



An Introduction to eXp Realty

Founder and CEO

- 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.



Innovation Is Always Happening

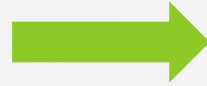
eXp Realty is innovating in the real estate brokerage space

Brick & Mortar Locations

Anytime, Anywhere

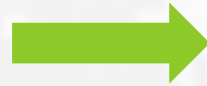


NETFLIX



amazon

Traditional
real estate brokerages



Largest accommodations provider has no real estate

Hilton

Airbnb



99 years old

10 years old

Valued at \$18B

Valued at \$31B



Cloud Campus Environment

- 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
- Regus Corporate Suites Membership
- Get instant access to training and support

Our Business Model



Cloud
Campus

Live
Training

Real-Time
Support

International
Collaboration

Equity
Opportunities





Regus

A modern office interior with a large conference table in the foreground, several smaller tables in the background, and large windows. The room is decorated with green walls, framed art, and modern lighting fixtures. The Regus logo is overlaid in the center.



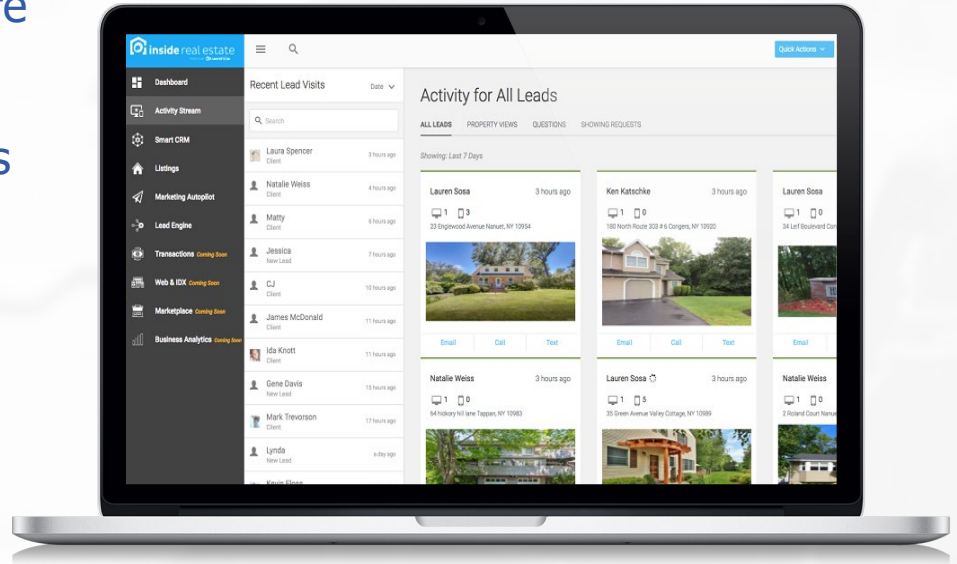




CRM & Lead Generation

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





Capture leads, create business

The Only True All-In-One Platform

Core





TOP PRODUCER PANEL
Sally Park - Victoria Lines

ACK M...
ACK M...

ACK M...
ACK M...

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



Our Business Model

Cloud Campus



Live Training

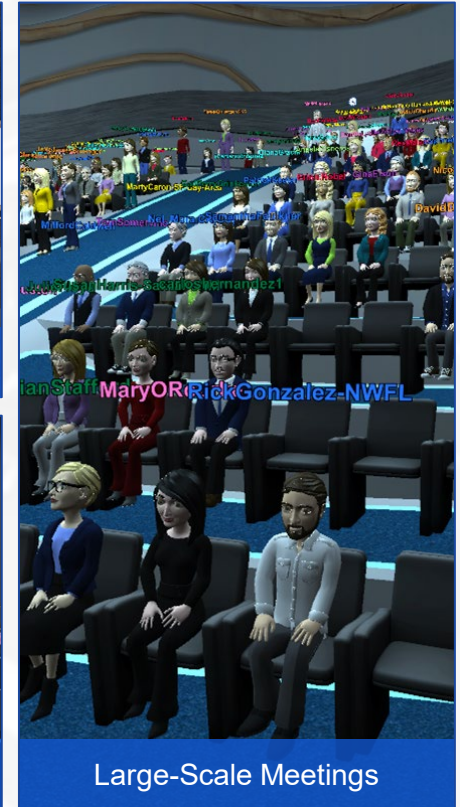
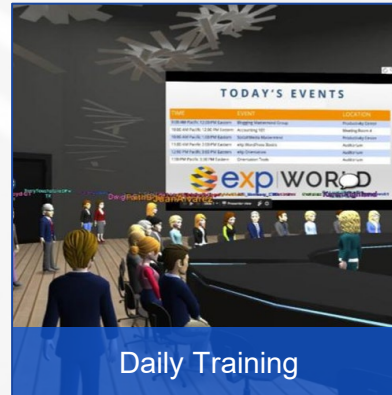
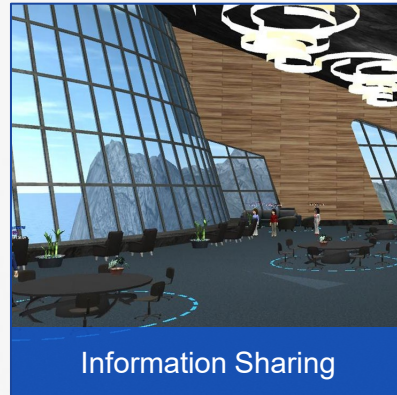
Real-Time Support

