

Welcome to



THE **AGENT** GROUP

TRANSFORM YOUR BUSINESS

THE AGENT
group

LUXURY COLLECTIVE

AGENT CENTRIC

ALL LUXURY ORGANIZATION

BY AGENTS FOR AGENTS

THE **AGENT** GROUP

TRANSFORM YOUR BUSINESS

What We Will Cover



Who we are



Our business Model



Virtual World



Brokerage Solutions



Joining The **Agent** Group

WHO WE ARE

Our Story | Our History



Our Story | Our History



- The **Agent**group brand was built by Real Estate Agents for Real Estate Agents.
- Born from over 25 years of legacy marketing success in Scottsdale, AZ and Orange County, CA dominating the Luxury market.
- Agents enjoy ever evolving, cutting edge marketing materials and digital programs.
- Technology plays a very large part of the success of our Agents.

Virtual Is The Future



- The **Agent** Group is designed to give every listing our utmost attention, creating a personalized marketing plan and advertising strategy in the most advantageous areas to ensure optimal results. By incorporating and expediting insurance, mortgage, escrows, and disclosures internally, we are able to consistently achieve the highest caliber of efficiency.
- The **Agent** Group represents the future of Luxury Real Estate. We want you to love who you are, love where you are , and love what you are doing! We want you to have hope in creating and maintaining a lucrative career by leveraging our neighborhood specialist structure and promotion. We want you to have faith in building towards retirement and accumulating stock ownership along the way.

Why We Aligned



Now is the time for change in Luxury Real Estate

- With so many “brick & mortar” brokerages falling into crippling debt, we aligned ourselves with a virtual platform, eXp, that represents a much-needed paradigm shift in the Real Estate Industry, affording The **Agent** Group to be one of the fastest growing Luxury organizations on the planet.
- Core Values and Differentiators align with and compliment us
 - Stock Ownership
 - Global Ambition
 - Sustainable
 - Support
 - Community Service
 - Revenue Share
 - Technology Focused
 - Collaborative
 - Luxury Marketing
 - Transparency
 - Integrity
 - Innovative
 - Agile
 - Ground Floor Opportunity
 - Neighborhood Specialist

