIA

- NEW ZEALAND
- SOUTH AFRICA



Singular Global Reach.

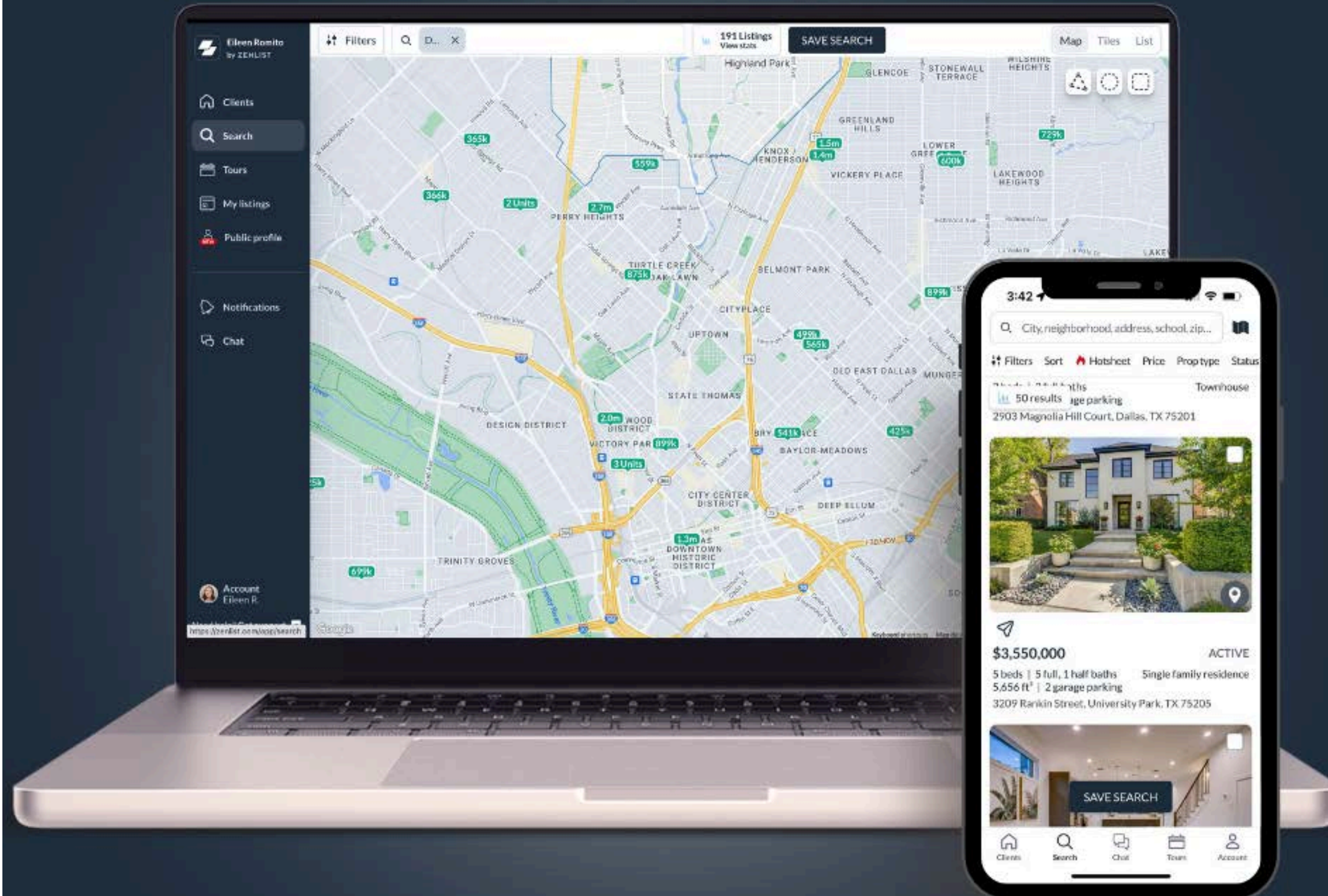
- Direct access to 24 global markets / 88,000 agents
- More exposure for listings
- More clout with clients
- More networking opportunities

Unlock Your Market Advantage

Zenlist revolutionizes real estate with unmatched access to listings in the US and Canada, plus expert support and educational tools. It's the go-to platform for professionals seeking to excel through innovation and assistance.

