



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***

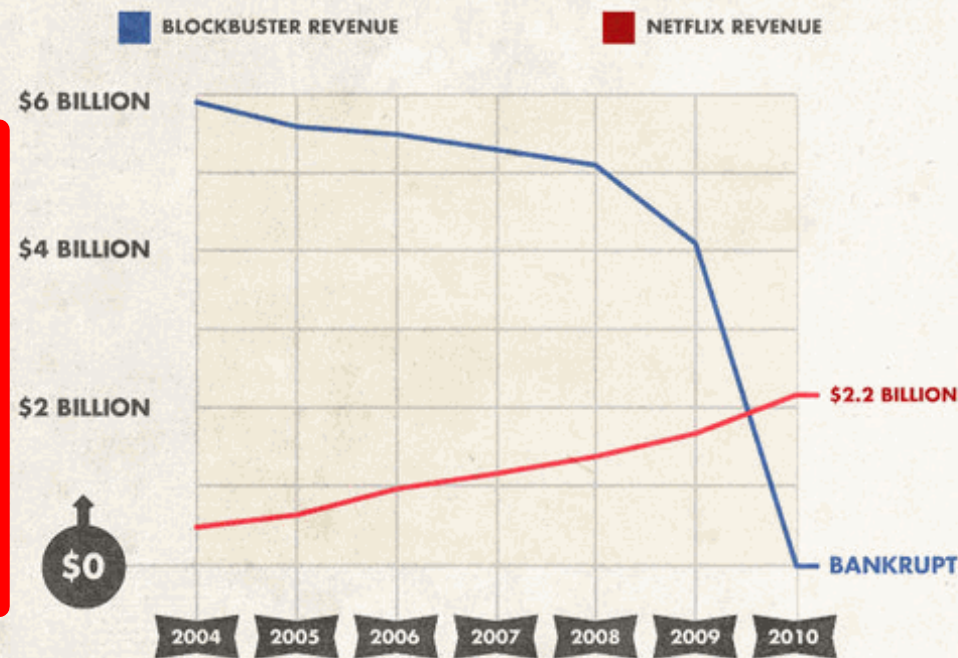


Adapt or Go Under

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



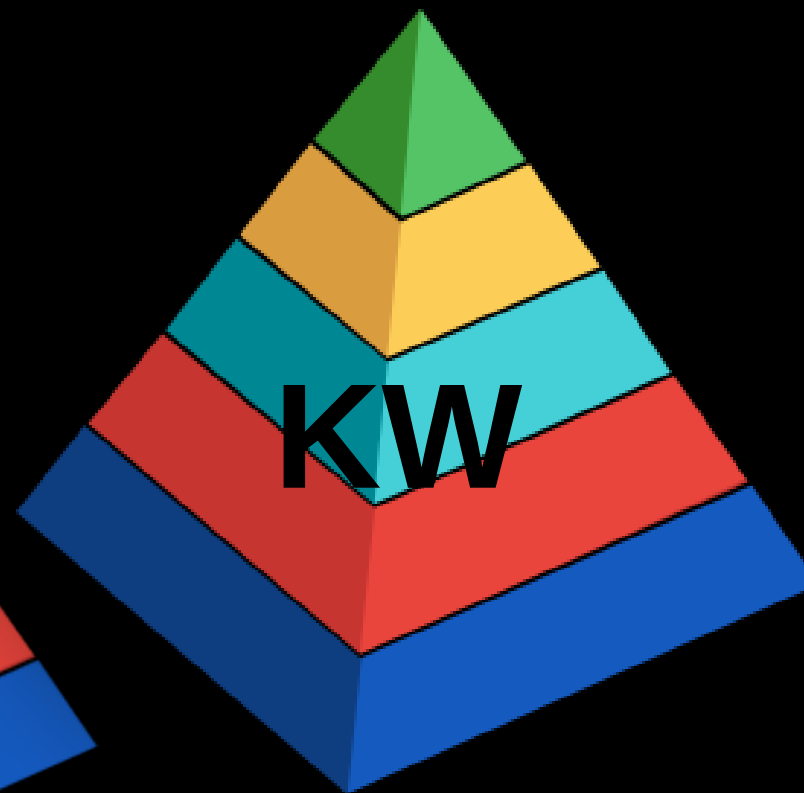
2010's
Cloud Office
GCI Rev Share
Agent Ownership
Tech Platforms



1970's
Franchising



1980's
95% model



1990's
Profit Sharing

The Agent-Owned Cloud Brokerage[®]

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 st 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, the SkySlope logo is on the left, and a user welcome message 'Welcome, Phil McGraw' with links for 'Home', 'Support', and 'Sign Out' is on the right. Below this is a search bar and navigation links 'Admin | My SkySlope | Print'. A blue navigation bar contains tabs for 'Listing', 'Contacts', 'Checklist', 'Document', and 'Log'. The 'Document' tab is active, showing a listing's details: Address (9328 Market Street, San Francisco CA, 94108), Agent (Thomas Realto), Email (MarketStreet9328@skyslope.com), and Year Built (2000). Below the details is a 'Listing Documentation' section with 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 pending items, 'Accepted' and 'Rejected' buttons. The footer contains copyright information and 'Powered by SkySlope™'.

