



# TEAM SMITH

[www.TeamSmithSells225.com](http://www.TeamSmithSells225.com)





**The Agent-Owned Cloud Brokerage™**



**In 2004, Mark Zuckerberg invited 5 people to his Harvard dorm room to discuss a business opportunity. Only 2 showed up & they got in.**



**Dustin Moskovitz is worth \$13 Billion  
Eduardo Severin is worth \$9.5 Billion**

**What a lesson for those other 3 and all of us. Nothing is more expensive than a closed mind.**

# The Future Looks Bright if YOU Have the Right Vision



***eXp Is the Amazon  
of Real Estate  
~ Stefan Swanepoel  
Real Estate Trends  
Report 2013***

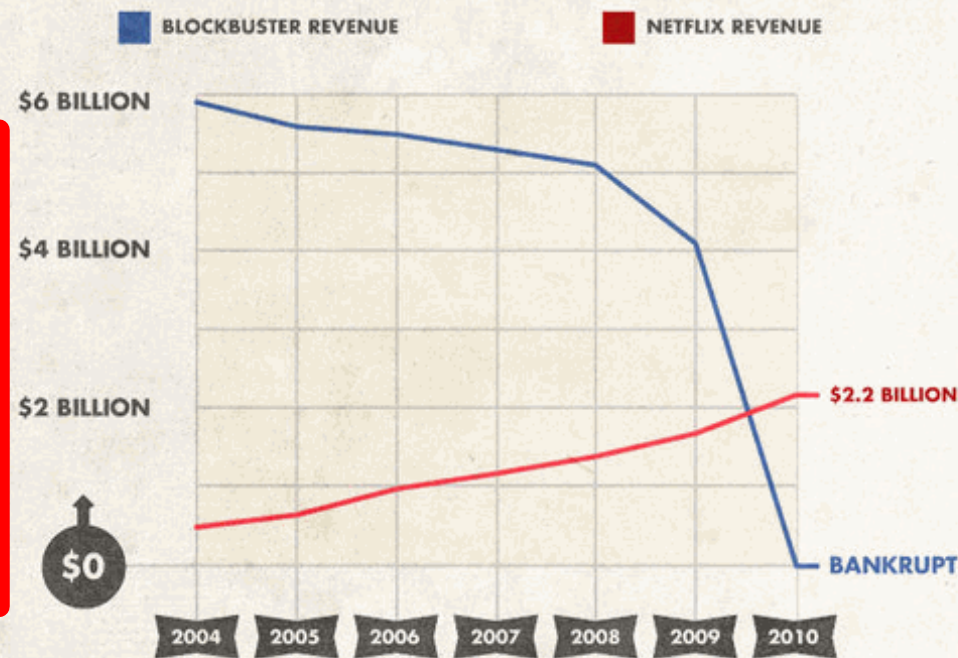


# Adapt or Go Under

NETFLIX



NETFLIX VS. BLOCKBUSTER (2004-2010)



*It only took Netflix  
6 years to put  
BlockBuster out of  
Business*



## 4 Disruptors

- Agent Owned Company (Public Traded)
  - Revolutionary Lead Generation
    - eXp World
  - Lucrative Revenue Sharing

# Real Estate Game Changers



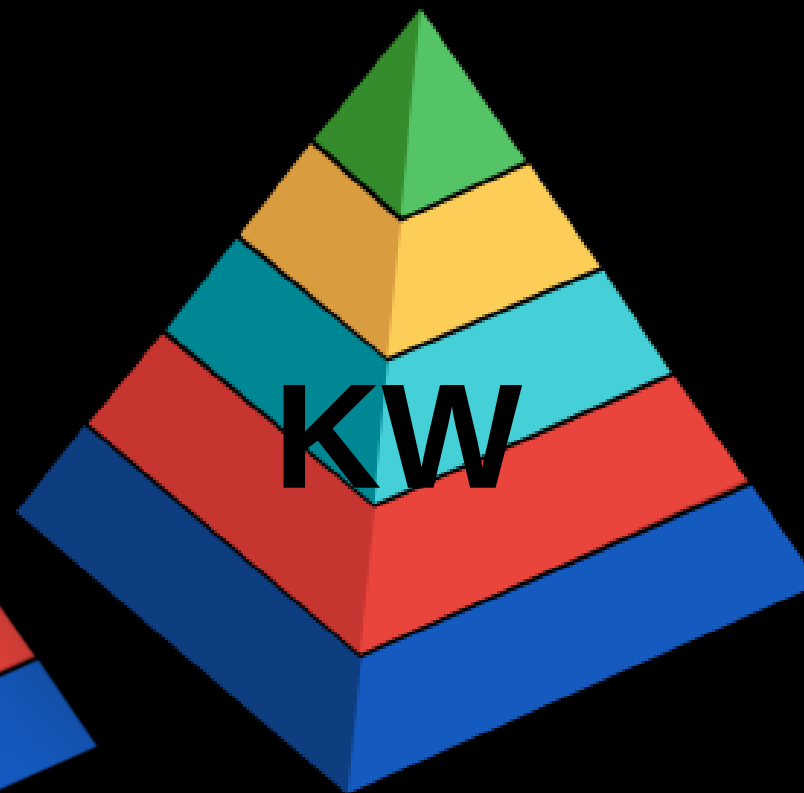
2010's  
Cloud Office  
GCI Rev Share  
Agent Ownership  
Tech Platforms



