



"Agent Success Obsessed"

An Introduction to eXp Realty



Canada Presentation



Rick & Brooklynn Valcourt

"eXp agent SUCCESS is valued above all else"

What We Will Cover

Collaborate with TOP agents



Who We Are



Our Business Model

- Compensation
- Cloud-based
- Community



Join the team that's breaking down boundaries

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REALTY



January 2023



Rick
Valcourt



Tarren
Newhouse



Pauline
Sunderland



Angela
Porrelli



Brandon
Moore



Chantel
Fleischhacker



Emma
Armstrong



Scott
Ziegler



Kindra
Sowden



Denette
Bergquist

North Saskatchewan Offices

Founder

- Glenn Sanford had important roles at internet startups 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 the benefits of being a shareholder and income based on their contributions.
- In 2009, Glenn founded the first cloud-based brokerage — eXp Realty.





Who We Are

How We Made It to Today

When you join eXp Realty, you become part of a family of agents and partners dedicated to transforming the real estate experience.

2009

eXp Realty is founded



2010

eXp celebrates 1-year anniversary, operates in 11 states



2011

eXp recognized as Innovator by Inman



2012

eXp Realty launches in Canada



2013

eXp World Holdings goes public on OTCQB exchange



2014

Founder and CEO Glenn Sanford included on 200 Most Powerful People in Real Estate by Swanepoel



2015

eXp launches Agent Equity and ICON Agent programs



2017

eXp exceeds 6,000 agents; named to Glassdoor's Best Places to Work list

2016
eXp triples agent count in a single year



2018

eXp World Holdings joins Nasdaq; eXp Realty open in all 50 states



2019

eXp turns 10, now exceeds 25,000 agents; Sanford named top CEO by Glassdoor



2020

eXp Global has international footprint in 8 countries; eXp Commercial launches



2021

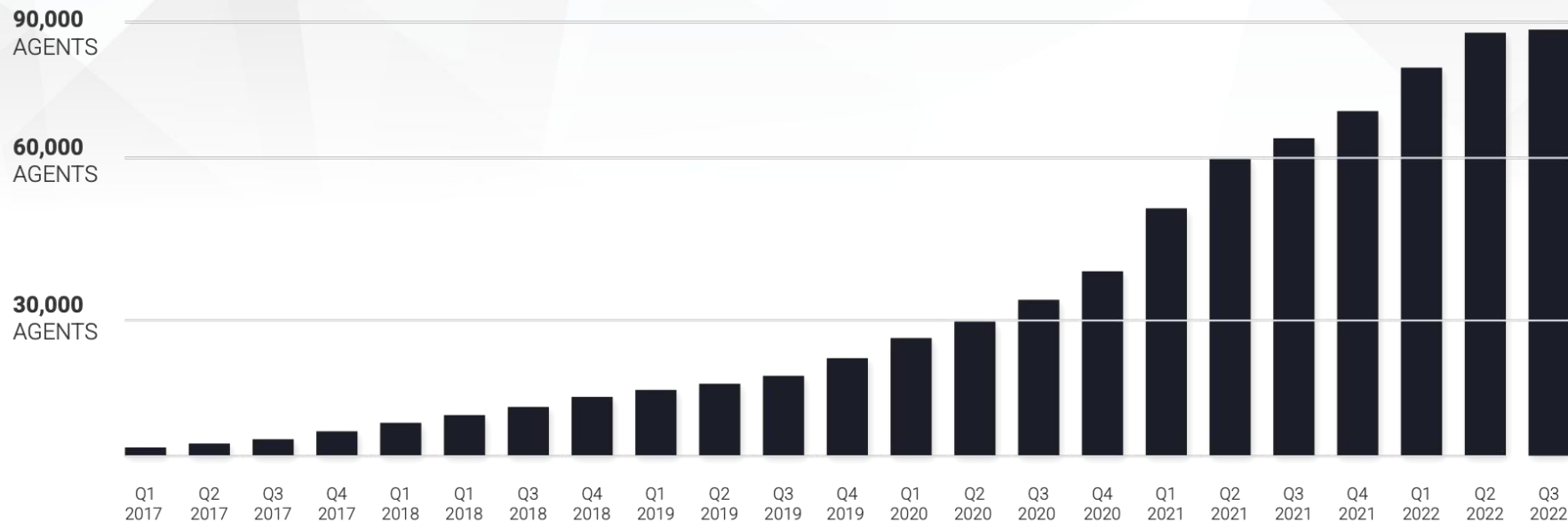
eXp exceeds 67,000 agents Globally



Join the **fastest growing** residential real estate brokerage on the planet



"When I joined eXp Realty approx 2 years ago there was 40 agents in Saskatchewan, now there is over 110 agents"
Rick V