eXp Exclusive Network

powered by 

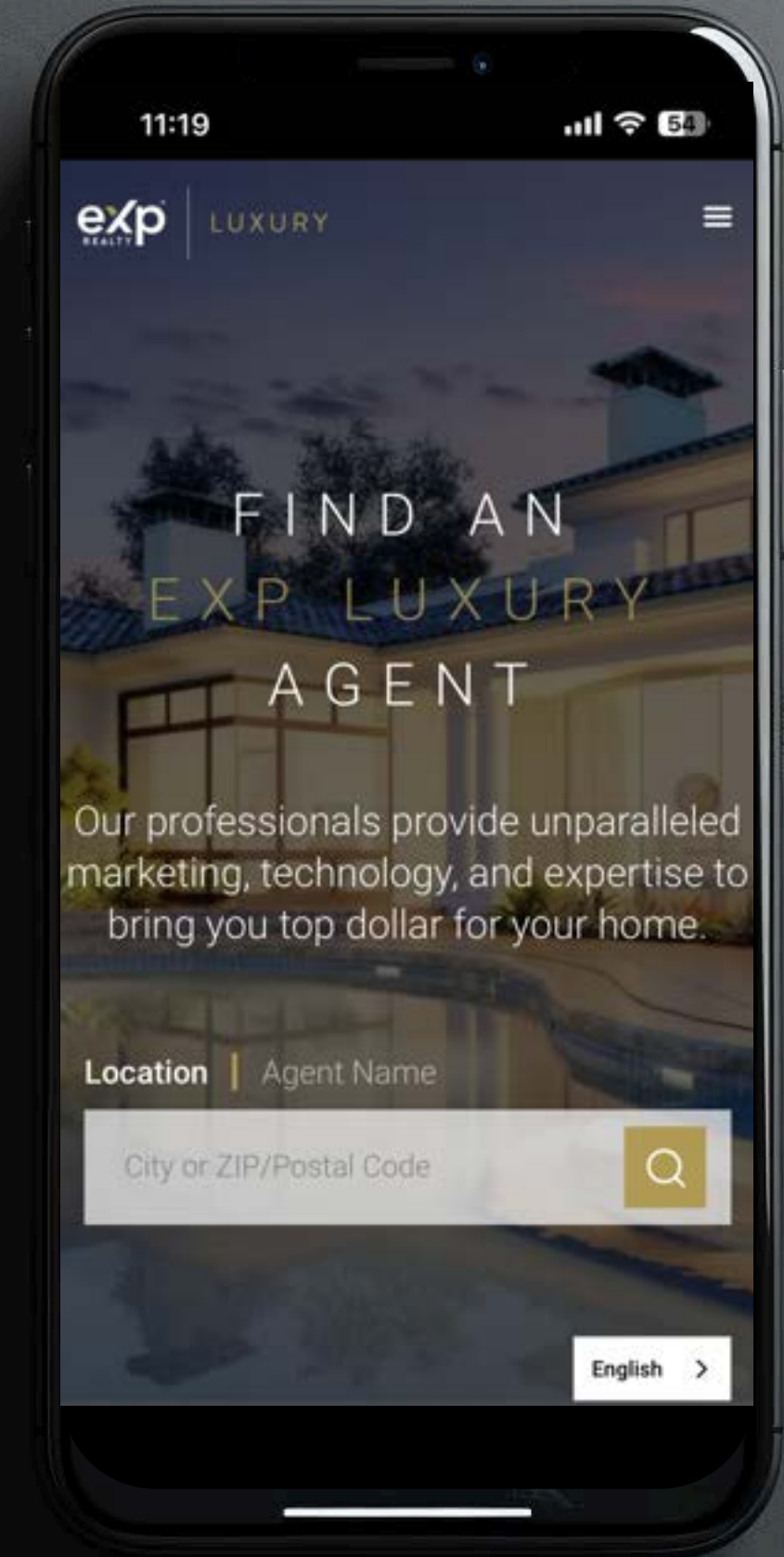




LUXURY

Elevate your luxury presence with our agent directory

With eXp Luxury's Agent Directory, your expertise is spotlighted by zip code, making you the premier choice in luxury real estate within your community.





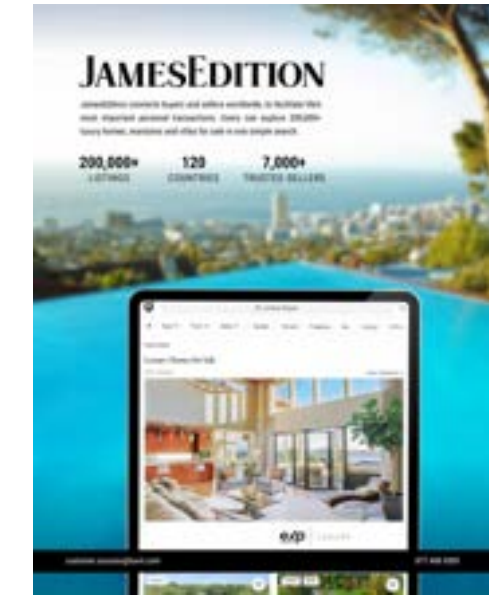
Bespoke Brand. Amplified Marketing.