Documentation	Status	View Docs	Comments
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		
6. Dual Agency	If Applicable		

This screenshot shows a different view or a duplicate of the documentation table from the previous image. It displays the same table structure with columns for 'Documentation', 'Status', 'View Docs', and 'Comments'. The rows are: 1. Dual Agency (If Applicable), 2. Short Sale Info and Advisory (If Applicable), 3. Agency Disclosure (Pending), and 4. MLS Printout or Non MLS Submission Request (Pending). Each row includes an 'Attach' button and, for pending items, 'Accepted' and 'Rejected' buttons. The interface is dimmed compared to the first screenshot.

Documentation	Status	View Docs	Comments
1. Dual Agency	If Applicable		
2. Short Sale Info and Advisory	If Applicable		
3. Agency Disclosure	Pending		
4. MLS Printout or Non MLS Submission Request	Pending		

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

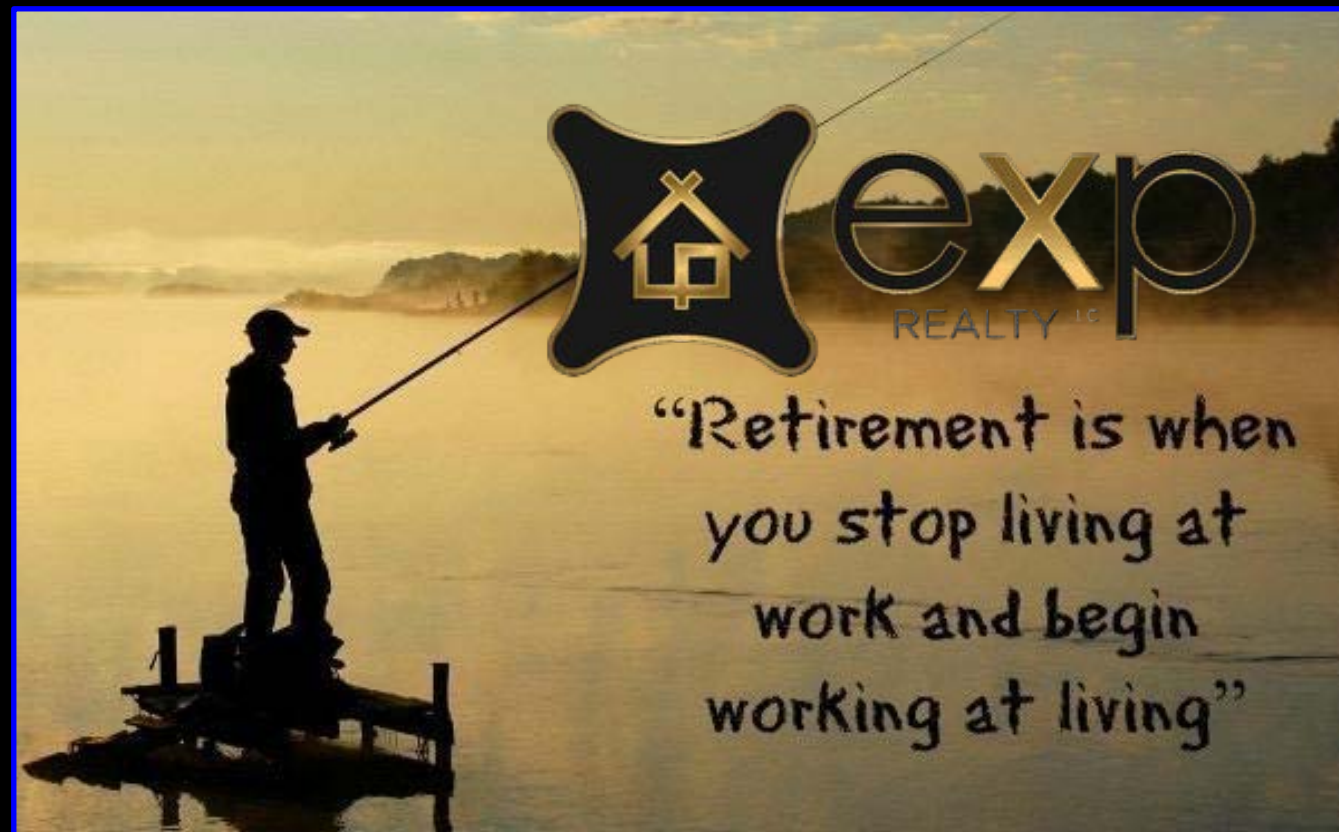
Profitability

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



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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 Share (if floor qualifying # has been met)	Your Share of each commission till capped	Personal qualifying agent 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 !