1970's  
Franchising



1980's  
95% model



1990's  
Profit Sharing

# The Agent-Owned Cloud Brokerage<sup>®</sup>

At eXp Realty, our family of agents and brokers build their own businesses while establishing a direct ownership interest in eXp World Holdings Corporation as a shareholder and partner.



Agent Ownership: **OTCBB:** **EXPI**

# eXp World Holdings L.L.C.

Publicly traded Agents earn ownership

Direct Purchase Plan opt in for 5% of commissions at a 20% discount  
Some stock is subject to vesting

Stock awards for Sales, Capping, and Attraction of Agents

| AGENT COUNT   | 1 <sup>st</sup> Transaction | Capping | Attraction |
|---------------|-----------------------------|---------|------------|
| 3,000-4,000   | 75                          | 250     | 250        |
| 4,000-6,000   | 75                          | 175     | 175        |
| 6,000-8,000   | 50                          | 125     | 125        |
| 8,000-12,000  | 50                          | 100     | 100        |
| 12,000-16,000 | 35                          | 75      | 75         |
| 16,000+       | 25                          | 50      | 50         |

# Agent Centric Philosophy

Your career **IS** your brand. There is nothing more important to your brand than **YOU**.



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# Marketing and Technology Support

Provides marketing and technology support to eXp Realty Agents. Open a support ticket or visit the Cloud Office to arrange assistance.

- Company Email
- Cloud Office
- Mobile Apps
- Website Hosting & IDX



- Tech Support
- Group Workshops

# SkySlope Document Management

- Simple Document Management
- ZIP Forms Integration
- Easy Separation Feature
- Email & Text Tracking
- 24/7 Agent Support
  - o Live Chat
  - o Phone
  - o email
- MLS Data Feed
- Fax directly into file with unique cover sheets

The screenshot displays the SkySlope web application interface. At the top, there is a header with the SkySlope logo, a user welcome message for Phil McGraw, and navigation links for Home, Support, and Sign Out. A search bar is also present. Below the header, a navigation menu includes Listing, Contacts, Checklist, Document, and Log. The main content area shows a listing for 9328 Market Street, San Francisco, CA, 94108, with agent Thomas Realto and email MarketStreet9328@skyslope.com. The 'Listing Documentation' section is active, showing a table of required documents. The table has columns for Documentation, Status, View Docs, and Comments. The documents listed are: 1. Listing Agreement (Incomplete), 2. Seller Advisory (Pending), 3. MLS Printout or Non MLS Submission Request (Pending), 4. Agency Disclosure (Pending), 5. Short Sale Info and Advisory (If Applicable), and 6. Dual Agency (If Applicable). Each row has an 'Attach' button and, for some, 'Accepted' and 'Rejected' buttons. The footer contains copyright information for 2014 and a 'Powered by SkySlope' note.

| Documentation                                 | Status        | View Docs | Comments             |
|-----------------------------------------------|---------------|-----------|----------------------|
| 1. Listing Agreement ?                        | Incomplete    |           | <input type="text"/> |
| 2. Seller Advisory                            | Pending       |           | <input type="text"/> |
| 3. MLS Printout or Non MLS Submission Request | Pending       |           | <input type="text"/> |
| 4. Agency Disclosure                          | Pending       |           | <input type="text"/> |
| 5. Short Sale Info and Advisory               | If Applicable |           | <input type="text"/> |
| 6. Dual Agency                                | If Applicable |           | <input type="text"/> |