DIFFERENTIATORS AND CORE VALUES

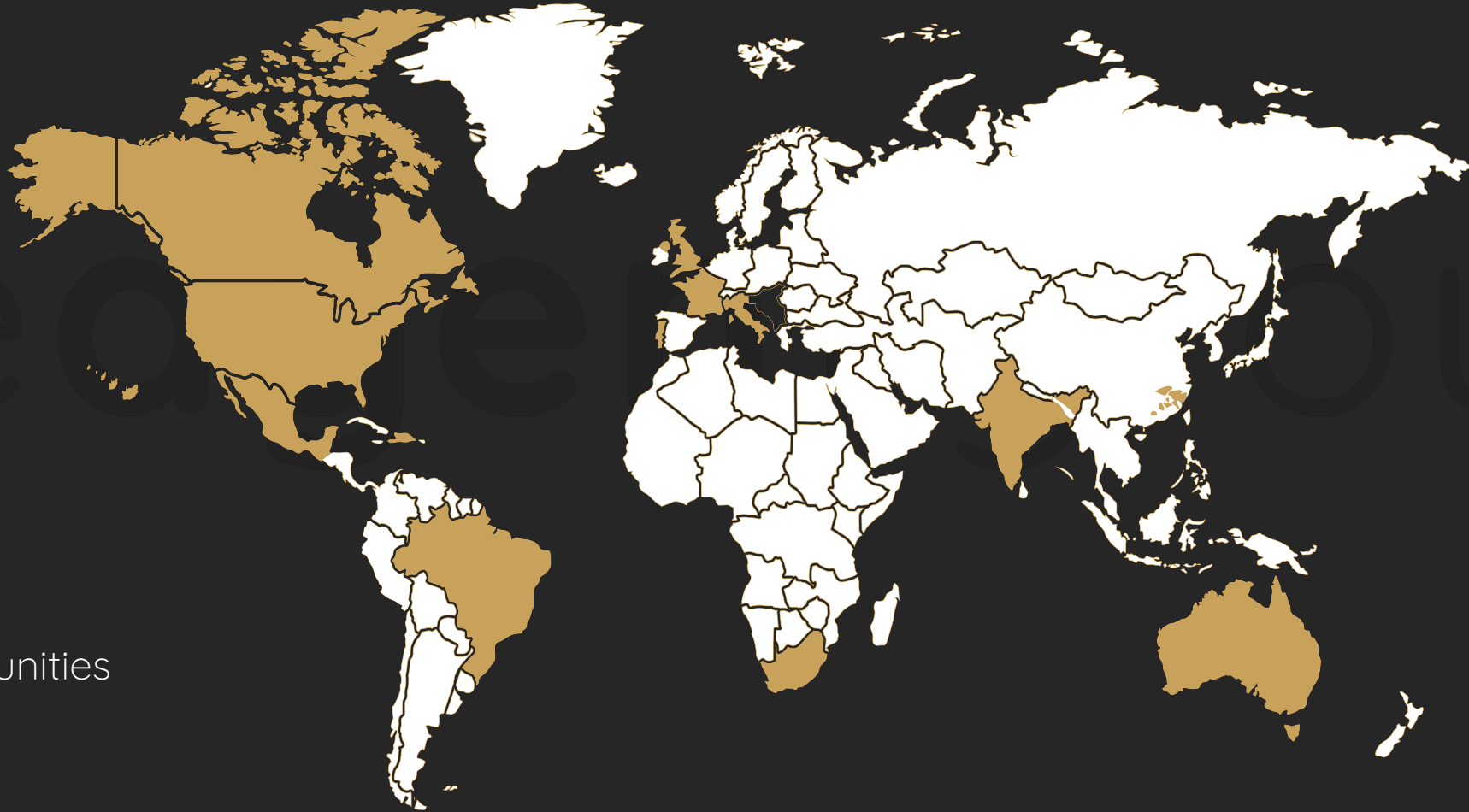


GROWTH, LOCATIONS & MOMENTUM



Currently in

- USA
 - CAN
 - AUS
 - UK
 - Mexico
 - France
 - India
 - Portugal
 - South Africa
-
- Global opportunities



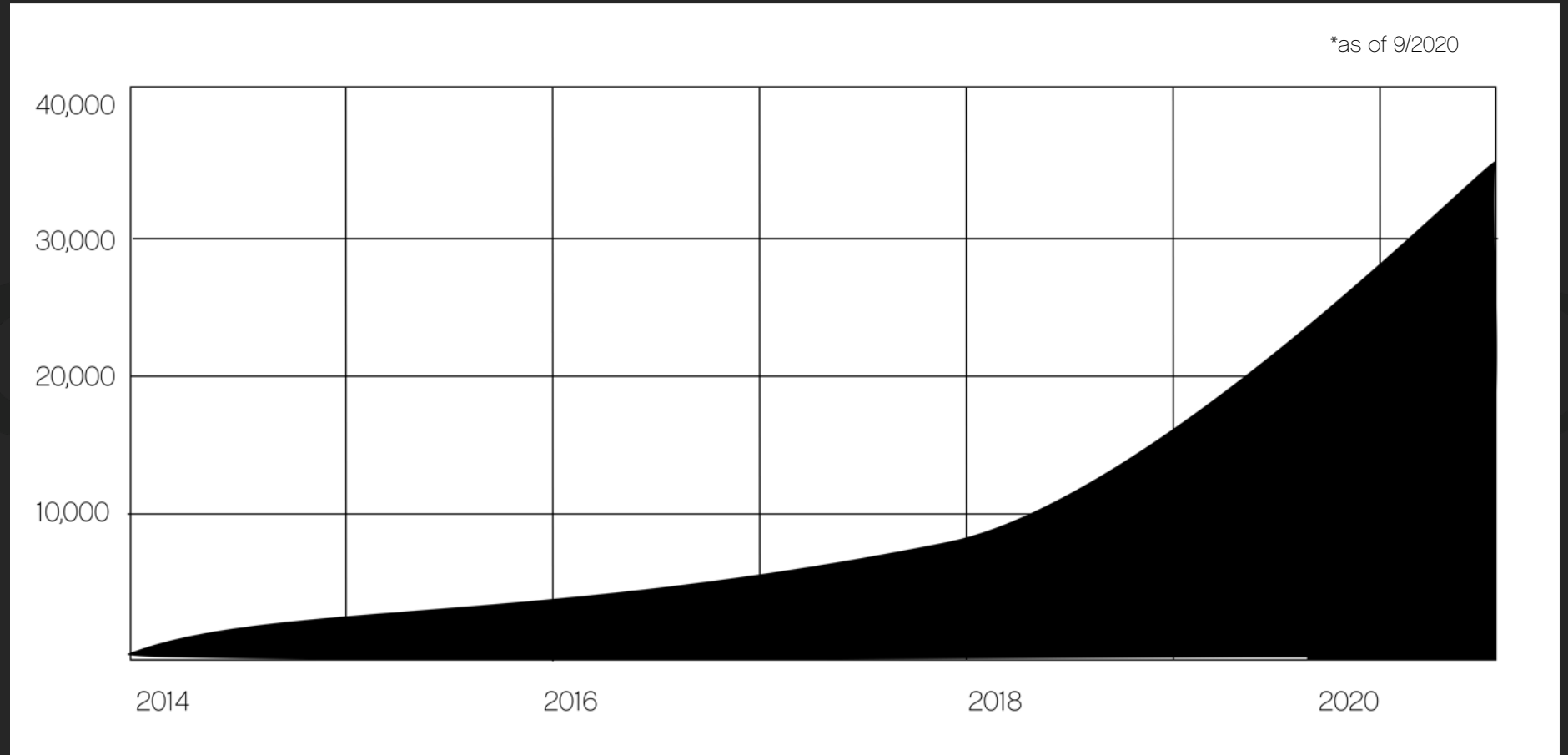
EXPLOSIVE GROWTH



Agent count
exceeds more than
43,000* agents in 11
Countries

*as of 2/2021

- USA
- Brazil
- Australia
- Canada
- France
- Great Britain
- Hong Kong
- India
- Italy
- Mexico
- Portugal
- South Africa
- Puerto Rico
- United Kingdom
- + more countries i2021



