



# An Introduction to eXp Realty

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# Stephanie Lennon

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Realtor in the greater Richmond, Virginia area

A strong believer in real estate as a way to improve the community while building wealth, Stephanie strives to find win-win-win situations for all parties.

A real estate investor herself, Stephanie understands what is important to other investors, and to those who seek to build passive income. She is passionate about personal development, and has a 20 year track record of building high performing teams. She seeks team members who will take on her referral leads, while building and nurturing their own down lines.



# What We Will Cover

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Who We Are



Our Business Model



eXp World



Your Business, Your Way



Joining eXp



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# Who We Are

How We Made it to Today

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# Founder and CEO

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- Glenn Sanford had important roles at Internet start-ups before launching a real estate career in 2002.
- In his fourth year in real estate with a major national franchisor, his team closed more than \$60 million in real estate by connecting with consumers online.
- Glenn believed that agents and brokers do the heavy lifting in real estate and deserve benefits of being a shareholder and income based on the level of their contribution.
- In 2009, Glenn founded the first cloud-based brokerage — eXp Realty.



eXp Realty  
is founded



Featured in  
Swanepoel Trends  
Report



eXp World Holdings  
becomes publicly  
traded company



eXp Realty launches  
Agent Equity Program &  
ICON Agent Award



eXp Realty reaches 10,000  
agent milestone; named to  
2018 Glassdoor Best  
Places to Work



Inman Innovator  
Award Winner  
for Broker Owner



2009

2010

2011

2012

2013

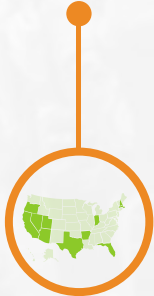
2014

2015

2016

2017

2018



eXp Realty celebrates  
its first year and first  
11 open states



Founder and CEO,  
Glenn Sanford, is recognized  
as one of the Top 100 Most  
Influential in Real Estate



eXp Realty launches  
in Canada



eXp Realty triples  
agent count in a  
single year

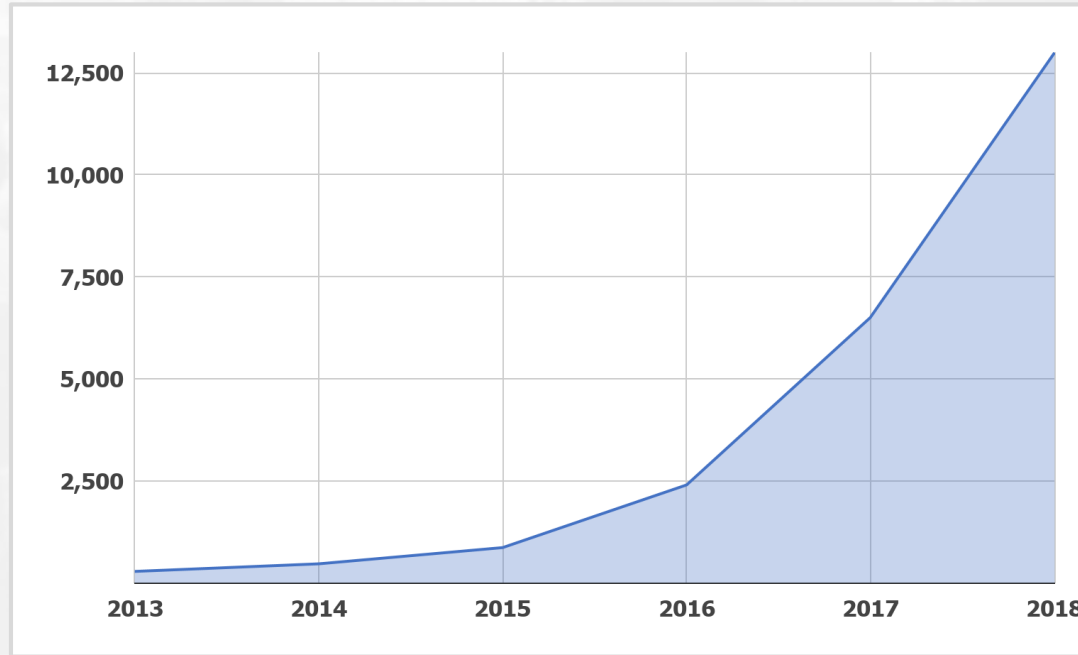


eXp World Holdings joins  
Nasdaq

# eXplosive Growth

Agent count rockets to more than 13,000 agents across 49 U.S. states and 3 Canadian provinces