This screenshot shows a different view or a duplicate of the documentation table from the previous image. It displays the same list of documents and their statuses: Listing Agreement (Incomplete), Seller Advisory (Pending), MLS Printout or Non MLS Submission Request (Pending), Agency Disclosure (Pending), Short Sale Info and Advisory (If Applicable), and Dual Agency (If Applicable). The interface elements, including the header, navigation menu, and footer, are consistent with the first screenshot.

| Documentation                                 | Status        | View Docs | Comments             |
|-----------------------------------------------|---------------|-----------|----------------------|
| 6. Dual Agency                                | If Applicable |           | <input type="text"/> |
| 5. Short Sale Info and Advisory               | If Applicable |           | <input type="text"/> |
| 4. Agency Disclosure                          | Pending       |           | <input type="text"/> |
| 3. MLS Printout or Non MLS Submission Request | Pending       |           | <input type="text"/> |

# Revolutionary Lead Generation

Systems

Support

Profitability

*The Agent-Owned Cloud Brokerage®*





WEBSITE + IDX + CRM

# MAKING IT RAIN

YOUR BRAND!  
YOUR LISTINGS!  
YOUR LEADS!

**Making it Rain** is a robust, high quality, lead generation program delivering leads to EXP Realty agents and brokers at steep discounts to leads generated and sold by popular third party syndicators such as *Realtor.com*, *Market Leader*, *Zillow*, and *Trulia*. Sign up for leads in your market for as little as \$100 a month with eXp realty facilitating lead generation campaigns on your behalf using Pay Per Click campaigns on google and major search engines. (up to 75% savings relative to popular third party syndicators.)

- \$100/month – 5+ exclusive leads
- \$500/month – 25+ exclusive leads
- \$1000/month- 50+ exclusive leads

You decide what to do with them! EXPLS is your listing service with 600+/- outlets. Your listings will have greater exposure and generate more leads for you.



# Included Education and Sales Training

Over 15 hours of live weekly training and a growing archive of recorded training sessions. Topics cover today's best industry and business practices.

- Sales
- Listings
- Technology
  - ◆ Websites
  - ◆ SEO and Social Media
  - ◆ Video Marketing
- Team Building
- Business Planning
  - ◆ Marketing \* Lead Gen
- Industry Innovations



# eXp Compensation Plan

- \* \$16,000 Yearly Cap
- \* 80/20 Commission Split on \$80,000 GCI
- \* 100% for the remainder of your year
- \* eXp Honors the cap you've paid to your current company

## Per Transaction Fee

\$25 Broker Review \* \$10-\$30 E&O Insurance (\$500 cap), then free!

\* \$250 Transaction Fee **AFTER** you CAP for next 20 deals,  
Then only \$75 for the remainder of the year.

Do you want to earn  
100%+ PLUS?

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# The Myth of Sisyphus



*A King was doomed to an ETERNITY of having to roll a huge boulder up a GIANT Mt. Only to have it roll back down AGAIN and AGAIN. Every year in Sales you have to start over with nothing and push that rock just as HIGH & HARD as you did last year.*

# ***Top Brokers / Agents Are Flocking to eXp Realty!***

#1 AZ Team /Top 16 in USA - The Wilhems Team

**#2 Re/Max Team in Louisiana**

**“The Smith Team” Steven & Laura Smith**

#1 Top Louisiana Agent Joins - Darren James - (WSJ #51 in USA)

Top International Luxury Agent in all of South Texas

Miguel Herrera Joins

Top 10 Team in the USA - Brent Gove Team - Sacramento

Group Joins (from RE/MAX)

Landmark Group - Boston, Ma. (31 years with Re/Max)

Ryan Hightower, one of the real estate industry's most prolific lead generators, has joined eXp Realty in Arizona

# ICON Agent Program - 2017

## \$16,000 of Stock - 2 Ways to Qualify

1. 20+ Transactions after CAP
- or
2. Annual GCI of \$500,000 & pay in full capped transaction fees

### Receive \$16,000 of EXPI Stock

- \$4,000 when target is hit
- \$12,000 on 3rd anniversary
- see plan for details