LUXURY

Unparalleled Luxury Advertising.

- Mansion Global
- Haven
- Robb Report
- JamesEdition
- Unique Homes
- Barrons
- MarketWatch
- Wall Street Journal
- Luxury Estate
- UPMKT
- 80+ International Sites
- and much more..



JAMES EDITION

LUXURY ADVERTISING PARTNERS

JamesEdition Advertising

Our partnership with JamesEdition enriches eXp Luxury Members' campaigns, exclusively for listings over USD \$1M. Leverage its global reach to millions of high-net-worth individuals, elevating your luxury listings with this long-term feature.

JAMES EDITION

JamesEdition connects buyers and sellers worldwide, to facilitate life's most important personal transactions. Users can explore 200,000+ luxury homes, mansions and villas for sale in one simple search.

200,000+ LISTINGS **120** COUNTRIES **7,000+** TRUSTED SELLERS

The advertisement features a smartphone displaying a real estate listing interface. The phone screen shows a search for "United States" with filters for "Type", "Price", "Beds", "Garden", "Terrace", "Fireplace", "Bar", "Garage", and "Office". The listing is titled "Luxury Homes for Sale" and shows "500+ listings" with a "Sort: Premium" option. The main image on the phone is a high-end interior of a living room with a large sofa, a coffee table, and floor-to-ceiling windows overlooking a city. The "eXp REALTY LUXURY" logo is visible at the bottom of the phone screen. Below the phone, the text "customer.success@luxvt.com" and "877.408.0300" is displayed. At the very bottom, there are two small video thumbnails with "VIDEO" and "NEW" labels.



LUXURY



DEDICATED LUXURY LISTING WEBSITES



LISTING
PRESENTATION
CREATOR

Sign & Sell More Luxury Listings.

- Distinctive value proposition
- Luxe aesthetic and branding
- Impress affluent sellers
- **Offer more than the competition**



Command
Attention.