Our Business Model

eXp is dedicated to helping agents build successful real estate careers.

The real estate business can be fun, exciting, and very satisfying career.

eXp helps agents develop a plan, grow your business, save money,
move to the next level and work smarter to uncover the
keys to SUCCESS.

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**



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*Trademarks pictured are the property of their respective owners

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



Powerful Equity Opportunities

Revenue Share and Stock Equity Programs



Cloud Campus Environment

No Desk Fees, Work From Anywhere



Real-time Support

Specialized Support Teams Ready to Help



Live Training

50+ Hours Weekly Online Training



International Collaboration

Expansive Referral Networks and Education

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
- Paperless transactions
- Get instant access to training and support





Weekly Training Schedule

**Held in eXp World**
GO TO > Canadian Operations > Canadian Auditorium

 SKYSLOPE	
<u>Mondays</u> 10:00 am PST 11:00 am MST 12:00 pm CST 1:00 pm EST 2:00 pm AST 2:30 pm NST	<u>Thursdays</u> 10:00 am PST 11:00 am MST 12:00 pm CST 1:00 pm EST 2:00 pm AST 2:30 pm NST

Agent-centric Value Proposition

eXp Realty is leading the way to create the best possible real estate brokerage model that empowers agents to **SUCCEED** by keeping more commission, earning additional income & access expert training.



Compensation

Unique financial model with various opportunities to make and earn income.

- No franchise fees
- Generous commissions (80/20 split with \$16K cap)
- Revenue-share program for attracting agents to eXp
- Equity awards for meeting production goals
- Access to eXp Agent Healthcare options by Group Source



Community

Community means more than just a place to hang your license.

- Cloud-based collaboration suite allows agents to connect, share and network
- Company-wide diversity programs
- ICON Achiever Program
- Partner community with access to professional services, listing services, and client services
- New Agent BootCamp program



Cloud-based

Anywhere, Anytime.

- The first global brokerage to shift from brick-and-mortar to cloud-based
- Work from anywhere using eXp's state-of-art technology, a virtual campus with an immersive platform connecting all agents globally
- Productivity suite with collaboration tools, co-working, CRM, lead share/lead gen, referral, and over 50+ hours of weekly live education and events

Providing modern real estate agents with the tools they need to exceed their career goals.



Compensation

Unique financial model with various opportunities to make and earn income.

Earn more with our competitive commission structure.

Keep 80-100% of your commissions Enjoy a low \$16k company cap.

COMMISSION & CAP

80/20 commission split
\$16,000 cap

After capping, earn **100% commission** for the remainder of the year.¹

¹\$285 capped transaction fee. Once capped transaction fees total \$5,700, the capped transaction fee is reduced to \$75.

STANDARD COSTS²

\$195 start-up fee

\$85/month cloud brokerage fee

\$25 transaction review fee³

\$40 risk management fee⁴

² Canada compensation model.

³ Per transaction.

⁴ Per transaction and caps at \$500.

Originally this was the #1 reason I switched to eXp Realty, a true savings in my family's pocket, but the true VALUE was the eXp business model which helped me grow my business to the next level, providing state of the art tools, education & coaching, plus of course stock!



Revenue Share Plan - **Totally Optional**

eXp's revenue share plan is one way that eXp rewards its agents for attracting new agents to join eXp.

Simply, an eXp agent can "sponsor" a new agent to join eXp. Once the new agent begins closing on transactions, the sponsor receives a percentage of the company revenue from the sales activity of their sponsored agent until their annual commission cap of \$16,000 is reached.