Agent Count



Year

As of July 10, 2018





# eXp Realty Core Values

Beliefs that shape our culture





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# Our Business Model

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# Innovation Is Always Happening

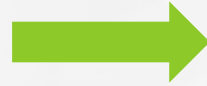
eXp Realty is innovating in the real estate brokerage space

**Brick & Mortar Locations**

**Anytime, Anywhere**

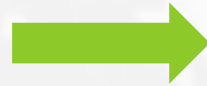


**NETFLIX**



**amazon**

Traditional  
real estate brokerages



# One Brokerage, Not a Franchise

eXp Realty is one international company changing the industry

## 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



**Cloud Campus Environment**  
No Desk Fees and Work From Anywhere



**Live Training**  
20+ Hours Weekly Online Training



**Real-time Support**  
Specialized Support Teams Ready to Help



**International Collaboration**  
Expansive Referral Networks and Education



**Powerful Equity Opportunities**  
Revenue Share and Stock Equity Programs

# Cloud Campus Environment

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- No desk fees
- Work from anywhere
- Cut overhead brick-and-mortar costs
- No expensive leases means the company can invest in agent support and technology
- Paperless transactions
- Get instant access to training and support



Our Business Model



Cloud  
Campus

Live  
Training

Real-Time  
Support

International  
Collaboration

Equity  
Opportunities

# Live Training

- More than 20 hours of live training 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



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# Real-Time Support

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- Quick, on-demand support services
- Live support from eXp Realty's agent services, technology and finance experts
- Transaction specialists available wherever an agent or team is located
- Support teams online and available weekdays from 6 a.m. - 5 p.m. PT / 9 a.m. - 8 p.m. ET

Our Business Model

Cloud  
Campus

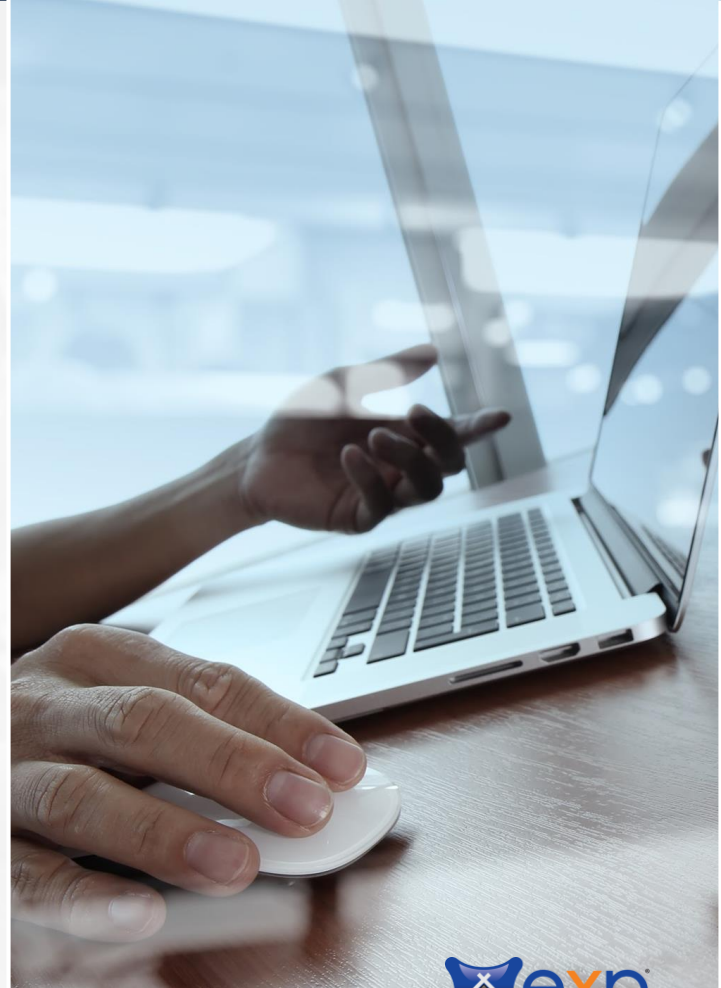
Live  
Training



Real-Time  
Support

International  
Collaboration

Equity  
Opportunities



# International Collaboration

- Interact and learn from other top professionals in the company
- Build teams across states and provinces with one nationwide cap
- Host and participate in daily, live online gatherings
- Benefit from a powerful referral network
- Share best practices among peers



