



1. Write down your goals for Agent Attraction:
 - how many agent contacted/joined in:
 - 6 months
 - 1 year
 - 3 years
 - 5 years
 - When are you going to start?
2. Make a list where to find people to talk with/
 - Target audience: sphere, groups, family, events:
 - How do you want to reach them?
 - Individually
 - Calls, texting
 - Social media
 - What are you comfortable with?
3. Are you planning on starting a team? This matters in how you would Agent Attract



eXp General Links:

https://docs.google.com/document/d/17uWpv9_-SSWxJp9GBxkY22VwknGUIOshO0AfxZLxmEl/edit

<https://explore.exprealty.com/section/agent-attraction/>

[eXP Explore Guide](#) - Agent Attraction

[eXp Strategy Guide](#)

eXp Agent Attraction [WP Group](#)

Agent Attraction [Compliance](#)

Fees and Splits [Overview](#)

[Team Breakdown](#)

CRM Grow: <https://crmgrow.com/>

Boost Program:

https://join.exprealty.com/wp-content/uploads/2023/06/eXpRealty_Boost_OneSheet.pdf

Presentation: Points to Touch upon:

- Commission Splits
- eXp University
- eXp World
- Capping
- ICON
- Revenue Share
- Stock Gifting
- Fees
- Health Insurance
- Broker Team - Support
- Meetings, Coaching and Training
- IRL's
- Sense of Community - Culture

Images:

Revenue Share							
FLQA Requirement		Line	Agents (FLQA)	Share % if Not Meeting Line 1 Req	eXponential Share % if Meeting Line 1 Req*	Max \$ Per Full Capping Agent	Total Potential Revenue Share
Line 1	1	Line 1	5		3.50%	\$2,800	\$14,000
Line 2	5	Line 2	10	0.20%	4.00%	\$3,200	\$32,000
Line 3	10	Line 3		0.10%	2.50%	\$2,000	\$0
Line 4	15	Line 4		0.10%	1.50%	\$1,200	\$0
Line 5	20	Line 5			1.00%	\$800	\$0
Line 6	25	Line 6		0.50%	2.50%	\$2,000	\$0
Line 7	30	Line 7		0.50%	5.00%	\$4,000	\$0
		Total	15			Assuming Agents Full Cap	\$46,000
* ONLY EDIT YELLOW CELLS						Assuming Agents 3/4 Cap	\$34,500
* NOT PROVIDED BY OR ENDORSED BY EXP REALTY						Assuming Agents 1/2 Cap	\$23,000
* USE 1/3 CAP NUMBERS AS A SAFE ESTIMATE. NOT ALL AGENTS WILL CAP						Assuming Agents 1/3 Cap	\$15,640
* USE AT YOUR OWN RISK						Assuming Agents 1/4 Cap	\$8,625
* FLQA definition: An agent personally sponsored into your revenue share group that is actively selling with the company. A minimum of two sales or \$5,000 in gross commission income is required during a rolling six-month period.							

Revenue Share							
FLQA Requirement			Line	Agents (FLQA)	eXponential Share % if Meeting Line 1 Req	Max \$ Per Full Capping Agent	Total Potential Revenue Share
Line 1	1		Line 1	15	3.50%	\$2,800	\$42,000
Line 2	5		Line 2	20	4.00%	\$3,200	\$64,000
Line 3	10		Line 3	25	2.50%	\$2,000	\$50,000
Line 4	15		Line 4	30	1.50%	\$1,200	\$36,000
Line 5	20		Line 5	0	1.00%	\$800	\$0
Line 6	25		Line 6	0	2.50%	\$2,000	\$0
Line 7	30		Line 7	0	5.00%	\$4,000	\$0
			Total	90		Assuming Agents Full Cap	\$192,000
* ONLY EDIT YELLOW CELLS						Assuming Agents 3/4 Cap	\$144,000
* NOT PROVIDED BY OR ENDORSED BY EXP REALTY						Assuming Agents 1/2 Cap	\$96,000
* USE 1/3 CAP NUMBERS AS A SAFE ESTIMATE. NOT ALL AGENTS WILL CAP						Assuming Agents 1/3 Cap	\$65,280
* USE AT YOUR OWN RISK						Assuming Agents 1/4 Cap	\$36,000
* FLQA definition: An agent personally sponsored into your revenue share group that is actively selling with the company. A minimum of two sales or \$5,000 in gross commission income is required during a rolling six-month period.							

Gifted Stock			
Stock Award for 1st eXp Closing	\$200		
Stock Award for 1st closing Rev Share Group	\$6,000		
Stock Award for Annual Capping	\$400		
Average Stock Award for TMB	\$6,600		
Stock Award for Earning ICON Status	\$16,000	Cap returned in stock gifting \$16,000	
You can purchase eXp stock from 5% of your commission at a 10% Discount			