Innovation is Always Happening



Innovating the real estate space

*as of 9/2020

Brick & Mortar Locations

Anytime, Anywhere



Traditional real estate
brokerage offices



THE AGENT GROUP
TRANSFORM YOUR BUSINESS

One Global Brokerage, Not a Franchise

One international company changing the industry

*as of 9/2020

Typical Franchise

Costly Overhead
Franchise and Desk Fees

Locally Confined
Smaller Referral Network

Inconsistent Growth Incentives
Minimal Opportunities for Ownership

Limited Technology & Support
Few Tools and support Resources

THEAGENTGROUP

Cloud Campus with Private Team Suite
No Desk Fees and Work From Anywhere

Live Training
50+ Hours Weekly Online Training

Real-time Support
Specialized Support Team Ready to Help

International Collaboration
Expansive Referral Networks and Education

Powerful Equity Opportunities
Revenue Share and Stock Equity Programs

Live Training

- More than 50 hours of live train each week
- Learn from industry experts and top producers about:
 - Sales and listings
 - Lead generation
 - Social media
 - CRM and technology tools
- Tap into an archive of recorded sessions
- One on one mentoring with a Seasoned Luxury Agent
- Group and Team training in our Private Team Suite



Real-Time Support

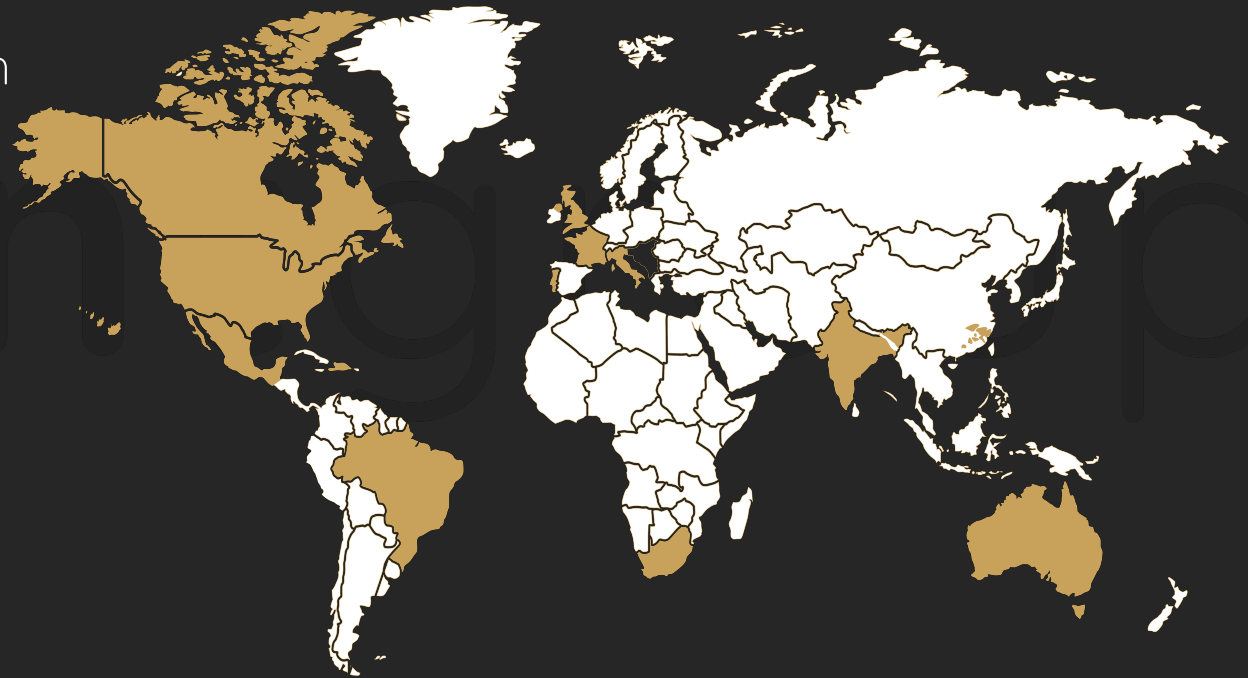
- Quick, on-demand support services
- Live support from Agent Services, Technology, Transaction Management and Finance Experts
- Transaction Specialists available wherever an Agent or Team is located
- Support teams online and available weekdays from 6 am – 5 pm PST / 9 am to 9 pm ET



International Collaboration



- Interact and learn from other top professionals in the company
- Build teams across states and provinces with one national cap
- Host and participate in daily, live online gatherings
- Benefit from a powerful referral network
- Share best practices among peers
- Continued international expansion, opens in the United Kingdom, Australia, Great Brittan and 5 more countries in 2020



Equity Opportunities



- Agents can become shareholders of eXp
- NASDAQ: EXPI

Sustainable Equity Play

- Earn Shares on your first transaction
- Earn shares when you fully cap
- Earn shares with an agent you sponsor closes their first transaction

ICON Agent Award

- Up to \$16,000 in stock upon the achievement of certain production and cultural goals withing your anniversary year

Agent Equity Program

- Enroll to be paid 5% of every transaction commission with stock at a 10% discount

Agent Voice in the Company



- The Agent Advisory Council (AAC) is made up of nominated and selected Agents and brokers from a variety of production levels and locations.
- The AAC ensures that the voice of the Agent is heard at the highest levels of the company. It's benefits shareholders while providing new ways for our senior leadership to obtain additional insights as our company grows



Revenue Share Plan



- The Agent Group Associates receive revenue share income from the sales activity of the productive agents they sponsor into the company.
- Agents earn based on adjusted gross commission income (AGCI) from the sales transactions closed by personally sponsored capping agent and productive agents in their overall group.
- AGCI is dynamically calculated each month so eXp Realty pays out and retains 50% of company dollar.