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Support



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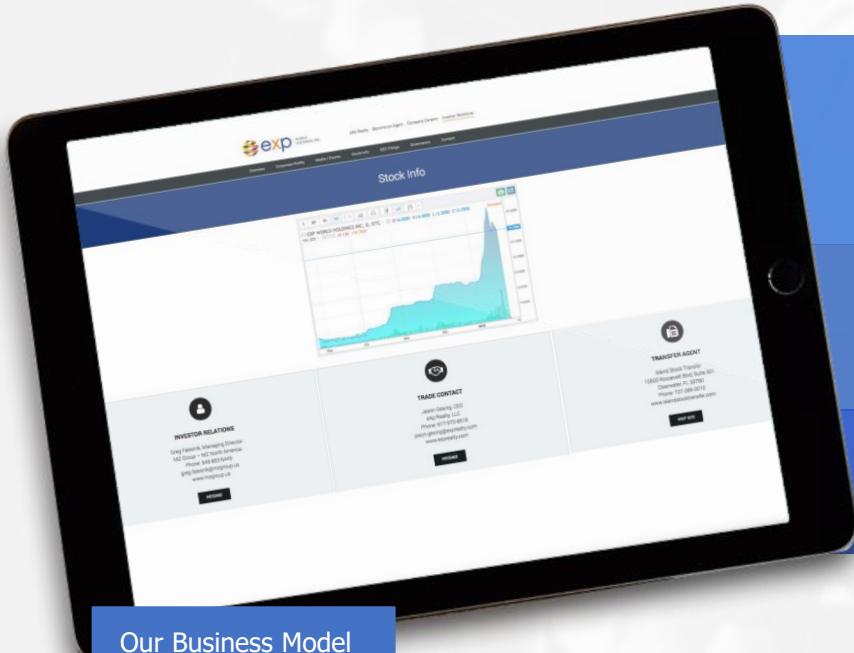
Equity  
Opportunities





# Powerful Equity Opportunities

- Agents can become shareholders at eXp Realty
- NASDAQ: EXPI



## Equity Awards

- Earn shares on your first transaction
- Earn shares when you fully cap
- Earn shares when 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 within your anniversary year

## Agent Equity Program

- Enroll to be paid 5% of every transaction commission with stock at a 20% discount

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Opportunities



# Agent Voice in the Company

The Agent Advisory Council (AAC) is made up of 12 nominated and selected eXp Realty 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 benefits shareholders while providing new ways for our senior leadership to obtain additional insight as our company grows.



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Opportunities



# Single Agent Revenue Share

Up to 3.5% gross commission

Agents at eXp Realty can receive residual income from the productive agents they sponsor into the company. Earn up to \$2,800 annually for each agent you personally introduce to eXp.

Revenue share is paid by company dollars and doesn't reduce agent commission.



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Equity  
Opportunities



# Cascading Revenue Share

In addition, agents earn residual income from productive agents sponsored into their overall group.

As an example: If you personally sponsor 5 productive agents to eXp and they sponsor their own productive agents, then you can earn up to \$3,200 annually for each of those other agents. This represents up to 4% gross commission.

There's no limit to the amount an agent can earn.

Tier 1	Tier 2
Up to \$2,800	Up to \$3,200



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# How to Unlock Cascading Revenue Share

	Maximum Potential Annual Revenue Share Per Capping Agent	Personal Qualifying Agent Count Needed
Tier 1	Up to \$2,800	 1+
Tier 2	Up to \$3,200	 5+
Tier 3	Up to \$2,000	 10+
Tier 4	Up to \$1,200	 15+
Tier 5	Up to \$800	 20+
Tier 6	Up to \$2,000	 25+
Tier 7	Up to \$4,000	 40+