Systems

Support

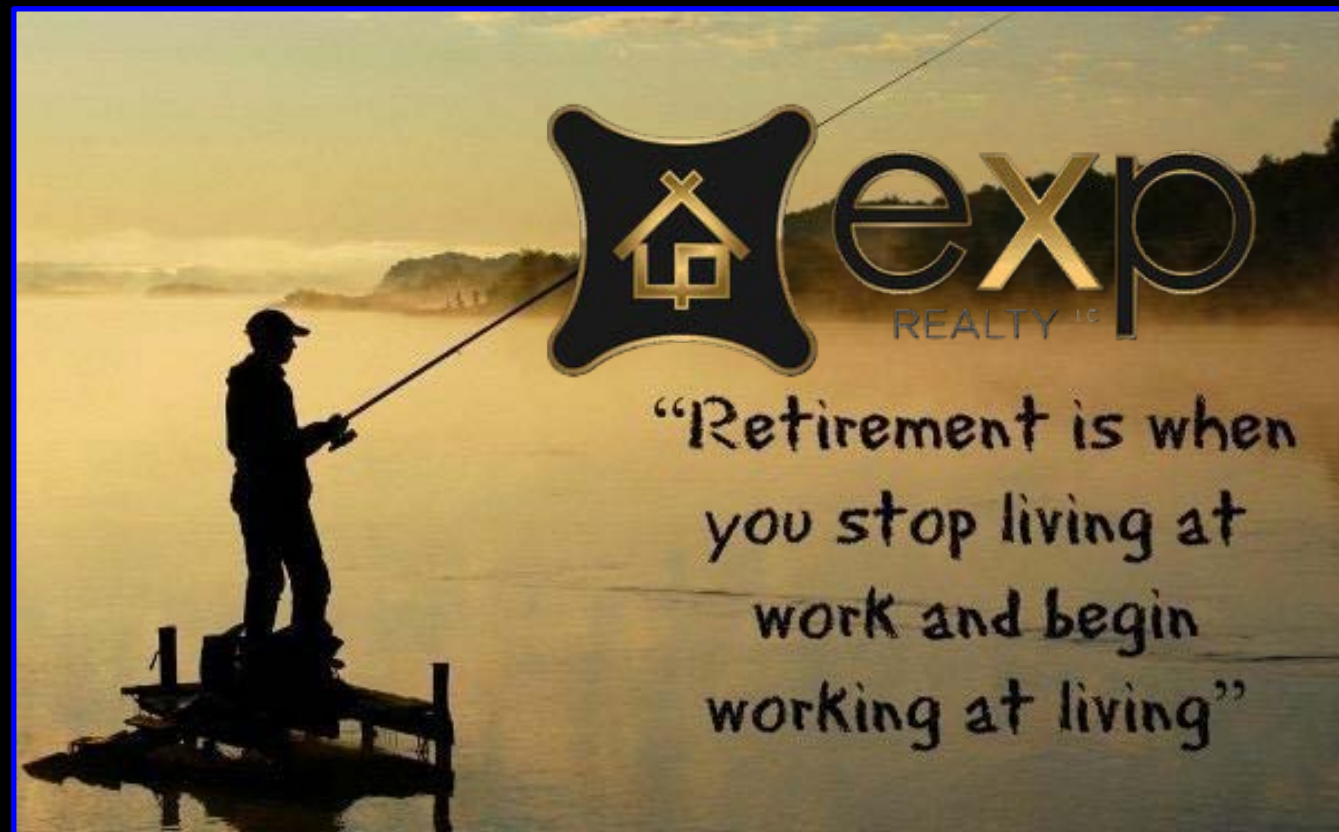
Profitability

*The Agent-Owned Cloud Brokerage®*



# What is your exit strategy from Real Estate?

*“I’m not here to show you how to plan for retirement, I am here to show you how to make the money you can to retire with.”*



# Lucrative Revenue Sharing



Systems

Support

Profitability

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# Revenue Share vs. Profit Share

$$\text{Revenue} - \text{Expenses} = \text{Profit}$$

Cloud Brokerage = LESS Expenses = MORE profit!

eXp can share in the GCI Revenue OFF THE TOP !

Max Revenue Share  
Per Agent

\$2,800



\$3,200



\$2,000



\$1,200



\$800



\$2,000



\$4,000



|        | MaX eXponential<br>Share<br>(if floor qualifying<br># has been met) | Your Share of<br>each<br>commission<br>till capped | Personal<br>qualifying agent<br>count needed |
|--------|---------------------------------------------------------------------|----------------------------------------------------|----------------------------------------------|
| Tier 1 | \$2,800                                                             | 3.5%                                               | 1+                                           |
| Tier 2 | \$3,200                                                             | 3.8%                                               | 5+                                           |
| Tier 3 | \$2,000                                                             | 2.4%                                               | 10+                                          |
| Tier 4 | \$1,200                                                             | 1.4%                                               | 15+                                          |
| Tier 5 | \$800                                                               | 0.9%                                               | 20+                                          |
| Tier 6 | \$2,000                                                             | 2.0%                                               | 25+                                          |
| Tier 7 | \$4,000                                                             | 4.5%                                               | 40+                                          |

# Create Passive Income for Retirement \$3,000/month in Residuals

You attract 6 Capping Agents  
who each attract just 1 Agent !