Revenue Share Plan Chart

Tiers	Expansion Share % of AGCI*	Exponential Share % of AGCI*	Front-line Qualifying Agent Count Needed
Tier 1	---	3.5%	0 – 4 Agents
Tier 2	0.2%	3.8%	5 – 9 Agents
Tier 3	0.1%	2.4%	10-14 Agents
Tier 4	0.1%	1.4%	15-19 Agents
Tier 5	0.1%	0.9%	20-24 Agents
Tier 6	0.5%	2.0%	25-39 Agents
Tier 7	0.5%	4.5%	40 + Agents

*AGCI = Adjusted Gross Commission Income

VirBELA Virtual World

Private Team Suite

Transforming the Agents Experience



Welcome to Our World



Private Team Suite for all members

- The **Agent**Group private team suite is the virtual real estate office of the future, but available today.
- A cloud campus environment where Agents can meet and learn together, no matter where they might be located.



Explore the Community



Real-Time Support



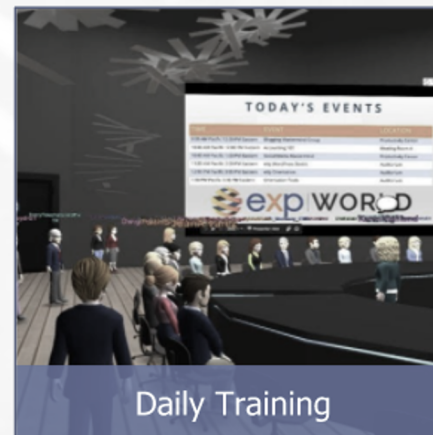
Specialized Departments



Team Collaboration



Information Sharing



Daily Training



Large-Scale Meetings

Work Anywhere, Anytime



Jump in a meeting or learn on the go with Agents everywhere.

Agents gain instant, live support from Agent Services, technology and finance experts....

All from where an agent or team is located.

Agent Solutions

Tools for Productive Agents



Agent Healthcare



The **Agent** Group is proud to offer eXp Agent Healthcare, which provides U.S. Agents with innovative and low-cost healthcare choices.

- ✓ Insurance and medical cost sharing
- ✓ Telemedicine services
- ✓ Supplemental insurance

Agent Healthcare helps agents save money, improve their provider network and decrease their out-of-pocket costs. Find the right plan for you and your family at eXpAgentHealthcare.com.

Agent Solutions

The best tools, technology and services to grow your business

Enterprise Platform Business Intelligence



SkySlope
Transaction Management



**Workplace by
Facebook**
Private Community



KV Core CRM
& Lead Generation



Luxury Marketing
Online and Custom Solutions

TheAgentGroup

DIGITAL SUITE



**Neighborhood
Specialist**
Social Media Marketing



**Personalized
Mobile
Search App**
For Apple and Google Play



T|A|G system
Content and Database
Management



**Microsoft Office
365 Suite**
Downloadable and online
with 1 TB digital storage

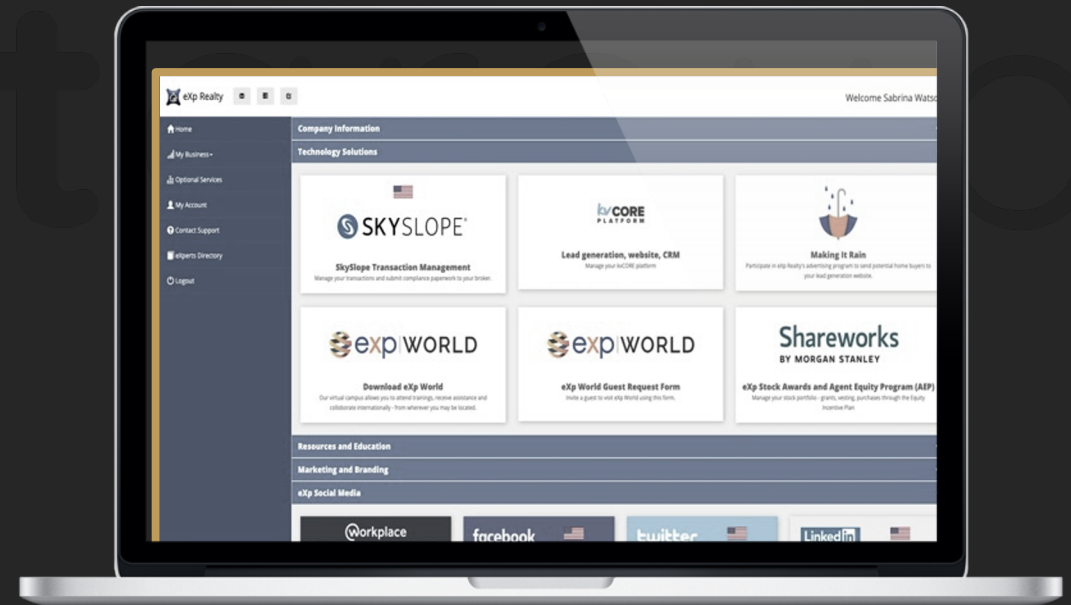
THEAGENTGROUP

TRANSFORM YOUR BUSINESS

eXp Enterprise

Enterprise gives Agent's autonomy and greater visibility into metrics and business intelligence that's crucial to their needs.