• 1st Year 6 Cappers X \$2,800 = \$16,800

• 2nd 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

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

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

Cap = sales of \$2.66Mil



VS



exp WORLD

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VirBELA

VirBELA 4560

3D Simulations
& Games

to attract, select, and
develop talent.

BradAndersohn

TEAM

DavidLagdon

TraciLewin

AlexBorja

JoshuaW

AnthonyM

AnaFesta

KevinJ

WillHiep

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Brad Andersohn



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+1 Phone Number Location of interest *

Requirement e.g I need a 3 person office for 12 months from January

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When you buy 12 months

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Worldwide and near you**



**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

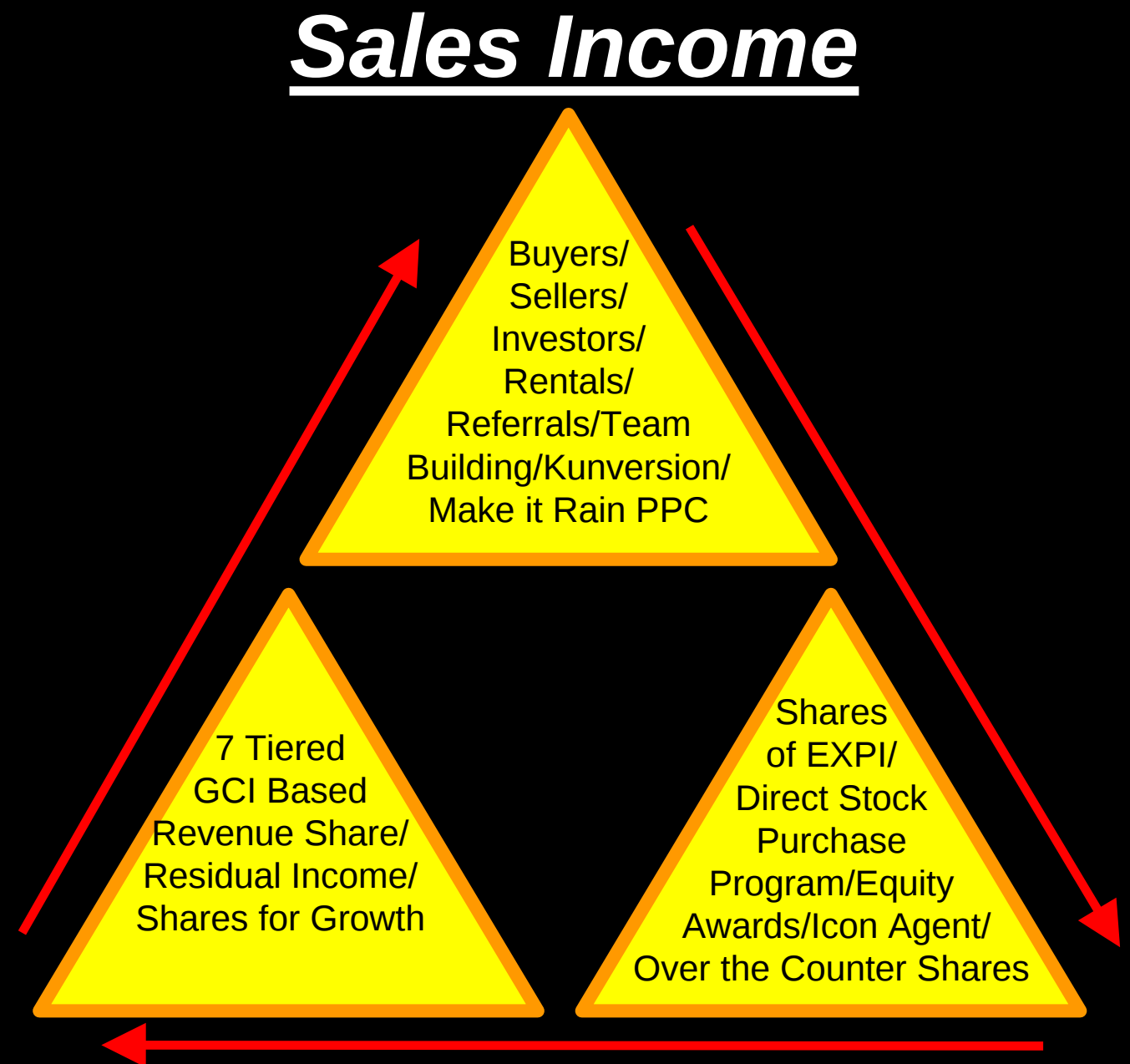
Profitability

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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*

Are you thinking about joining
the eXp Realty family?

Contact Jen Burns
225-907-3305