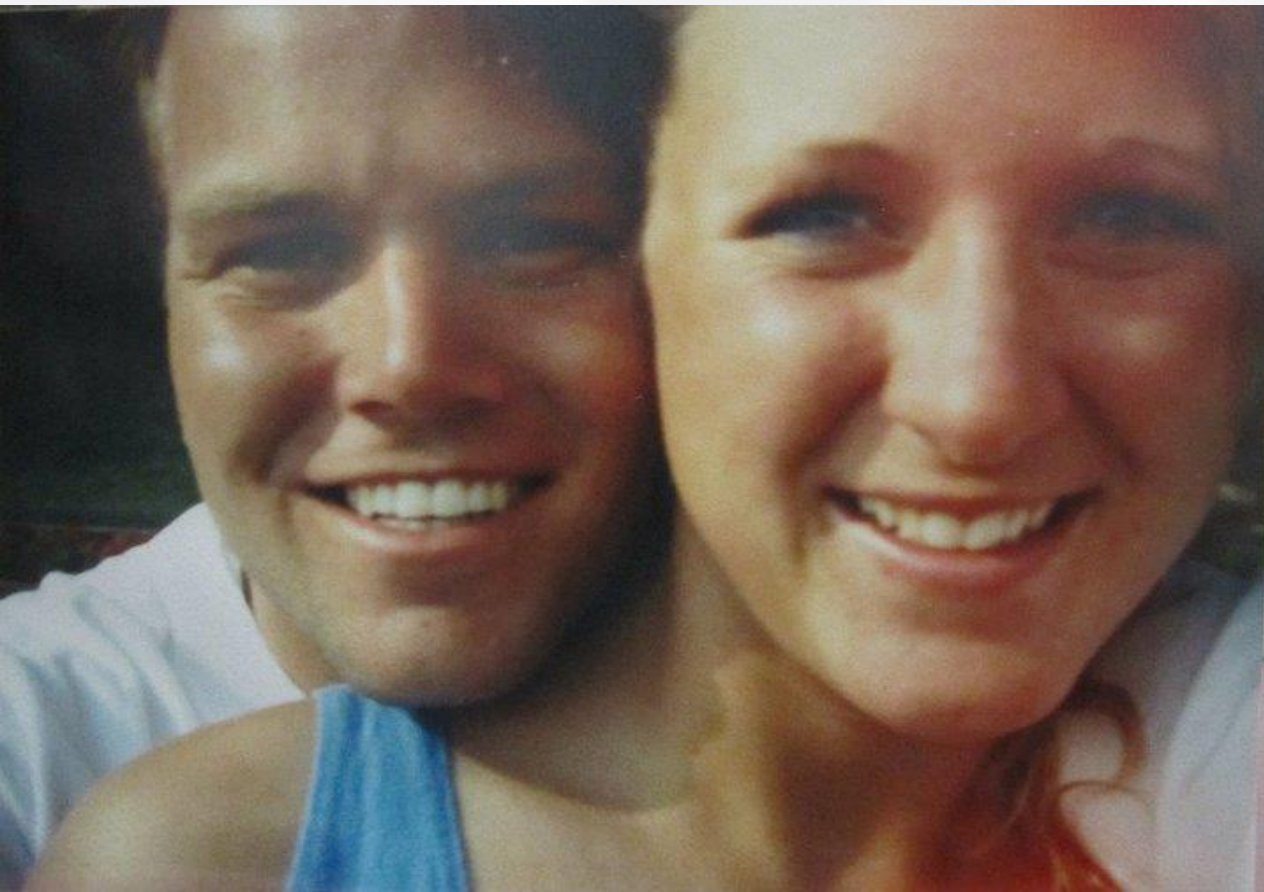




# An Introduction to eXp Realty

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# Then...