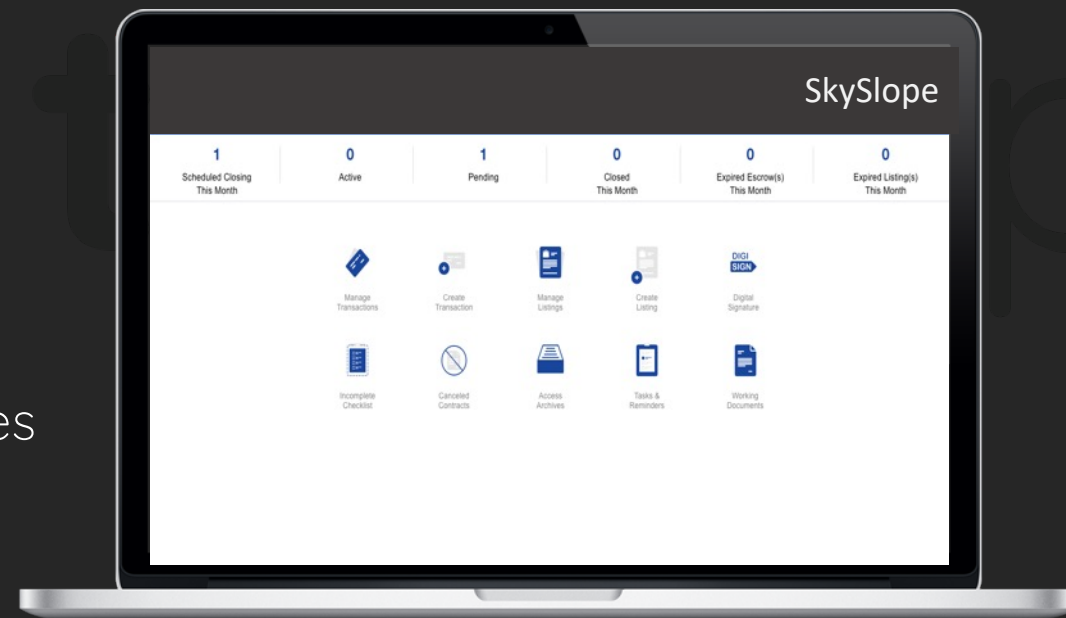
- View Agent details
- See commission and cap status
- Review agent equity awards
- Get real-time performance reports





SkySlope allows agents to manage their transactions from beginning to close...
Totally paperless!

- Review Transactions from any device
- Sign documents digitally
- Run your business with top-grade security features

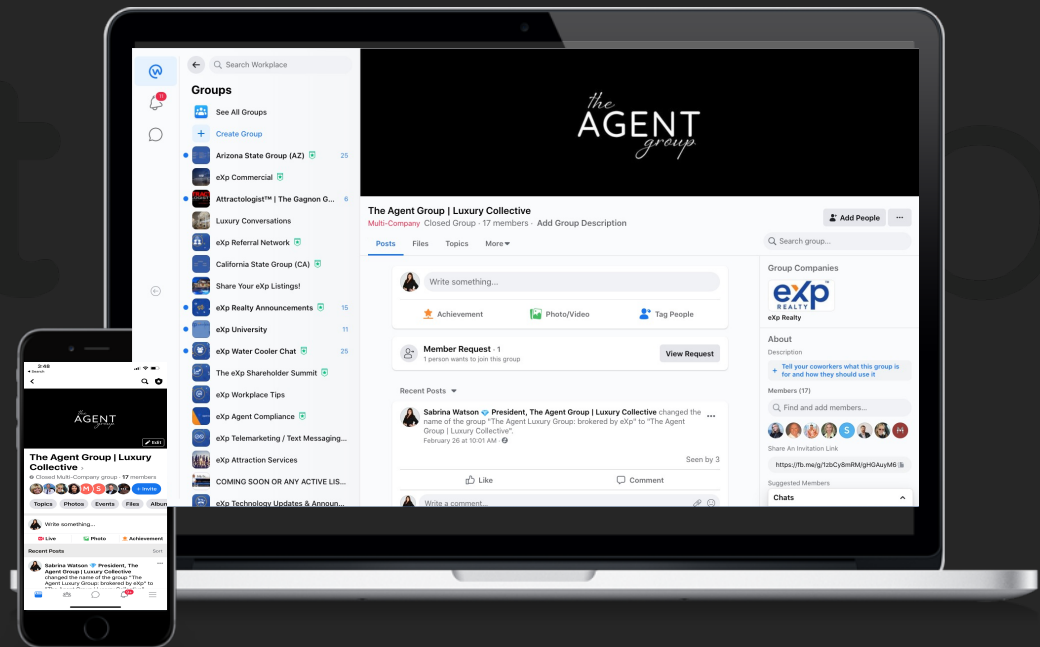


Workplace by Facebook



Workplace is an easy-to-use collaboration platform, a lot like Facebook, but built for the world of work