• 1<sup>st</sup> Year 6 Cappers X \$2,800 = \$16,800

• 2<sup>nd</sup> Year 6 Cappers X \$3,200 = \$19,200

**\$36,000/YR**

Plus you have shares of stock!

# Passive Income Example



## 10 Cappers Who Sponsor 5 Cappers

- 1<sup>st</sup> Level 10 x \$2,800 = \$28,000 YR
- 2<sup>nd</sup> Level 5 (50) x \$3,200 = \$160,000 YR
- (3<sup>rd</sup> Level 1 (50) x \$2,000 = \$100,000 YR)
- 4<sup>th</sup> Level ?
- 5<sup>th</sup> Level ?
- 6<sup>th</sup> Level ?
- 7<sup>th</sup> Level ?

**\$188,000 YR only 2 levels  
with 60 agents who cap  
“Plus shares of stock”**

\*\*\*\*\*

**Cap = sales of \$2.66Mil**



VS



# exp WORLD

Systems

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VirBELA

4560

3D Simulations  
& Games

to attract, select, and  
develop talent.

BradAndersohn

TEAM

David

Alex

Traci

Josh

Ken

Ana

David

Ken

Will

### USING AN ANTI-EMETIC

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## Professional workspace available on demand

**accenture**



**Google**

**Linked in**



# Startup Costs & Fees

## Setup (one time)

\$49 Startup Fee

\* Includes

Business Cards

Folders

Lead Generation Site

Word Press Site

Google Business Suite

Real Satisfied Pro

and much more...

## Annual and Monthly Costs

\$50/Mo Technology Fee

\$420/Yr Tuition - your initial stock award covers a lot of this tuition. Best of all it's taken out of first Closing.