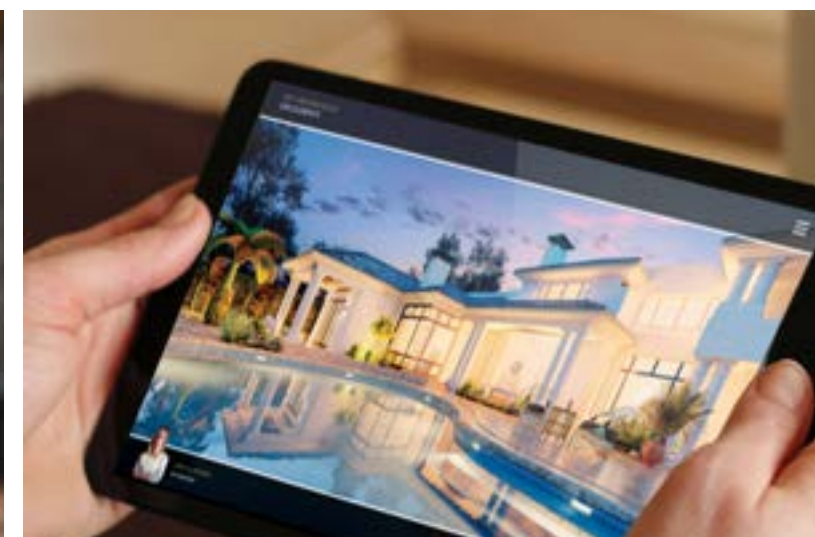
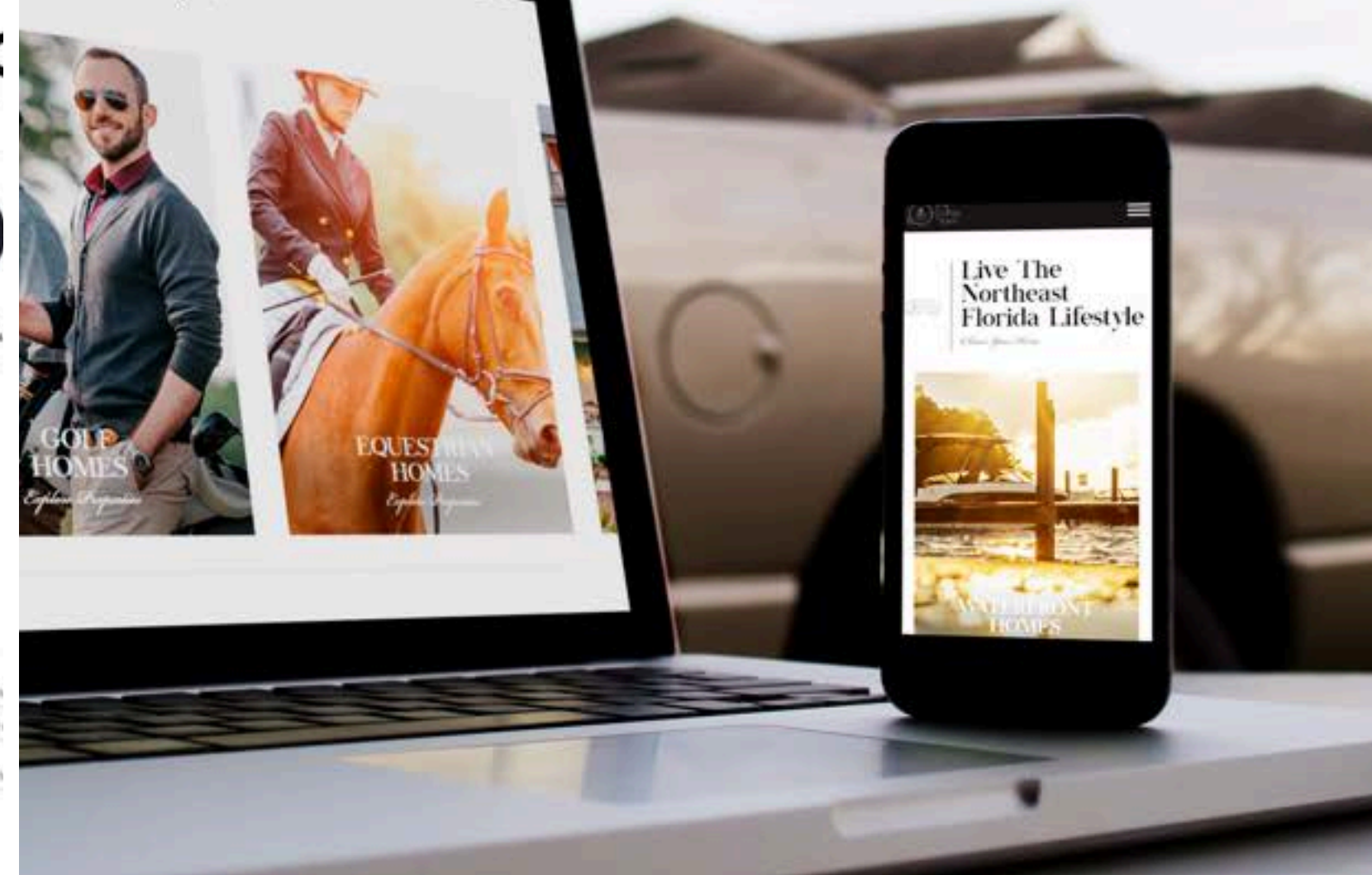
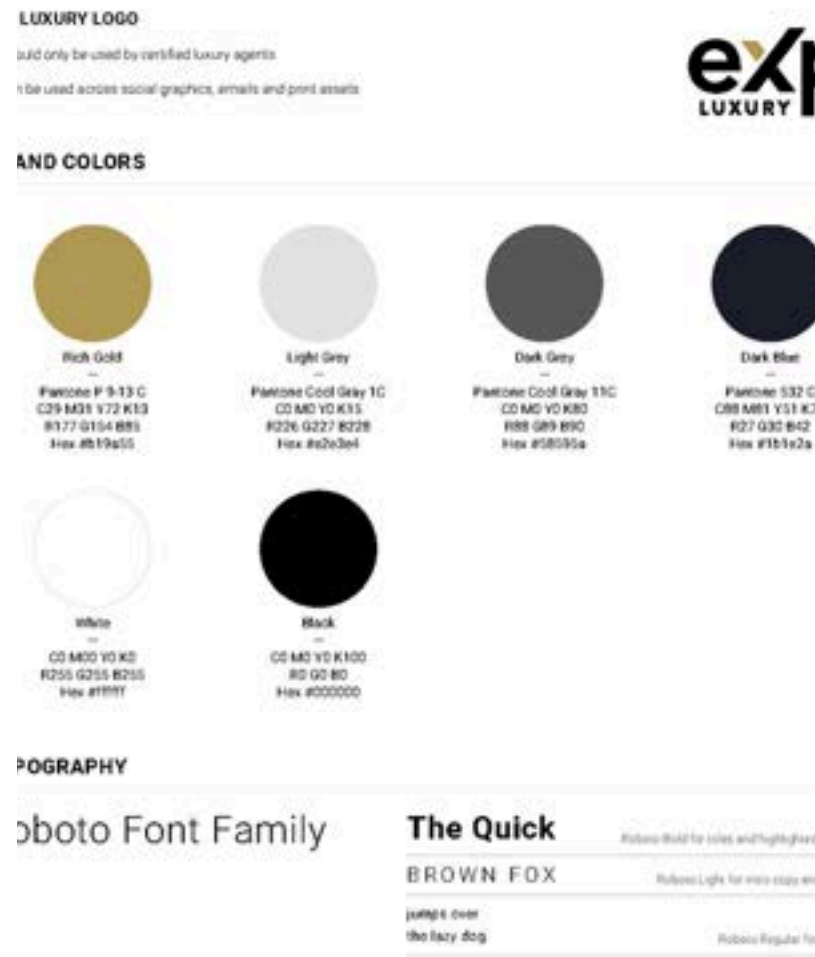