Important note: *eXp pays that share* – not the agent. It is taken from the 20% adjusted gross commission income (AGCI) received by eXp, and is paid to the sponsor agent monthly.

To learn more, visit eXp's eXplore Guide: <https://explore.exprealty.ca/>.



Single Agent Revenue Share*

3.5% of the gross commission

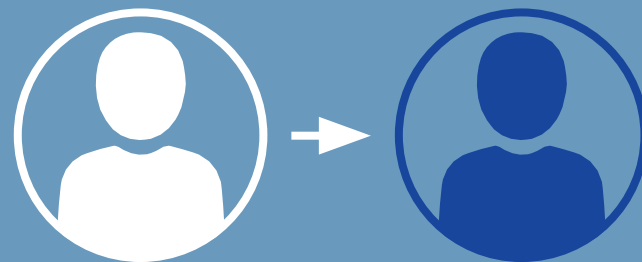
Agents at eXp can receive revenue share income from the sales activity of agents they bring into the company.

For each person you bring into eXp you can earn up to \$2,800 depending on the sales production of that person.

This continues to be paid to you as long as you remain an active agent and the agent you have brought into the business stays with eXp and generates sales requirements.

Revenue share is paid from the percentage that eXp receives and does not reduce agent commission.

Tier 1
Up to \$2,800



*These figures are not a guarantee, representation or projection of earnings or profits you can or should expect. They also do not include expenses incurred by Agents in operating their businesses. eXp Realty makes no guarantee of financial success. Success with eXp Realty results only from successful sales efforts, which require hard work, diligence, skill, persistence, competence, and leadership. Your success will depend upon how well you exercise these qualities.

eXp Realty Revenue Share

eXp Realty Revenue Share is an exciting opportunity for real estate agents, brokers and team leaders from all over the country to build an additional income stream while still earning commissions from selling real estate.

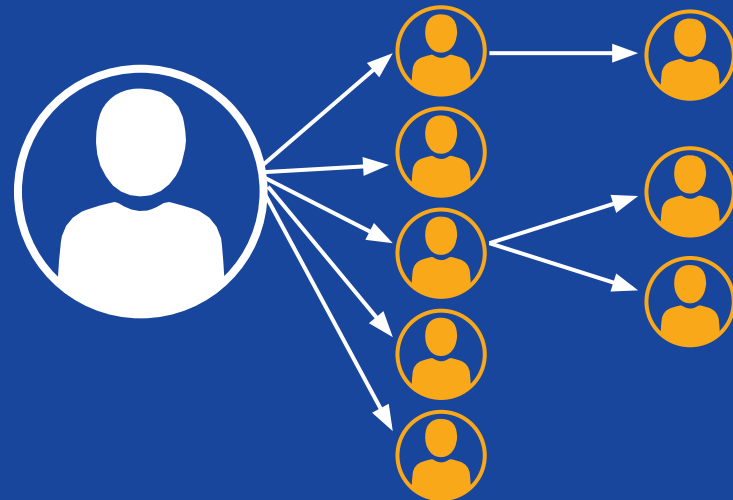
eXp Realty is a cloud-based real estate brokerage with no brick-and-mortar offices worldwide. Because of this, eXp Realty's overhead is significantly lower than traditional brokerages. With these cost savings and because eXp Realty doesn't employ expensive corporate-paid recruiters, eXp can afford to pay its agents and brokers a % of the revenue generated from each agent they sponsor into eXp.

This opens some interesting opportunities for agents looking to build wealth and generate additional income streams other than just selling homes.

The best part of eXp Realty revenue share program is that it is paid monthly. This becomes a great way to supplement the roller coaster income most agents experience and provides a great retirement and exit strategy

Tier 1
Up to \$2,800

Tier 2
Up to \$3,200



eXp Revenue Share Explained

Cascading Revenue Share

	Maximum Potential Annual Revenue Share Per 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+ 

"Another great feature with the eXp business model is the opportunity to build a brokerage within a brokerage, without all the headache, providing your family with a tangible transferable asset, optional income source and a viable Exit strategy." Rick V

3 Ways to Earn Stock Equity Opportunities

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



1 Sustainable Equity Plan

- Each year Earn shares on your first transaction
- Earn shares when you cap
- Earn shares when an agent you sponsor closes their first transaction