# Now...









# 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

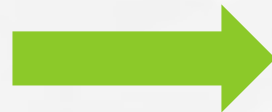
eXp Realty is innovating in the real estate brokerage space

**Brick & Mortar Locations**

**Anytime, Anywhere**



**NETFLIX**



**amazon**

Traditional  
real estate brokerages



# 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**  
50+ 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

# eXplosive Growth

Agent count exceeds more than 38,000 agents across 50 U.S. states and 7 Canadian provinces

\*As of Nov. 5, 2020



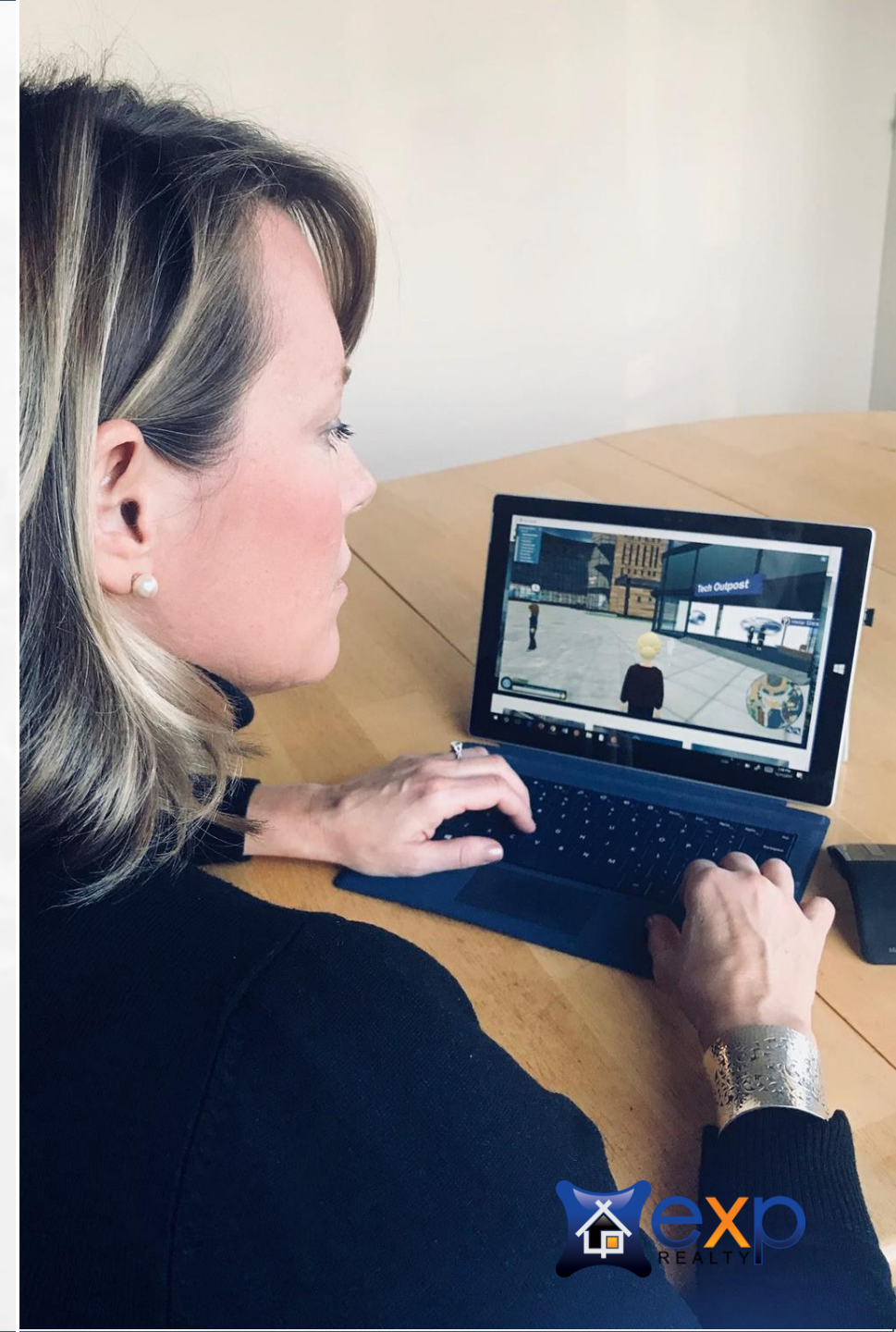
eXp continues international expansion,  
opens in the United Kingdom, Australia and South Africa!