The Luxury Design Center

Access templates and resources for bespoke luxury collateral, with effortless deployment for print, mail, social and more.

- Signage
- Presentations
- Mailers
- Brochures
- HTML Email
- QR Codes
- Social Graphics
- Business Cards
- Stationery
- Open House
- Reports
- Catalogs



LUXURY DESIGN CENTER

Edit & deploy
premium marketing
materials
within minutes.



5 BEDROOMS

4 BATH

4,120 SQFT

Scan here for a
VIP Buyer's Experience!



AGENT NAME
Agent Title

Direct: 523.456.7890
Office: 123.456.7890
agent.name@luxury.com
Address
License #
luxury.com

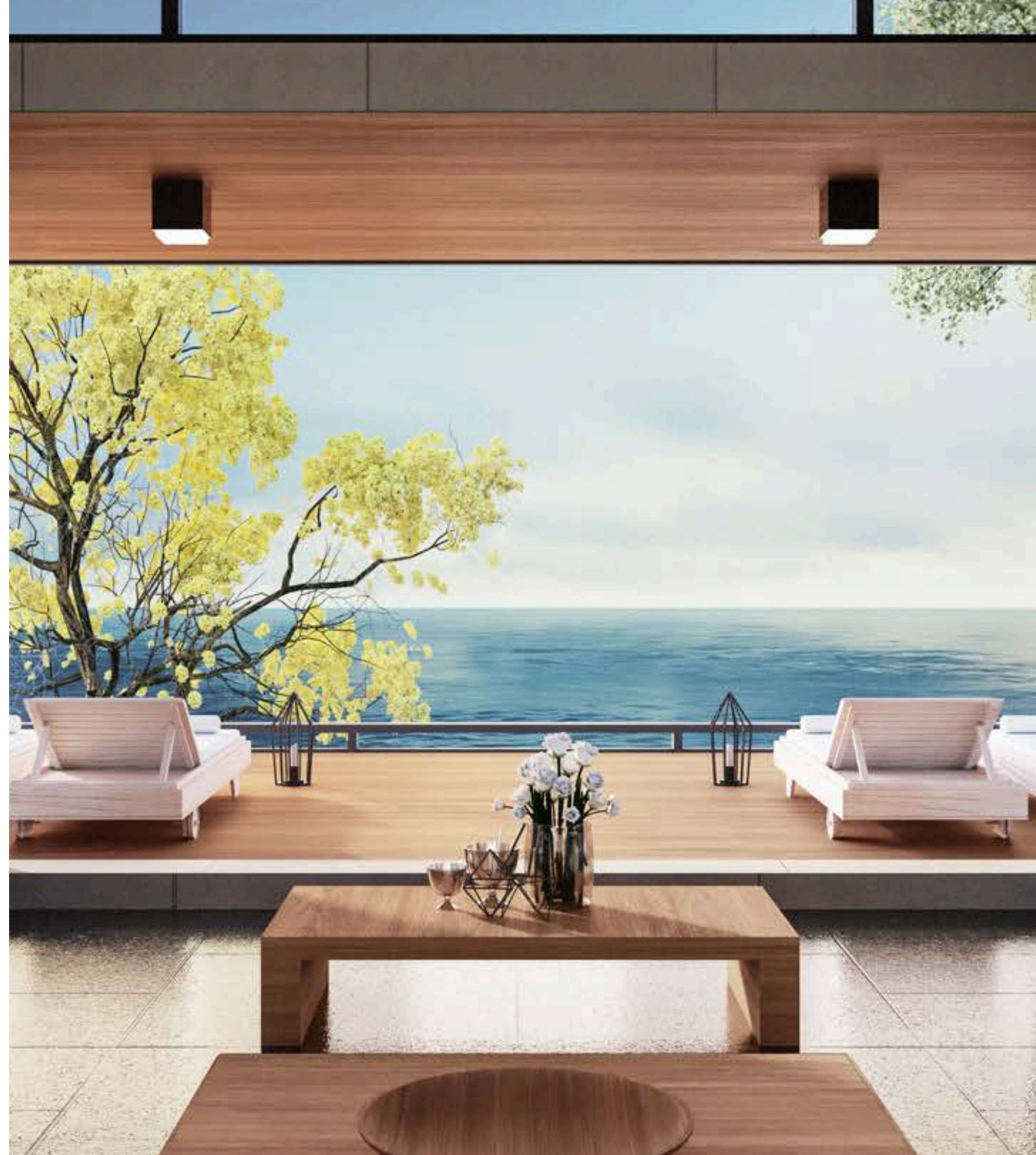
CM BORN
REALTY

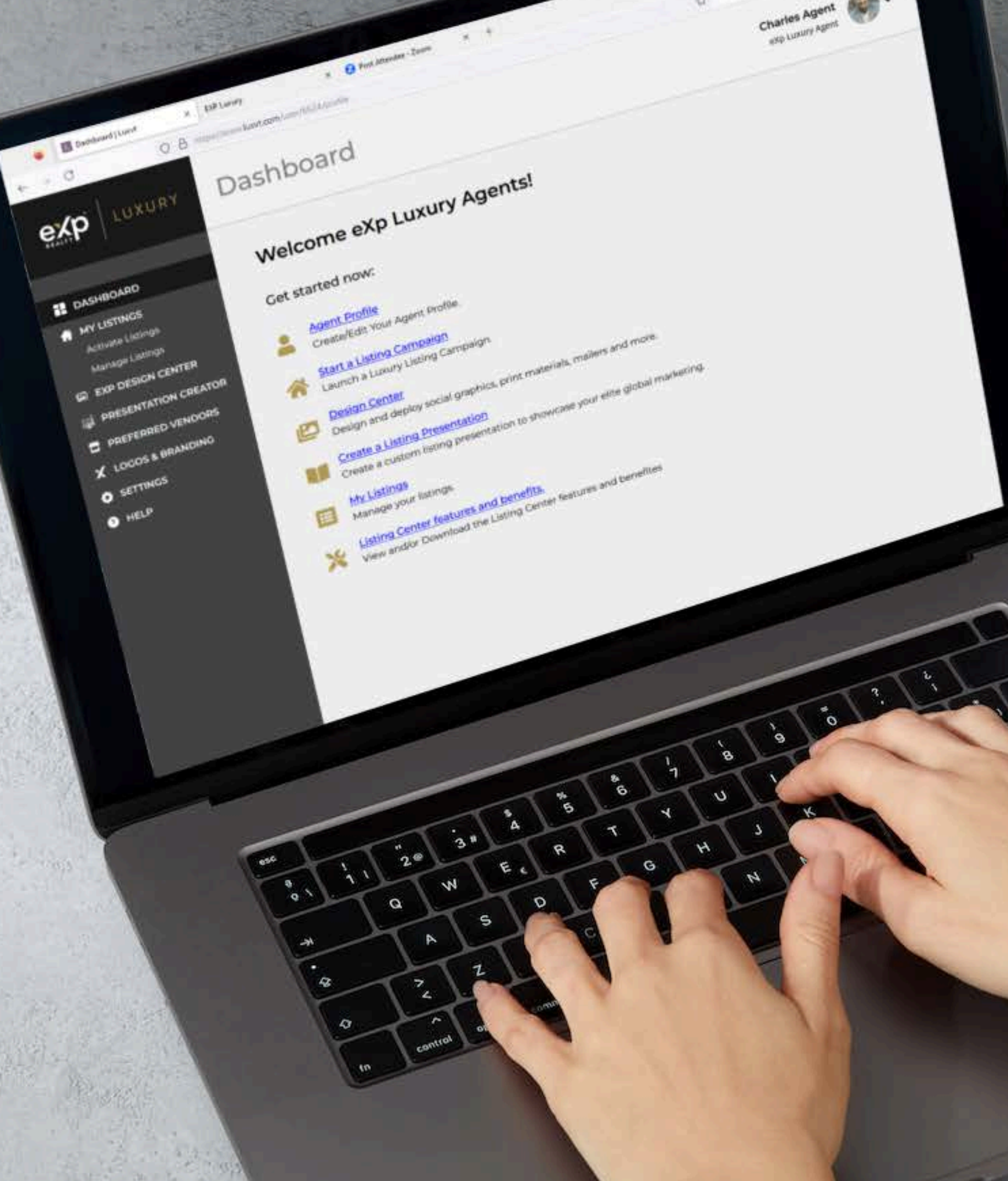


LUXURY

Supercharge Your Production.