2 ICON Agent Award

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

3 Agent Equity Program

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

"It's so exciting to be not only a part of such a great company but to be a shareholder. Investing in my family's future, retirement and exit plan." Rick V

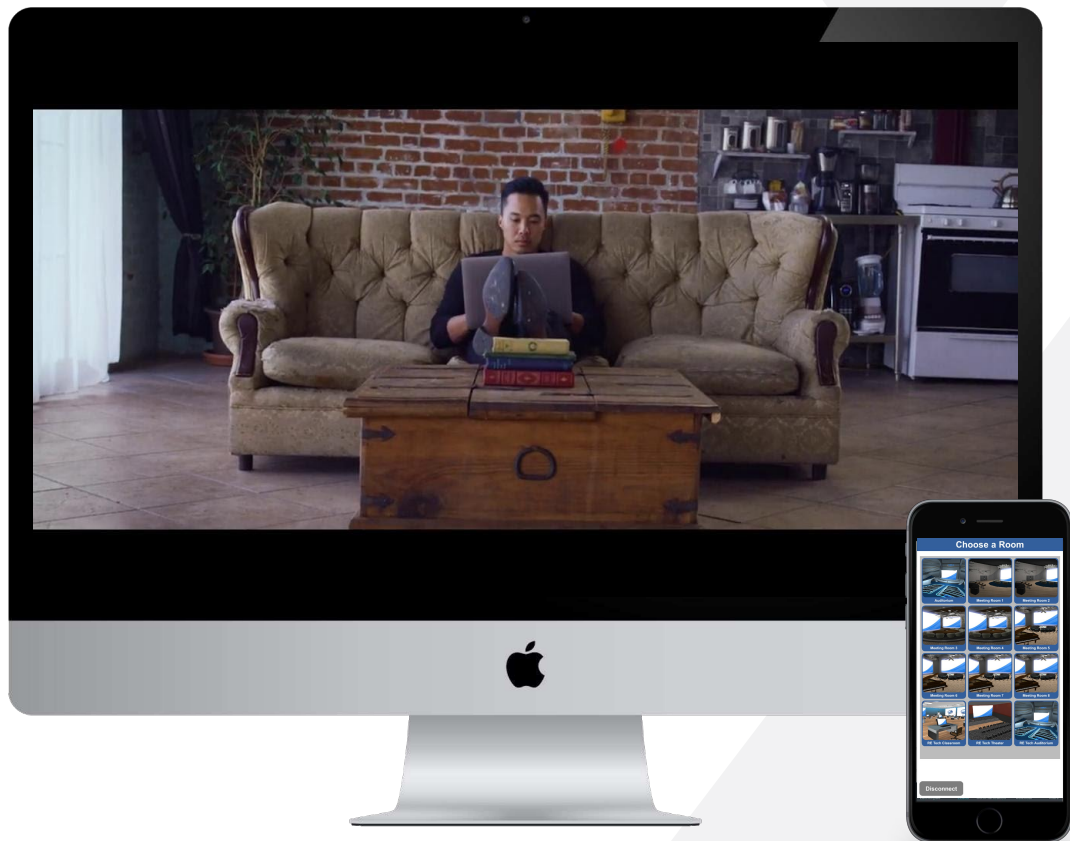


Cloud-Based

Brokerage whose foundation is built using innovation and cutting-edge technology.

"Every Tuesday morning, 9-10am we meet in eXp World for our eXp Sask morning meeting. Such up-to-date, informative and relevant information, allowing me to build a thriving, cutting-edge Real Estate Business. Love our weekly meetings. " Rick V

Welcome to Our World: Work Anywhere, Anytime



Join 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.