## Our Business Model

Cloud Campus

Live Training

Real-Time Support

International Collaboration



Equity Opportunities



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# eXp World

Transforming the Real Estate Experience

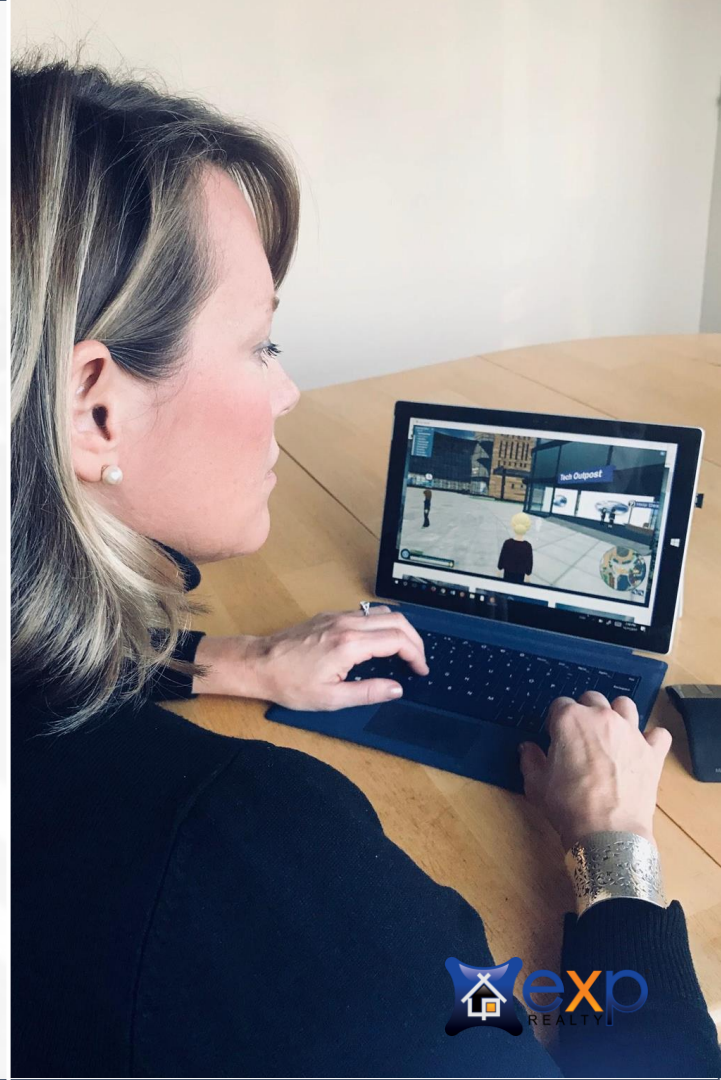
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# Welcome to Our World

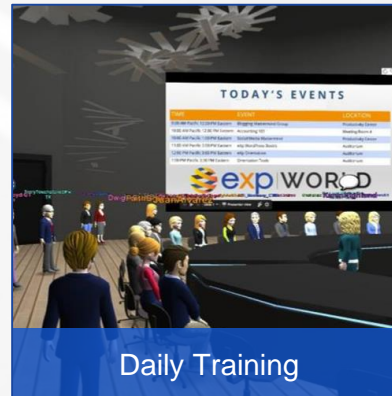
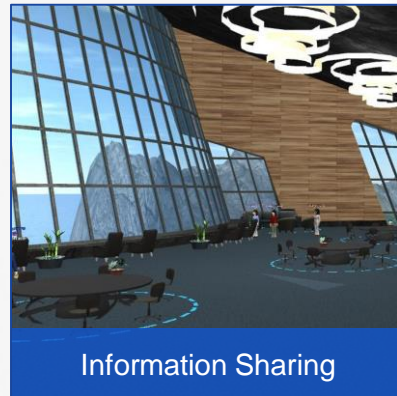
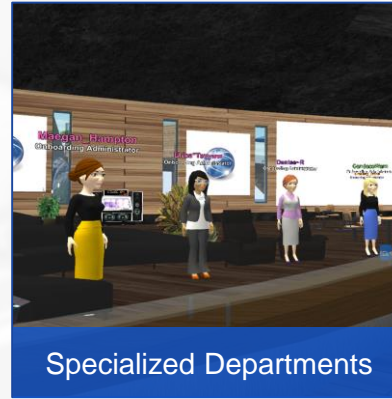
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eXp World is the real estate office of the future, but available today. A cloud campus environment where agents can meet and learn together, no matter where they might be located.





# Explore the Community



# Work Anywhere, Anytime

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Jump in a meeting or learn on the go with eXp Realty agents everywhere.

Agents gain instant, live support from eXp's agent services, technology and finance experts ... all from wherever an agent or team is located.