Save countless hours and maximize your opportunities with unified tools, curated partnerships and robust training.





Everything At Your Fingertips.

- Listing Campaigns
 - Design Center
 - Branding
 - Vendors & Partners
 - Support Center
-

Your Personal Luxury Marketplace

A curated array of best-in-class luxury tools,
available to you with exclusive negotiated discounts
and features



A photograph of a business meeting in a bright, sunlit room. A man in a suit and glasses is on the left, looking towards a woman in a light-colored blazer who is gesturing with her hands. In the foreground, a hand is holding a pen over a document. The scene is backlit by a large window, creating a warm, golden glow. The text 'Extraordinary Partners. Exclusive Advantages.' is overlaid on the right side of the image.

Extraordinary Partners.
Exclusive Advantages.



Luxury Presence

Award-winning real estate website designs and expert marketing solutions





Blended Sense

Deploy video and photography pros easily to create stunning content for your brand and your listings.



REAL Marketing

Elegant farming materials, luxury postcard mailing, stylish market reports and more.



SUCCESS®

EXTRAORDINARY PARTNERS

SUCCESS Magazine & Coaching

An exclusive partnership with the leading brand in the field of personal and professional development for nearly 125 years.





LUXURY

Grow & Thrive With The Best.

- Luxury Certification
 - Robust Community
 - Weekly Masterminds
 - Online Forums
 - Networking & Mentorship
-



Weekly Events & Masterminds

Expert-led forums with insight and tactics to fuel your success



exp REALTY | LUXURY

BUILDING & LEADING A LUXURY TEAM

 <p>Janie Coffey Moderator, Team Leader eXp Luxury Advisory Council Member</p>	 <p>Pete Middleton Team Leader eXp Luxury Advisory Council Member</p>	 <p>Jana Caudill Team Leader eXp Luxury Advisory Council Member</p>	 <p>Nathan Abbott eXp Realty Team Leader eXp Luxury Member</p>
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exp REALTY | LUXURY

LUXURY SPOTLIGHT MAY 2023

BREAKING INTO LUXURY



Video Marketing For Luxury Agents

exp REALTY | LUXURY

MEMBER MASTERMIND:

Get The Most Out of Your eXp Luxury Tools

Wed April 12 | 1PM et | eXp Luxury Members Workplace Group



JUNE 2023 SPOTLIGHT

Networking In Luxury

exp REALTY | LUXURY

LEVEL UP IN LUXURY | OPEN WORKSHOP SERIES

Ideas Into Action

How to turn big concepts and goals into a step-by-step plan for success.