Cloud-Based Agent Tools

The best tools and services to grow a real estate business



eXp Enterprise
Business Intelligence



Transaction Management



Community Platform



CRM & Lead
Generation



Live Training



eXp's Resource Guide



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

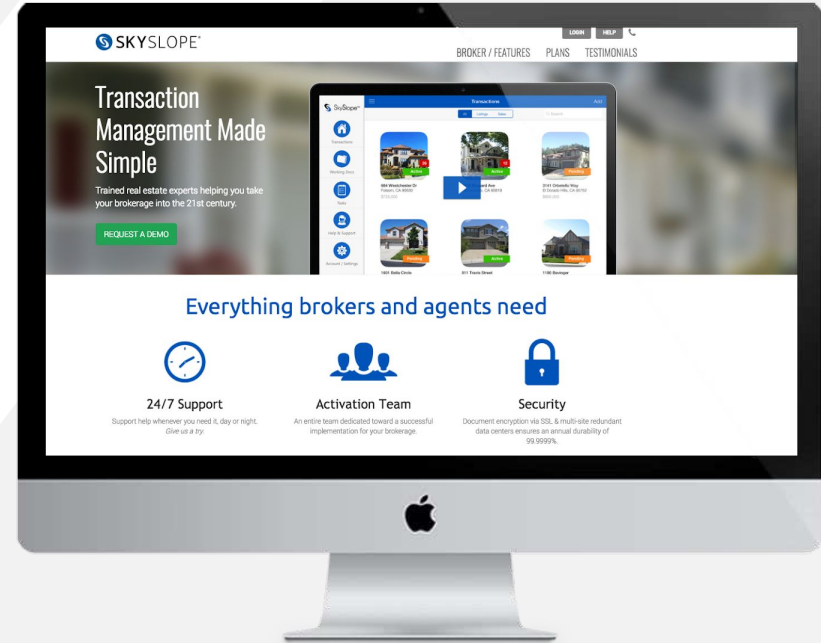
The image shows a laptop screen displaying the eXp Realty website. The browser address bar shows the URL <https://www.expintergal.com/index.html>. The website has a blue sidebar with navigation links: Home, Dashboard, Optional Services, Profile, Finance, Transactions, Contact Support, Experts Directory, and Logout. The main content area is titled "Company Information" and contains four tiles: "exp REALTY" with the website "exprealty.com", "exp WORLD HOLDINGS, INC" with "Investor Relations", "exp REALTY" with "Official Press Releases", and "exp EXTEND A HAND" with "exprealty.com". Below this is a "Technology Solutions" section with three tiles: "SKYSLOPE" for transaction management, "CORE PLATFORM" for lead generation and CRM, and "Making It Rain" with a rain cloud icon.



Transaction Management

eXp's transaction management platform 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



" One of my favourite features about eXp is the compliance team. They are focused on empowering you to grow your business. They review, update & audit every aspect of your real estate transaction, so you are 100% compliant. " Rick V

Community Platform

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

"At your finger tips. So easy to talk with your broker, transaction specialist, compliance officer, accounting, mentors, coaches or other agents."

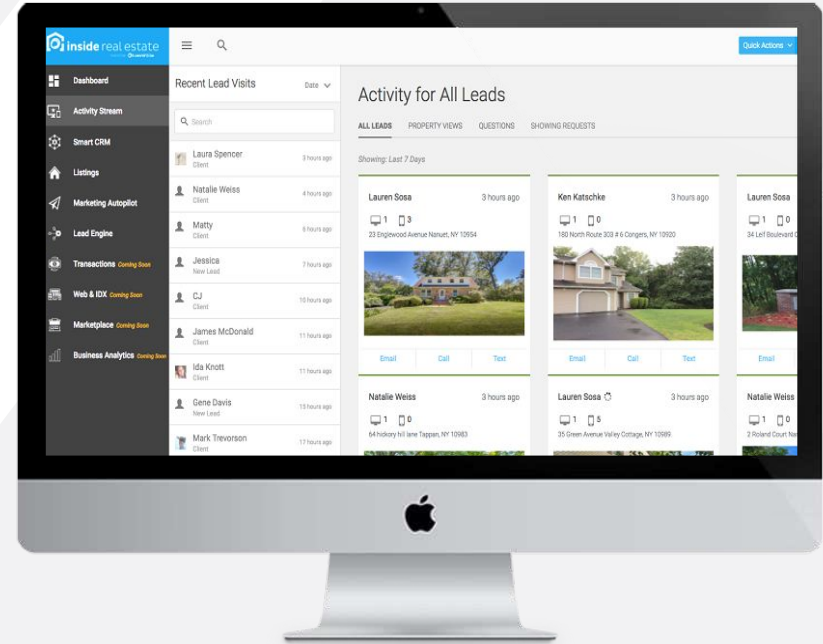
Rick V



CRM & Lead Generation

Agents and teams use tools provided by eXp Realty 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