# Welcome to Our World

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.



# 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 40 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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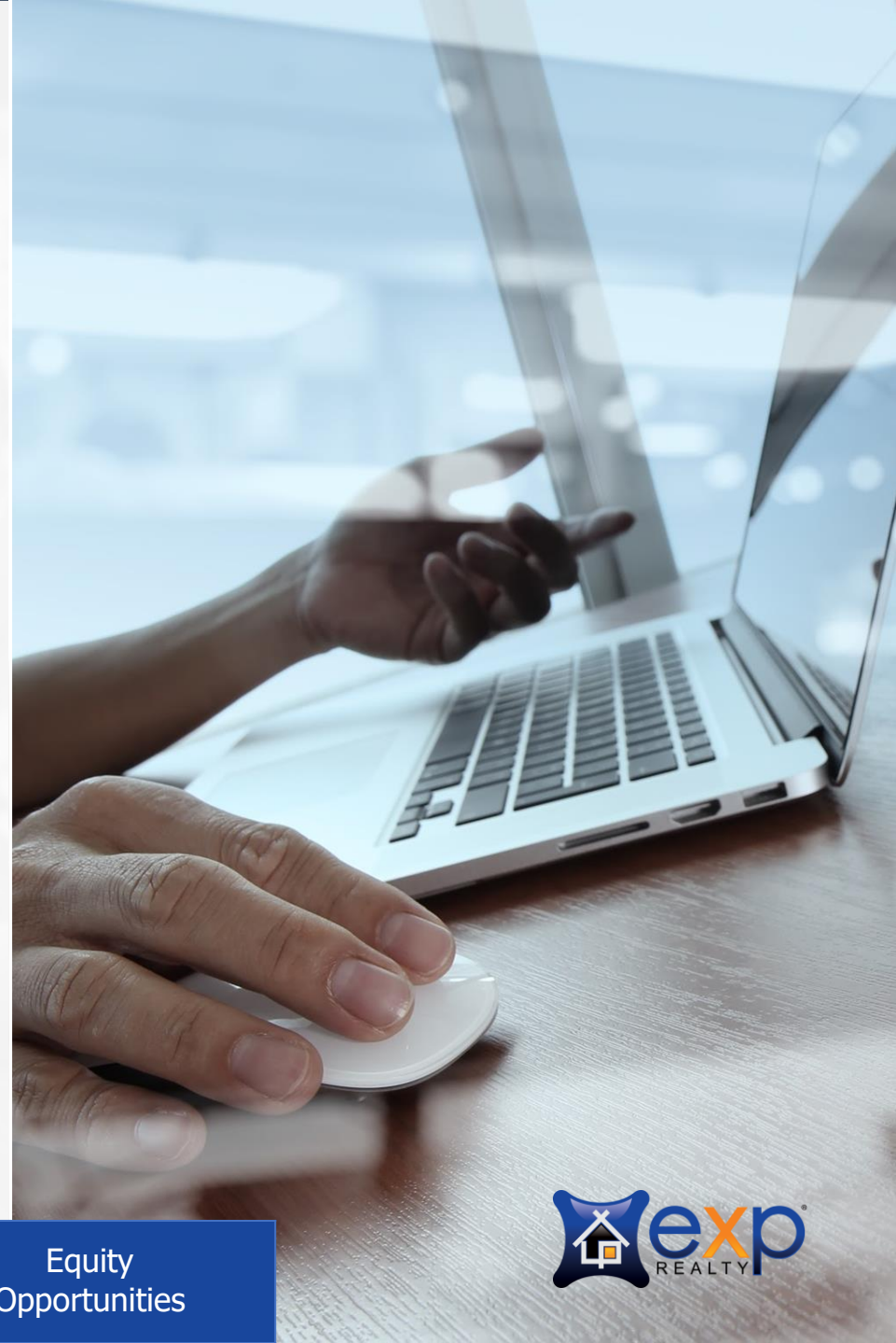
Equity  
Opportunities