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# eXp Solutions

Tools for Productive Agents

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# eXp Solutions

The best tools and services to grow a real estate business

 eXp Enterprise  
Business Intelligence

 SkySlope  
Transaction Management

 Workplace by  
Facebook  
Private Community

 CRM & Lead  
Generation

 Branding &  
Marketing

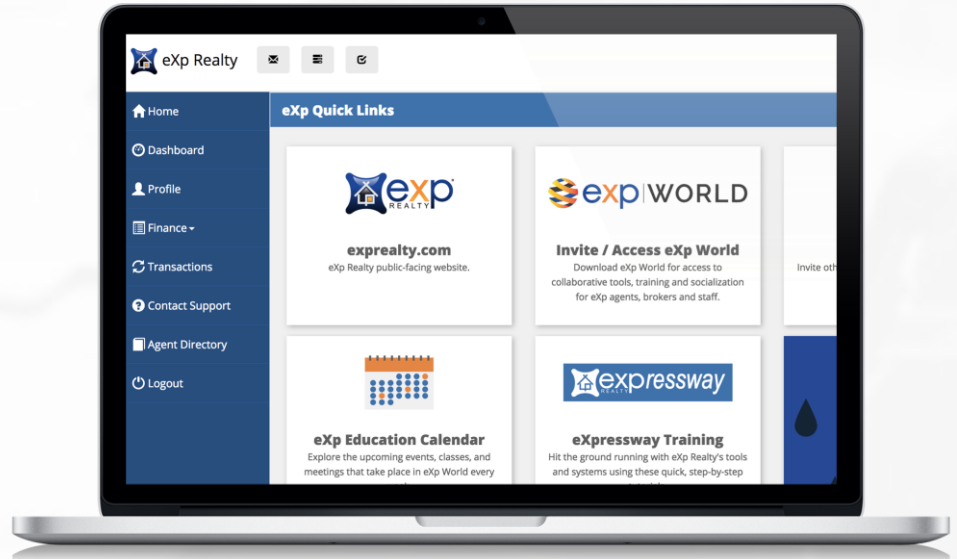




# eXp Enterprise

Enterprise gives agents 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



Agent Solutions



Enterprise

SkySlope

Workplace

CRM &  
Lead Gen

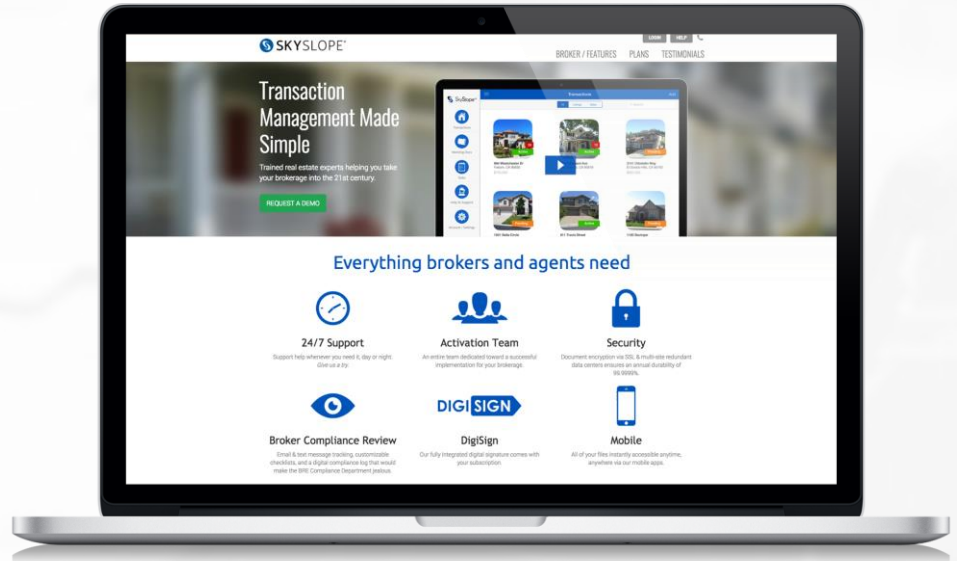
Marketing &  
Branding





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



Agent Solutions

Enterprise



SkySlope

Workplace

CRM &  
Lead Gen

Marketing &  
Branding



# 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



Agent Solutions

Enterprise

SkySlope

 Workplace

CRM &  
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Marketing &  
Branding