Systems

Support

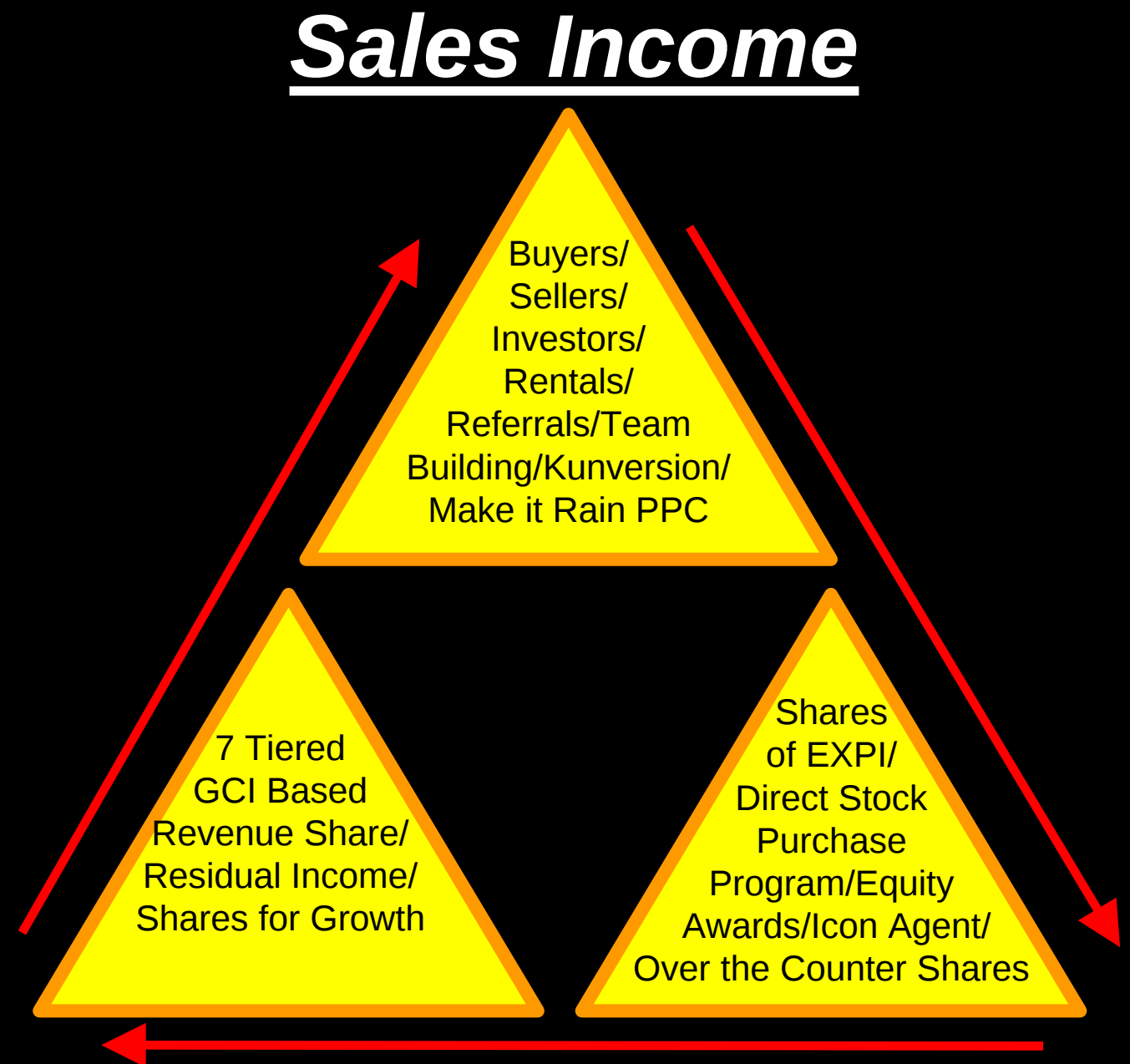
Profitability

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# A Business Synergy System

Equity/Ownership.  
Your Equity/Ownership fuels your passion for eXp growth.  
The more you GROW your eXp eXpansion business, the more Rev Share you earn.  
The More Residual Income you earn, the more \$\$ you can re-invest into your Lead Gen/Sales Business  
...which starts the loop over again.



**Company Stock Agent Ownership** is an industry changing idea! After you sell your first home with eXp Realty, you will receive stock in our publicly traded company (EXPI). Agents also receive stock when they cap and can participate in the Employee Stock Purchase Plan allowing you to purchase stock at a significant discount.

**Commission Split - 80 /20 Split with a \$16,000 Cap**

**Lead Generation Website / Platform - Commissions Inc. & Kunversion**

These powerful lead generation tools are very similar to Boomtown and Tiger Leads and within days (sometimes hours) you can generate multiple buyer and seller leads with this robust tool. It can transform your real estate business!

**Revenue Share** Want to retire from real estate one day? The eXp Realty revenue share program pays you residual income from anyone you attract to the company, regardless of office or company profitability. It's simple and straightforward... See what you can earn with the revenue share calculator.

**EXP World & Technology Support Team** The eXp technology support team at eXp is available to answer any of your tech questions, assist with your websites, computer issues, help with basic graphic requests and provide weekly training to optimize your website, utilize new tools and social media strategies.

**Agent WordPress Website**

Created and hosted by eXp with multiple themes to choose from. This is your site to develop your personal brand and grow your business... you can even take it with you wherever you go throughout your real estate career. CRM System Industry leading

**Breakthrough Broker Content & Other Tools** eXp Realty also has a growing list of tools offered to the agents, from an Open House app to 800#, business cards, Google apps, RealSatisfied account, Regus Business Lounges, vendor discounts and more.

# *eXp Mission Statement*



*We want the value proposition of  
eXp Realty to be so good that  
It would be **irresponsible** for an  
agent or broker to hang their  
license anywhere else*

# ***Team Smith Awards***

Top 1% Producing Team  
in America 2015

#2 Team Dixie  
Region 2014

Chairman's Club  
2015

HGTV "Bang for Your  
Buck" 2012

Platinum Club  
2011

Chairman's Club  
2014

Hall of Fame 2016

Titan's Club 2016

Top 10 Teams in  
Louisiana 2016

#3 Team 2013

Chairman's Club  
2013

Top 10 Teams in  
Louisiana 2015

Chairman's Club  
2012

Top 1% Producing Team  
in America 2014



Are you thinking about joining  
the **eXp** Realty family?

Contact Steven or Laura Smith

Steven 225-413-3376

Laura 225-413-3365



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