Included with eXp Realty, kvCORE website, the #1 rated real estate platform. It is built to power your entire real estate business with next generation technology eXp agents use and love.
(Rick V Stats: Just under 2 years/3609leads/ Averages 5 Leads a day)



Daily Live Training

- More than 50 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



"I've found this a great resource for increasing my business. Most sessions are recorded so helps with time management" Rick V

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Continuous Education = Success

Thursday, November 17

7:00am	eXp Agent Bootcamp Canada
7:00am	ICON Series - Boost your Business by Referral
7:00am	ICON Series - Cracking the Conversion Code: How to Convert Online Leads
8:00am	ICON Series - Create Your Own Tracking Sheet & Watch Your Sales Skyrocket
8:00am	ICON Series - How to Prepare for the Appraisal
8:00am	ICON Series - YouTube for Real Estate
8:00am	eXp Commercial eXplained
8:00am	The Utility Connect eXperience
8:45am	New Agent Stand-Up
9:00am	AB WEEKLY PROVINCIAL MEETING
9:00am	CONTENT CREATORS MASTERMIND
9:00am	ICON Series - Cold Calling is for Amateurs
9:00am	ICON Series - Converting Zillow Leads at a High Level
9:00am	ICON Series - The Soul of Real Estate
9:00am	Role Playing Clinic with Phil Hahn
10:00am	Canadian kvCORE Training
10:00am	ICON Series - Learn to Achieve Quantum Results in Real Estate!
10:00am	ICON Series - The Listing Presentation
10:00am	ICON Series - Video to Increase Mindshare
10:00am	eXp Solutions to take your business to new heights!
10:00am	eXp World Tour

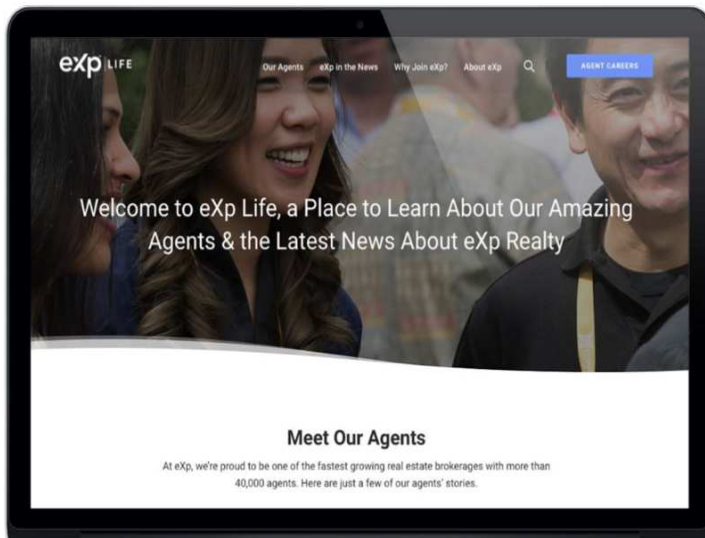
eXp Life

eXp Life is eXp's popular online news magazine where we share stories about interesting eXp agents and post the latest news about eXp World Holdings' properties, including eXp Realty, eXp Global, eXp Commercial, SUCCESS Enterprises, Virbela and more.

In 2020 Glen Sanford, CEO and Founder of eXp World Holdings purchased SUCCESS Enterprise, providing us with not only ownership but access to:

- | | |
|----------------------------|----------------------------|
| 1. Success Magazine | 2. Success Coaching |
| 3. Success Health. | 4. Success Lending |
| 5. Success Podcast | 5. Success Store |

The secret to real estate success isn't money, it's relationships.





**Join the team that's
breaking down boundaries.**

Let's talk



Become an eXp Agent

<https://rickvalcourt.exprealty.careers/>



Rick Valcourt 306.960.6485
Brooklynn Valcourt 306.960.9615
#teamvalcourt
eXp Realty