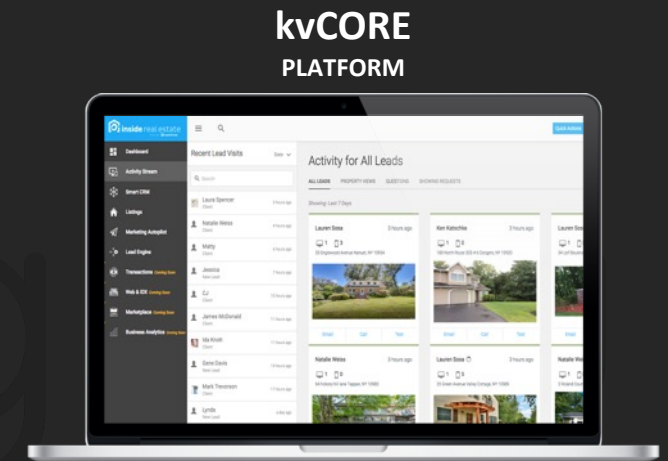
- Discuss topics and projects
- Share announcements
- Communicate instantly with your team and others across the company
- Broadcast live video and view past recorded videos



CRM & Lead Generation

Agents and teams use our provided tools daily to drive more leads and deals. Manage customer interactions and share property information.

- Powerful lead generation platform provided at no additional cost integrated into your personalized mobile app by Millions Mapped
- Integrate listing with your own Property Boost website and add campaign
- Optional in-house lead generation program
- Stay connected with voice mail drop, text message blast, handwritten cards, monthly touch with new content every month with kVcore.



Luxury Marketing Collective

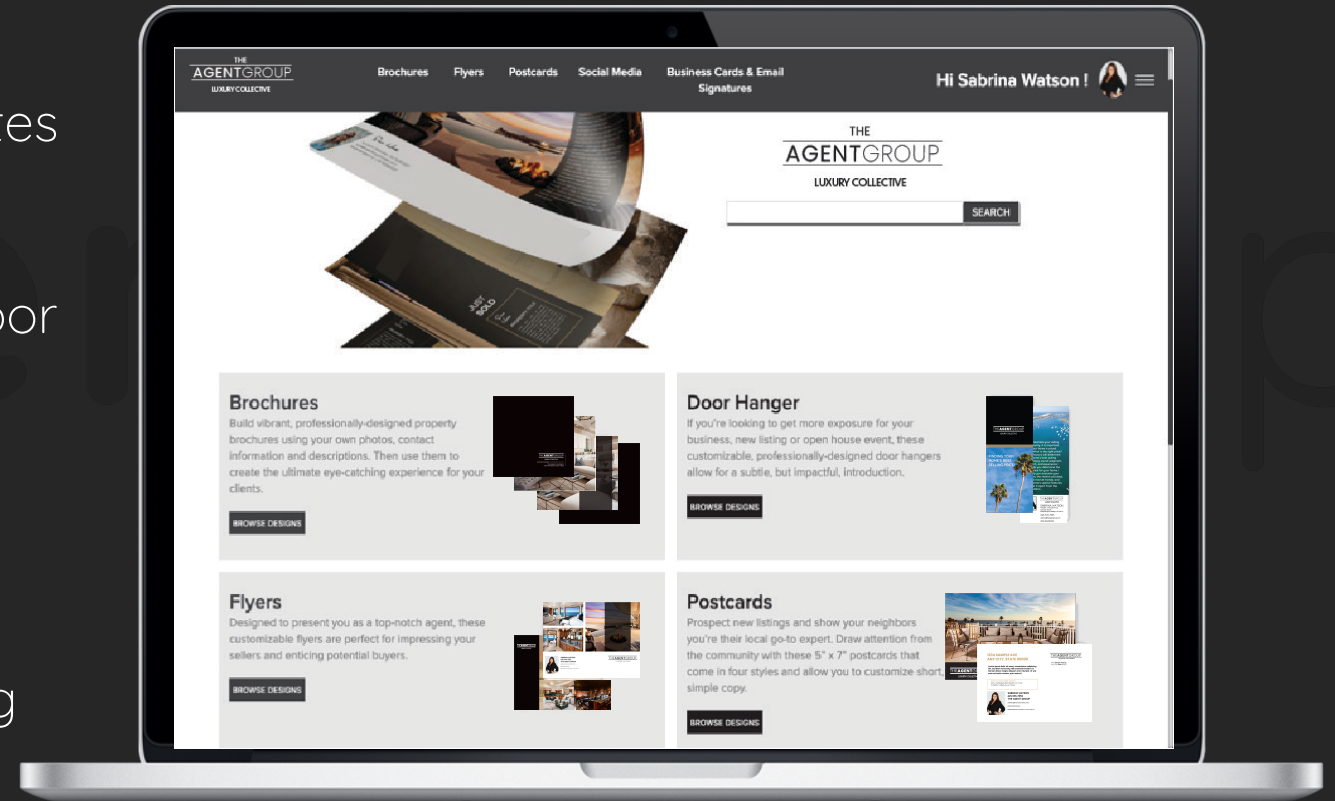
Luxury Marketing

On Demand & Semi-custom Templates

Our online marketing resource center provides beautiful award-winning templates on demand.