International Collaboration

Equity Opportunities



Explore the Community



Equity Opportunities

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

Sustainable Equity Plan

- 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 10% discount

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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+ * 50/50 initiative

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5 Year Example

10 Agents Who Sponsor 10

Tier 1	10 X \$2,800	=	\$28,000 yr.
Tier 2	100 X \$3,200	=	\$320,000 yr.
Tier 3			
Tier 4			
Tier 5			\$348,000 yr.
Tier 6			with 110 agents who cap Plus shares of EXPI stock
Tier 7			

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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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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



- Home
- Dashboard
- Optional Services
- Profile
- Finance
- Transactions
- Contact Support
- eXperts Directory
- Logout

Company Information



exprealty.com

Visit eXp Realty's public-facing website



Investor Relations

Learn about eXp World Holdings, eXp Realty's parent company



Official Press Releases

Read the latest news from eXp World Holdings and eXp Realty.

eXtend a Hand



Our Charitable Organization

Learn how to support our eXp Realty family during times of need.

Technology Solutions



SkySlope Transaction Management



Lead generation, website, CRM

Manage your kvCORE platform



Making It Rain

Participate in eXp Realty's advertising program to send potential home buyers

[Home](#)[Dashboard](#)[Optional Services](#)[Profile](#)[Finance](#)[Transactions](#)[Contact Support](#)[eExperts Directory](#)[Logout](#)

Everything you need to know about eXp Realty is in this comprehensive online resource.

Knowledge Base and Tech Support

Get answers to commonly-asked technology questions using our knowledge base, or access live chat tech support.

eXp Education Calendar

Explore the upcoming events, classes, and meetings that take place in eXp World every week.



Become a Mentor

Give back to the eXp Realty community by applying to become a mentor.



Join the Agent Faculty Program

Apply to become a member of eXp Realty's Agent Faculty Program.

Marketing and Branding



Logos, Branding and Signs

Find approved logos, brand guidelines and sign resources.



Customizable Marketing Materials

Create eye-catching listing presentations, flyers, social media images and more with just a few clicks. All designs are company-approved!



Branded Merchandise, Business Cards and more

Find your favorite eXp Realty branded apparel, bags, drinkware, as well as business cards and other print materials at the eXp Brand Store.

eXp Social Media



Our internal platform to collaborate, join groups and get company updates.

[facebook](#)[twitter](#)[Linked in](#)

Brent
Gove
Resources

SACRAMENTO
77 Personals
5525 Total Org.



EXIT

WHERE'S
BRENT?
PRESS
HERE
TO SEE

find.amazing

REAL ESTATE TRAINING

AGENT ATTRACTION

EVENT VIDEOS

Join the Company Everyone is Talking About

"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

Commission & Cap

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

After that earn 100% commission for the remainder of anniversary year ¹

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

Standard Costs ²

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

² These are U.S. fees only.

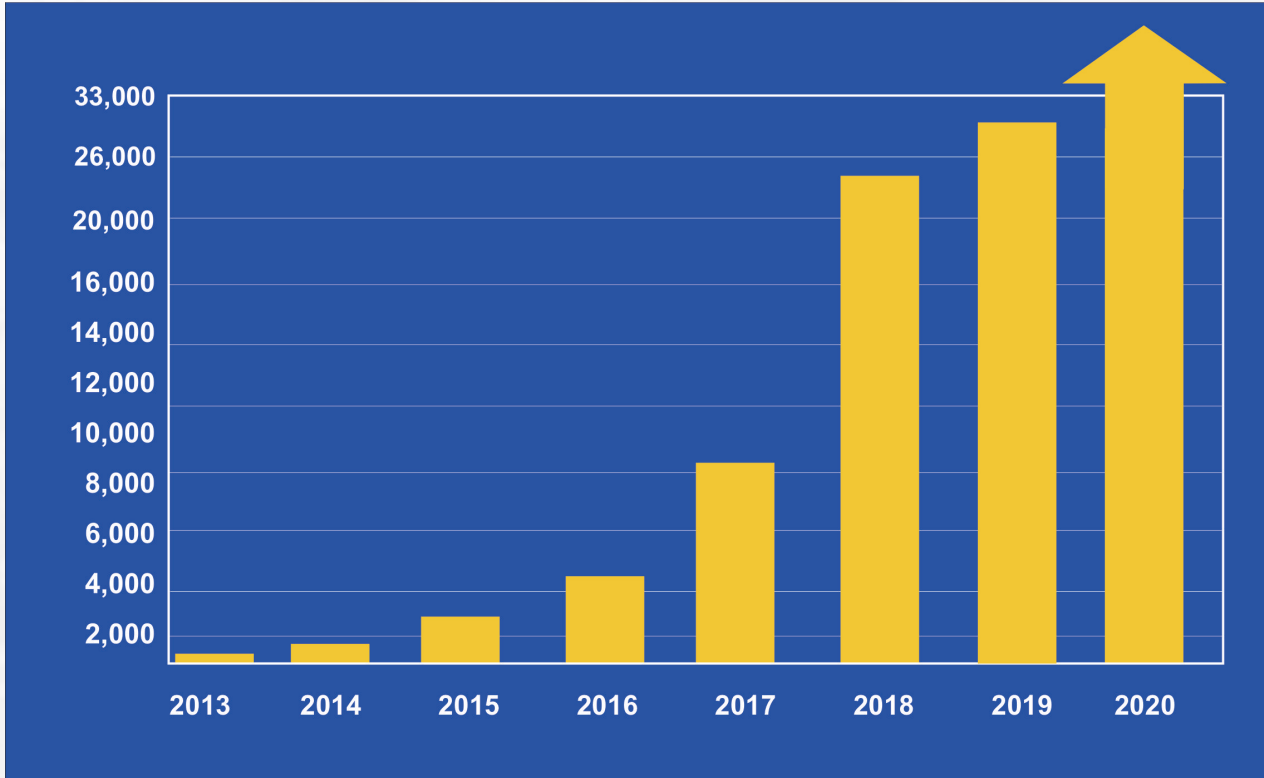
³ Per transaction.