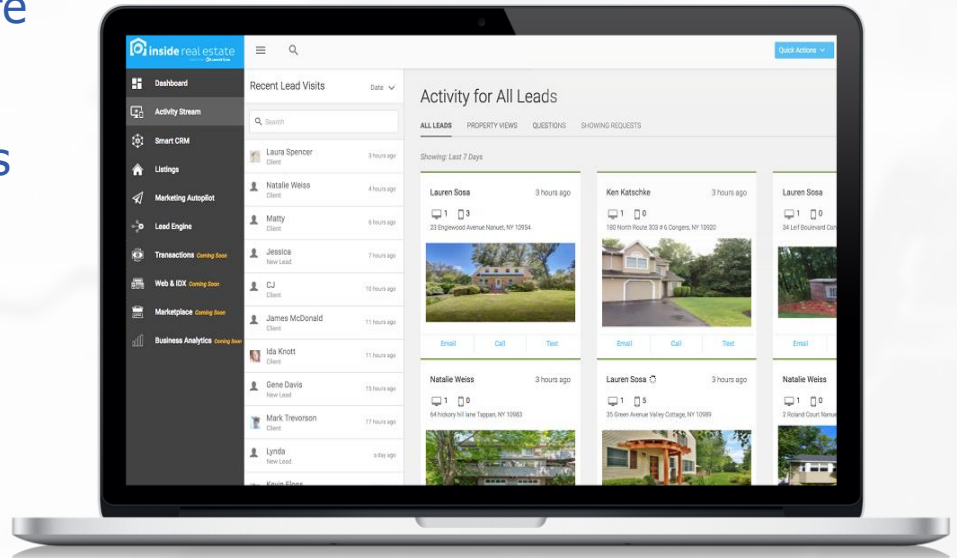




# CRM & Lead Generation

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

- Powerful lead generation platforms provided at no additional cost
- Integrate listings with your own WordPress website
- Optional in-house lead generation program



Agent Solutions

Enterprise

SkySlope

Workplace



CRM &  
Lead Gen

Marketing &  
Branding



# Marketing & Branding

eXp Realty provides templates to market your business. With the flexibility and creativity to co-brand your design in the way you feel works best. Business cards, brochures, signage and more!

Business Cards



Brochures



Signage



Agent Solutions

Enterprise

SkySlope

Workplace

CRM & Lead Gen



Marketing & Branding



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# Joining eXp

Become an Shareholder

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# Join the Company Everyone is Talking About

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"The Amazon of Real Estate."



"eXp Realty Accelerates Its Already Significant Growth Throughout North America."



"Team recruitment drives eXp's strong agent growth in Q3."



"eXp Realty Named a Best Place to Work in Glassdoor's 2018 Employees' Choice Awards."



"The Amazon Model of Zero Physical Infrastructure: Real Estate—You're Next."



"eXp World Holdings: Attempting To Disrupt The Real Estate Brokerage Status Quo."



# No desk fees, royalty fees or franchise fees

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## Commission & Cap

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

After that earn 100% commission for the remainder of anniversary year <sup>1</sup>

<sup>1</sup> \$250 capped transaction fee. Once capped transaction fees total \$5,000 then the capped transaction fee is reduced to \$75.

## Standard Costs <sup>2</sup>

- \$149 start-up fee
- \$50/month tech fee
- \$35/month eXp University fee
- \$25 broker review <sup>3</sup>
- \$40 risk management fee <sup>4</sup>

<sup>2</sup> These are U.S. fees only.

<sup>3</sup> Per transaction.

<sup>4</sup> Per transaction and caps at \$500.

# Production Matters at eXp

eXp Realty is a top-ranked, residential real estate brokerage



#1

## Movers in Transaction %

Ranked by the percent increase of closed sides from 2016 to 2017

#8

## Closed Transactions

Ranked by total number of transaction sides for 2017

#7

## Agent Count

Ranked by total number of agents for 2017

#4

## Movers in Volume

Ranked by the largest increase of closed sales volume from 2016 to 2017

#18

## Closed Volume

Ranked by total transaction sales volume for 2017

#10

## Closed Transactions

Ranked by total number of transaction sides for 2017

#7

## Closed Transactions

Ranked by total number of transaction sides for 2017

#23

## Closed Volume

Ranked by total transaction sales volume for 2017





# Become a Shareholder

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Talk to your sponsor, or apply  
today at [join.exprealty.com](https://join.exprealty.com)