Download or print and ship Brochures, Door Hangers, Flyers, Postcards, Stationary, Social Media Graphics, Business Cards.

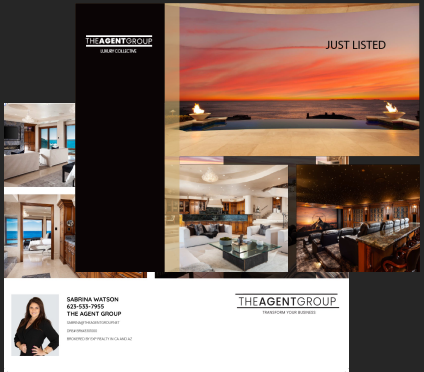
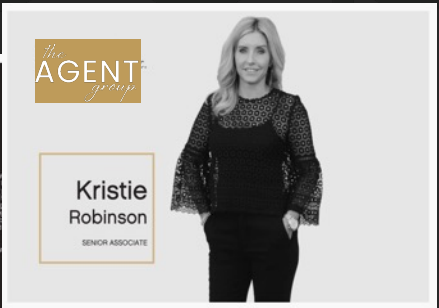
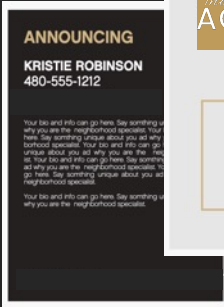
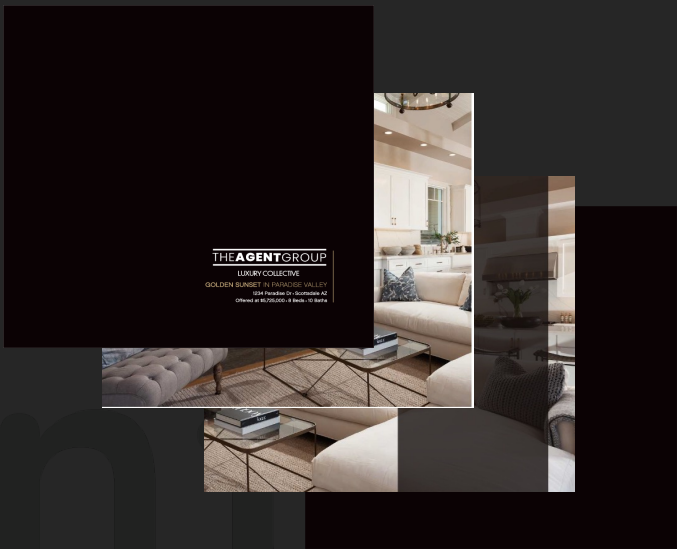
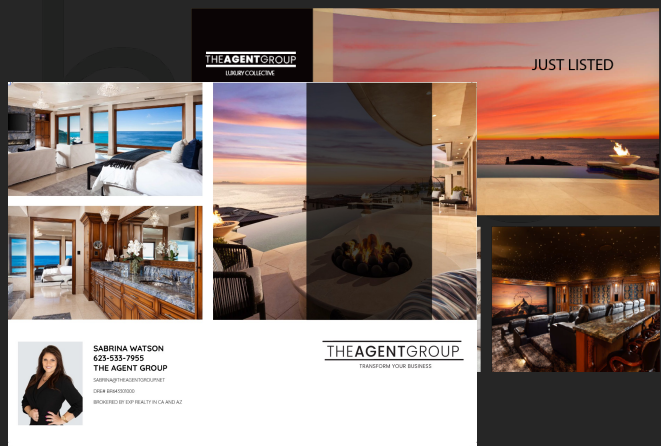
Members of The**Agent**Group also have access to a library of customizable luxury branded marketing pieces including listing presentations, postcards, e-cards, social media content, Digital Content and more.



Luxury Marketing

On Demand Templates

Download or print and ship Brochures, Door Hangers, Flyers, Postcards, Stationary, Social Media Graphics and Business Cards



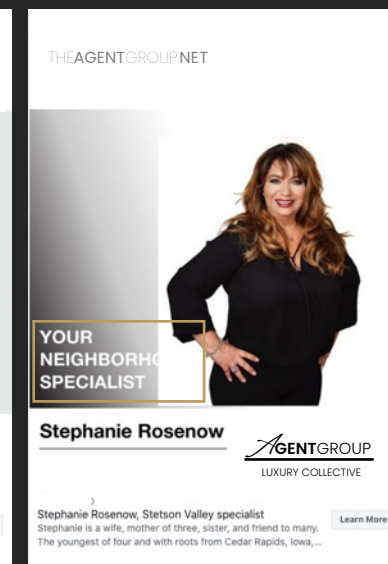
THE AGENT GROUP
TRANSFORM YOUR BUSINESS

Luxury Marketing

Custom Marketing and Ads

Personalized custom marketing:
Neighborhood Specialist Ads, and
Yard Signs

Digital Listing Ads, Digital Assets



THEAGENTGROUP
TRANSFORM YOUR BUSINESS

Luxury Marketing

Listing Presentations

Personalized custom marketing:



Hard Cover Listing
Presentation Book



Digital
Listing Presentation

Neighborhood Specialist

We promote you as the Neighborhood Specialist to your geo-farm leveraging social media and our custom marketing systems. Leads are filtered to your landing page.