# Real-Time Support

- 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

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# International Collaboration

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- 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



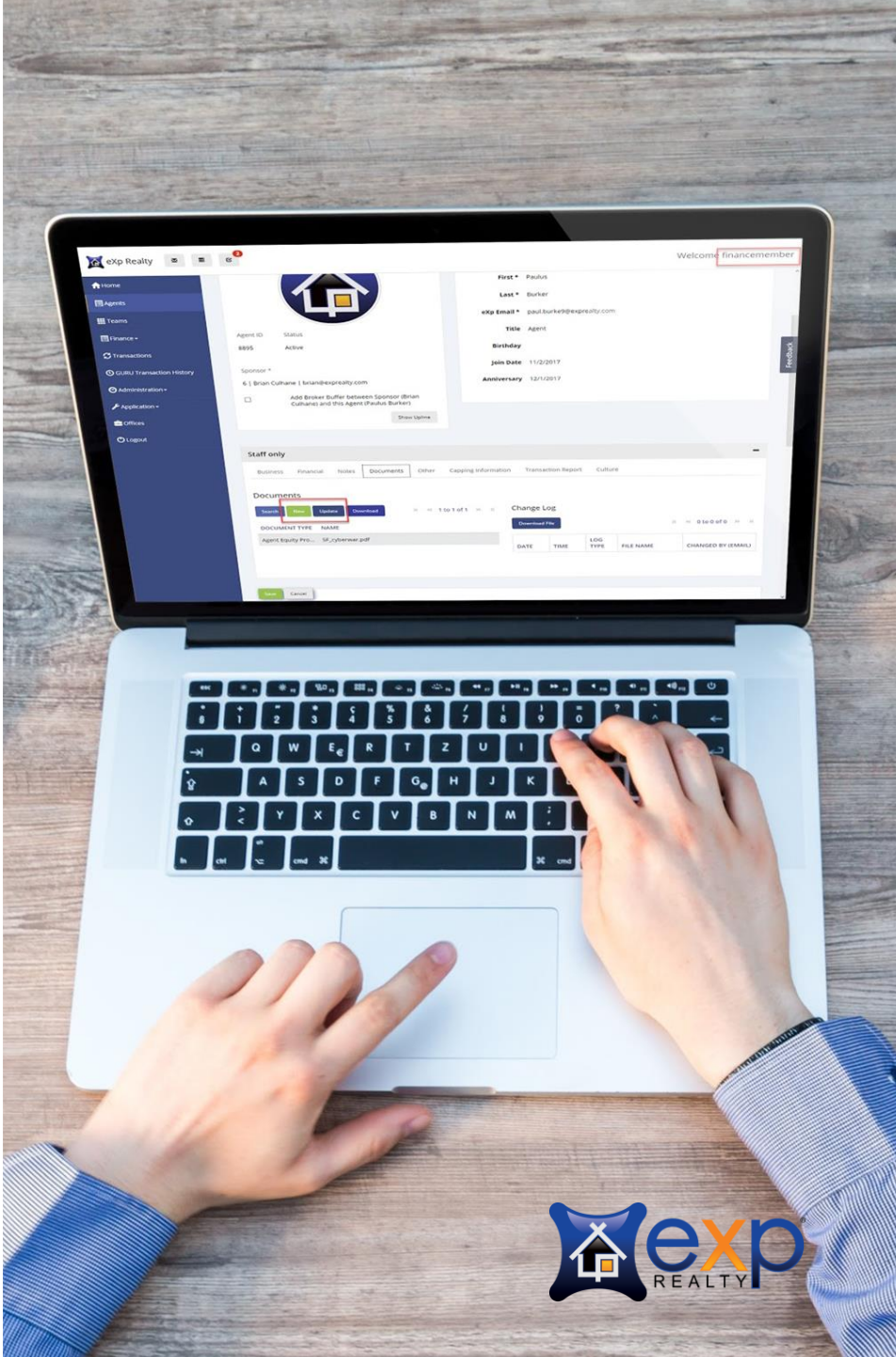
Workplace  
by Facebook  
Private Community