⁴ Per transaction and caps at \$500.

eXplosive Growth

Agent count rockets to more than 35,000 agents across 50 U.S. States, The UK, Australia and 6 provinces in Canada.

Agent Count



As of Sept 10, 2020



eXp Realty Core Values

Beliefs that shape our culture





Become a Shareholder

Talk to your sponsor, or apply
today at join.exprealty.com



Work Anywhere

Equity Opportunities

Powerful Technology

Maximum Earning Potential

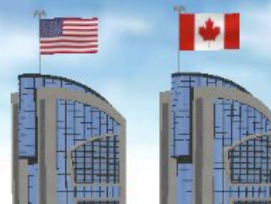
It's your future. Build it with eXp Realty.

eXp Realty is a global community designed and powered by our agents and partners, transforming the real estate experience.

[APPLY NOW AS AN AGENT](#)

[REQUEST MORE INFORMATION](#)

Work Anywhere



LIVE 2:35

PEPSICO PEP NYSE

Apple AAPL NASDAQ

CISCO CSCO NASDAQ

Intel INTC NASDAQ

PEPSICO PEP NYSE

+2.01%

+1.74%

+6.96%

+1.63%

+2.01%

+1.74%

PRICE \$118.90 / CHANGE +0.93

PRICE \$118.90 / CHANGE +1.90

PRICE \$185.45 / CHANGE +10.77

PRICE \$46.71 / CHANGE +0.75


PRICE \$47.47 / CHANGE +0.93

PRICE \$110.90 / CHANGE +1.90

 **exp** | WORLD HOLDINGS, INC.

WORLD HOLDINGS, INC.



 Nasdaq





Composite
+1.4%

+4.28%
PRICE \$11.00

+0.45
\$10.95

Composite
+2.18%
VALUE 7,181.76 / CHANGE +153.47

+2.17%

+1.72%

-1.8%

98% +10.68
\$185.32 \$185.32

CISCO
+1.57%

+0.95
\$47.40

PEPSICO
+1.67%

+1.82
\$110.51

-2.58%

Nasdaq

exp con
2020

REGISTER NOW

Nov. 9-13, 2020

This year's event will be online in eXp world!

Education | Breakouts | Networking
| Social Events and more!

www.expcon.exprealty.com

Vacation, Inspiration, Motivation

Hyatt Ziva Los Cabos
Paseo Malecon San Jose Sn,
Zona Hotelera, 23405

Cabo San Lucas

2021 Mastermind



CABO 2021 Mastermind
Feb 21-26 2021

\$197 for Hold the Gold ticket Holders

\$397 General Admission

Register TODAY: BrentGove.com/CABO

Hyatt Ziva Los Cabos

Mastering Attraction at the HIGHEST levels with TOP producers. This is the event where you surround yourself with the best of the best.

Nearly every superstar has stories of how these collaborative events changed their businesses...

and their lives.

- 18 SPEAKERS**
- COLLABORATION TIME**
- PLENTY OF PLAY TIME**
- SPECIAL ROOM BLOCK RATE!**

With your host:

Brent Gove



SAVE THE DATE!

The **2021** Leadership Event

(everyone is invited!)

BUILD your business
with thousands of eXp Superstars

BUILD your life
with the world's best coach

Tony Robbins!

Dallas, TX |

August
17th - 19th

Gaylord Texan Resort & Convention Center
1501 Gaylord Trail, Grapevine, TX 76051





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