Scottsdale | Paradise Valley

ARIZONA

[Meet the team](#)

[VIEW PROPERTIES](#)

Neighborhoods Available



Scottsdale | Paradise Valley

ARIZONA
[Meet the team](#) | [Join the team](#)



Aspen | Denver

COLORADO
[Meet the team](#) | [Join the team](#)



Miami | Palm Beach

FLORIDA
[Meet the team](#) | [Join the team](#)



Las Vegas | Reno

NEVADA
[Meet the team](#) | [Join the team](#)



Seattle | Bellevue

WASHINGTON
[Meet the team](#) | [Join the team](#)



Dallas | Houston

TEXAS
[Meet the team](#) | [Join the team](#)



New York City | The Hamptons

NEW YORK
[Meet the team](#) | [Join the team](#)



Boston

MASSACHUSETTS
[Meet the team](#) | [Join the team](#)



Hawaiian Islands

HAWAII
[Meet the team](#) | [Join the team](#)

Joining TheAgentGroup

Become a Shareholder





Commission & Cap

- 80/20 commission split
- \$16,000 cap

After that earn up to 100% for the remainder of your anniversary year*

* \$250 capped transaction fee. Once capped transaction fees total \$5000 then the capped transaction fee is reduced to \$75.

* Agents who name Sabrina Watson as their sponsor and members of TheAgentGroup downline are also eligible to receive 100% after capping.

Standard Costs

- 149 start-up fee
- \$85/month Cloud Brokerage fee*
- \$25 broker review**
- \$40 E&O fee***

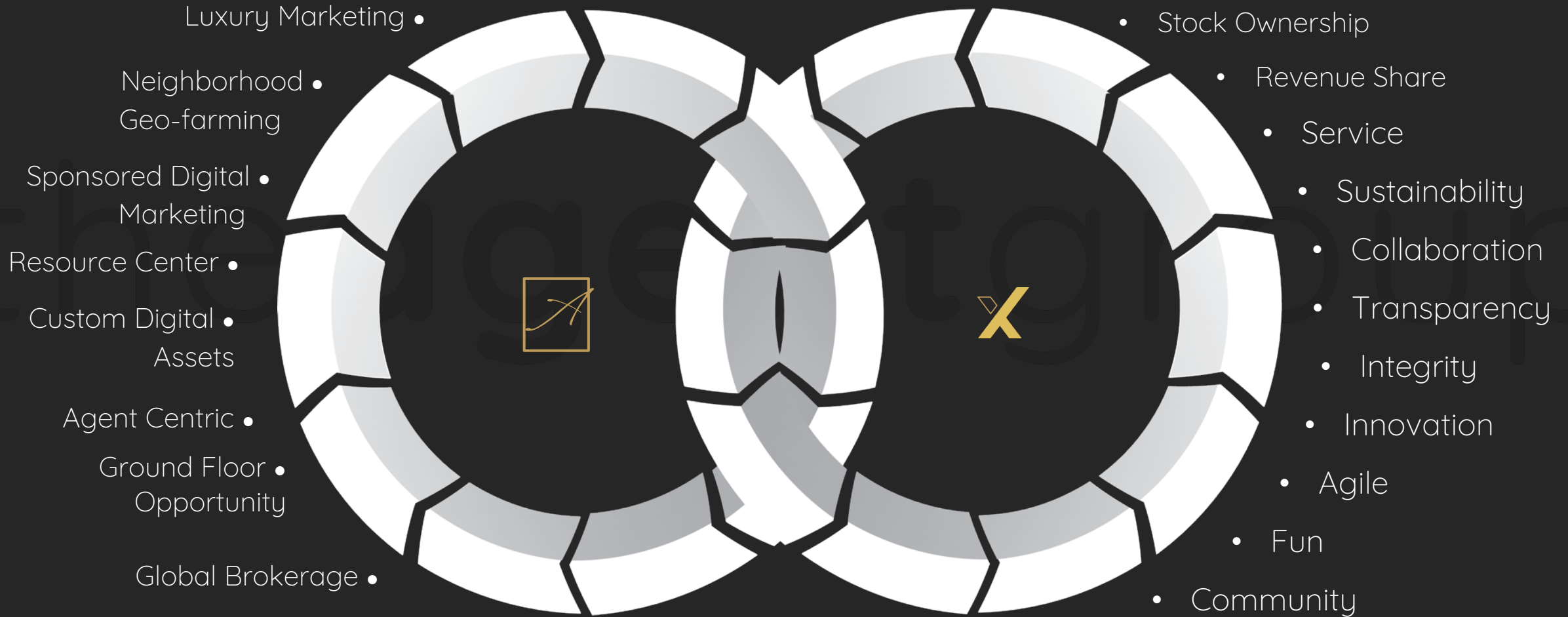
* These are U.S. fees only

** Per transaction

***Per transaction and caps at \$500

~all transaction fees are set by the exp realty ICA agreement

DIFFERENTIATORS AND CORE VALUES





Become a Member
Become a Shareholder
Transform Your Business

Talk to your sponsor, or apply today at

www.TheAgentGroup/join

or careers@TheAgentGroup.net