CRM & Lead  
Generation



Branding &  
Marketing



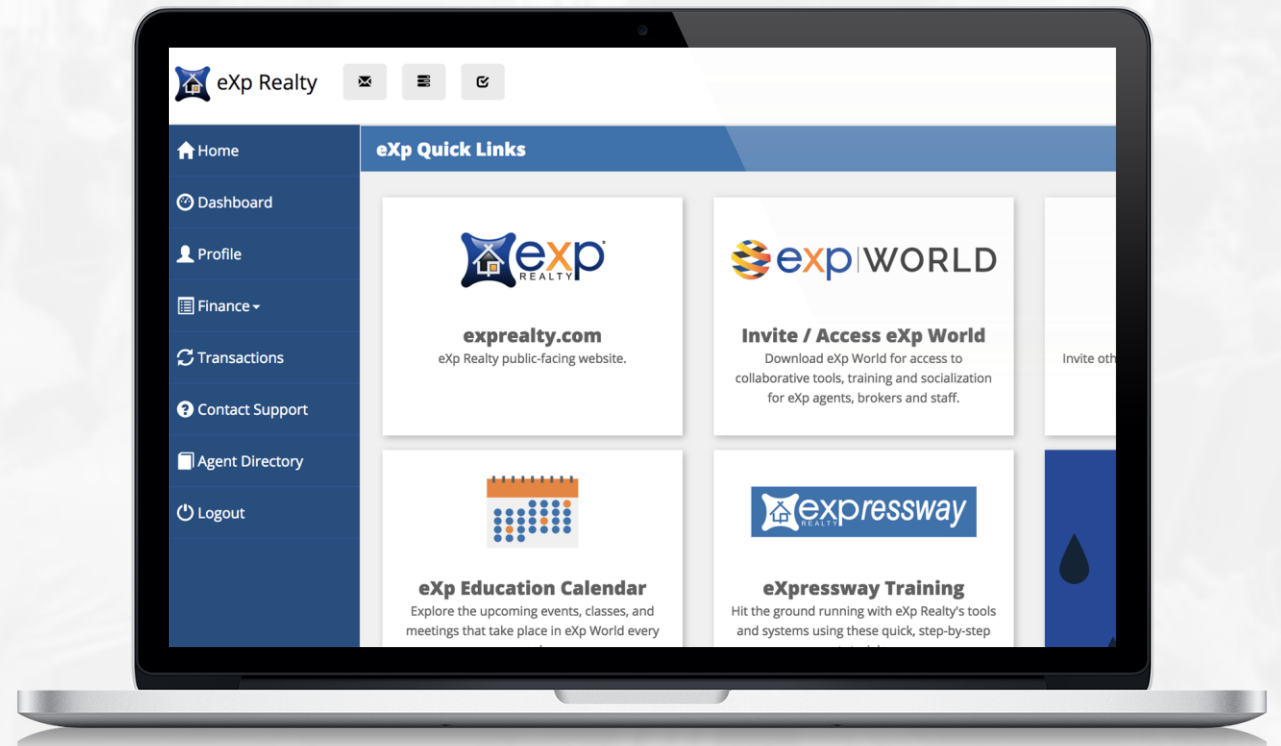




# eXp Enterprise

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

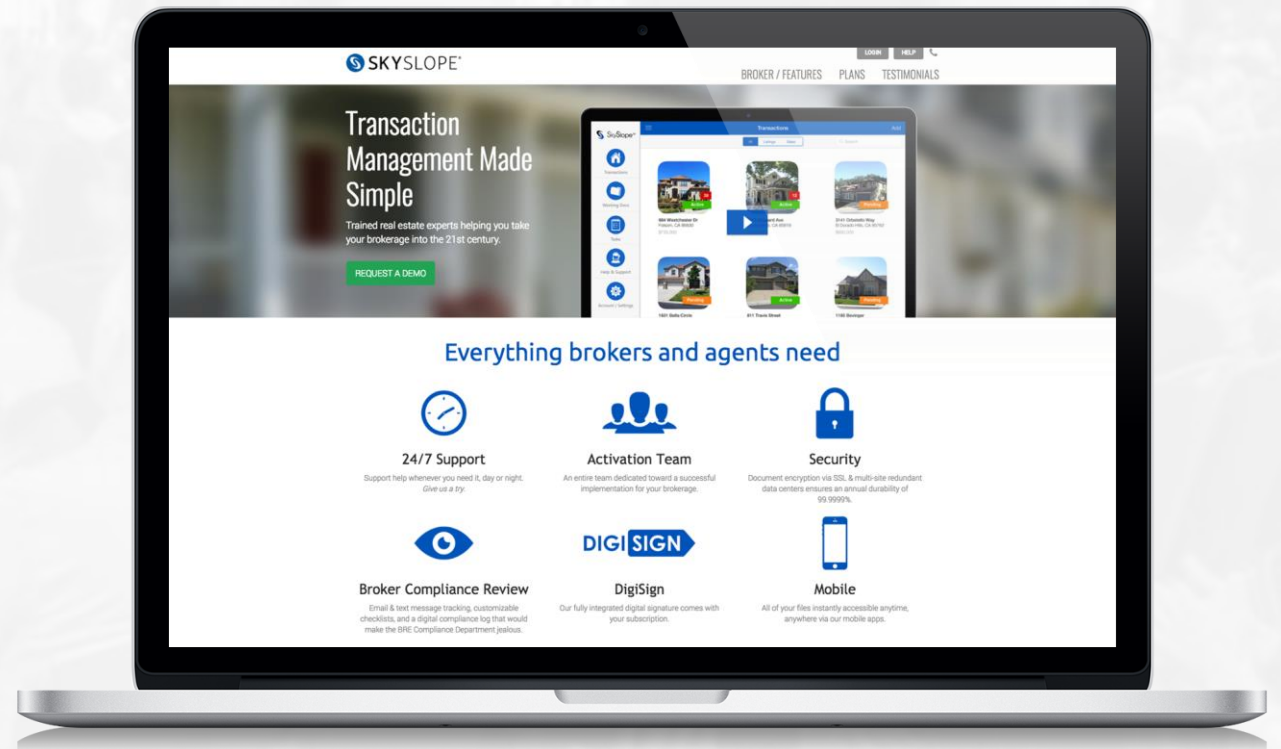
Marketing  
& Branding





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 &  
Lead Gen

Marketing  
& Branding



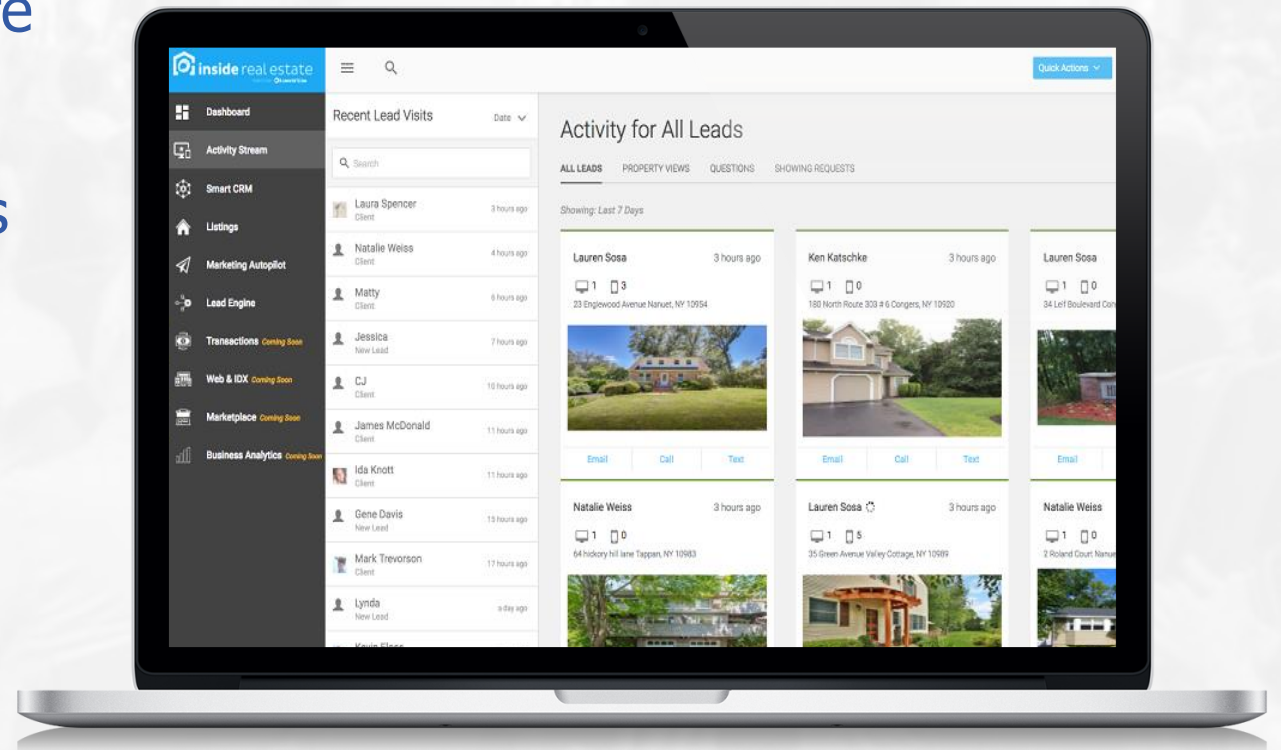




# CRM & Lead Generation

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





# MERCHANT REAL ESTATE GROUP

POWERED BY  THE AGENT OWNED, CLOUD BASED BROKERAGE





# 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



Our Business Model

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Equity  
Opportunities