WEDNESDAY MAY 24
1PM ET / 10AM PT
ZOOM & WORKPLACE LIVESTREAM



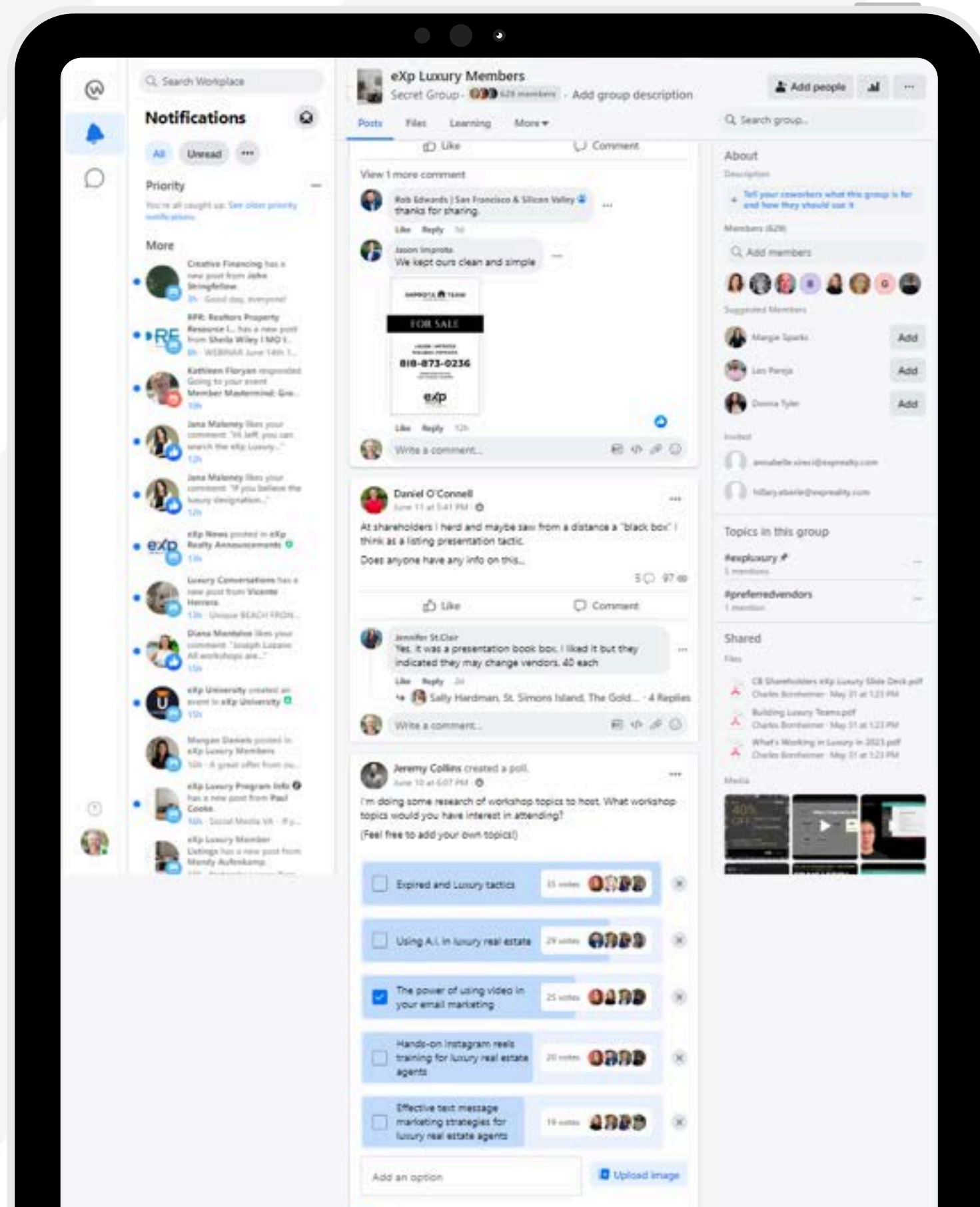


exp
REALTY

LUXURY

Online Luxury Certification Course

Gain program eligibility for yourself or your team through our self-paced online program.



Luxury Members Workplace Group

Find inspiration and build relationships in our vibrant online forum, based on a familiar Facebook interface.



LUXURY

Referral Group

This is your gateway to accessing the eXp Luxury Global Network for finding agent referrals beyond your local area.

The Best Investment In Luxury.



LISTING CAMPAIGNS

Showcase your listings and impress demanding clients through an elite global marketing campaign.

- Dedicated Listing Website
- Video Tour
- Interactive Media Kit
- Weekly Activity Reports
- Robb Report
- Mansion Global
- Wall Street Journal
- Unique Homes
- Barrons
- Marketwatch
- UPMKT
- Luxury Estate
- 80+ International RE sites

BRANDING & DESIGN

Elevate your brand with a sophisticated luxury aesthetic in the easy-to-use Luxury Design Center.

- Exclusive eXp Luxury Branding
- Listing Presentation Creator
- Luxury Design Center
- Brochures & Catalogs
- Social Media Graphics
- Bespoke Presentations
- Business Cards & Identity
- Signage
- Email Templates
- Mailers & Postcards

**Print and mail fulfillment costs not included with membership.*

EDUCATION & GROWTH

Thrive in the high end with robust learning events and vibrant networking opportunities

- 2X Monthly Masterminds
- Private Workplace Group
- Luxury Certification Course
- Workshop Videos
- Luxury Council & Ambassadors
- Local & National Events
- Agent Directory
- Global Networking & Referrals

EXCLUSIVE PARTNERSHIPS

Team up with best-in-class providers for essential luxury resources and technology.

- Luxury Presence
- Follow Up Boss
- Build A Sign
- Flash CMA
- REAL Marketing
- Real Grader
- Blended Sense
- Curbio
- BoxBrownie
- Client Giant

One annual membership fee.

No additional listing costs.

No franchise fees

No additional splits.

No referral fees.

No surprises.



LUXURY

PRIMARY AGENT MEMBERSHIP

For individual Agents or team leaders. Enjoy full eXp Luxury Membership including up to 10 concurrent Luxury Listings, full access to Design Center, Masterminds and more.

\$2,500 Annual Fee

TEAM AGENT MEMBERSHIP

Only for Agents working under an Agent with Primary Membership. Includes up to 5 concurrent Luxury Listings, plus full access to Design Center, Masterminds and more.

\$995 Annual Fee

JOIN.EXPLUXURY.COM