# There is so much more...



## 1-on-1 Mentorship Program



# **eXp**® | Preferred Partner

eXp Realty's marketplace for home-buying and selling services

**IntroLend**

MORTGAGE SERVICES



**SILVERLINE**  
TITLE & ESCROW

TITLE & ESCROW PARTNER

**ExpressOffers**

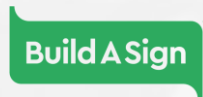
EXPRESS OFFERS PLATFORM



HOME WARRANTY  
PARTNER

**Movinghub**®

UTILITY TRANSFER  
PARTNER



SIGNAGE  
PARTNER



VIRTUAL TOUR  
PARTNER



CURRENCY EXCHANGE  
PARTNER



CONTINUING  
EDUCATION PARTNER





**exp<sup>TM</sup>**  
**COMMERCIAL**



# Create Passive Income: Revenue Share!

Sponsored Agent Tier	Personally Sponsored FLQA Agents	Total GCI %	Annual Revenue Share
1 (Personally Sponsored)	Any # of Agents	3.5%	Up to \$2,800 / Capping Agent
2 (Sponsored by Tier 1)	5+ Agents	4%	Up to \$3,200 / Capping Agent
3 (Sponsored by Tier 2)	10+ Agents	2.5%	Up to \$2,000 / Capping Agent
4 (Sponsored by Tier 3)	15+ Agents	1.5%	Up to \$1,200 / Capping Agent
5 (Sponsored by Tier 4)	20+ Agents	1%	Up to \$800 / Capping Agent
6 (Sponsored by Tier 5)	25+ Agents	2.5%	Up to \$2,000 / Capping Agent
7 (Sponsored by Tier 6)	40+ Agents	5%	Up to \$4,000 / Capping Agent

Our Business Model

**AGCI = Adjusted Gross Commission Income FLQA = Front-line Qualifying Active**

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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
Tier 7			Plus shares of EXPI stock

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# 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
- \$85/month Cloud Brokerage 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.