



An Introduction to **eXp Realty**



FOUNDER

- 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**.



**GLENN
SANFORD**

Founder, eXp Realty

exp[®]
REALTY



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





Regus



A modern office interior with large glass windows overlooking a city skyline at night. The Regus logo is prominently displayed in the center of the image. The office is furnished with a long table, chairs, and a potted plant. Several people are working at the table, and a person is walking in the foreground. The scene is illuminated by warm interior lights and the cool blue light of the city skyline.



THE BRENT GOVE SACRAMENTO HUB



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





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





Exclusive Ways to Create Additional **Income Streams**



Equity Awards Through Incentive Program

\$200 of EXPI stock for first transaction closing

\$400 of EXPI stock when agents cap

\$400 of stock for directly attracting another agent after the agent closes their first transaction



Agent Equity Commission Program

Voluntarily enroll to receive **5% of net commissions** from closed transaction at a 5% discount effective March 1, 2024.

~65% of agents and brokers participate in the program



ICON Award

Top agents receive up to **\$16,000** in stock upon the achievement of certain production and cultural goals within their anniversary year.

How to Unlock CASCADING REVENUE SHARE

TIER	 MAXIMUM POTENTIAL ANNUAL REVENUE SHARE PER CAPPING AGENT	 PERSONAL QUALIFYING AGENT COUNT NEEDED
TIER 1	Up to \$1,400	 1+
TIER 2	Up to \$1,600	 1+
TIER 3	Up to \$1,000	 1+
TIER 4	Up to \$600	 5+
TIER 5	Up to \$400	 10+
TIER 6	Up to \$1,000	 15+
TIER 7	Up to \$2,000	 30+

5 YEAR PLAN

10 AGENTS WHO SPONSOR 10

TIER	AGENTS	POTENTIAL PER AGENT		ANNUAL POTENTIAL
Tier 1	10	Up to \$1,400	=	\$14,000 yr.
Tier 2	100	Up to \$1,600	=	\$160,000 yr.
Tier 3	500	Up to \$1,000	=	\$500,000 yr.
Tier 4				
Tier 5				
Tier 6				
Tier 7				
TOTAL 5 YEAR POTENTIAL			Up to \$674,000 yr.	

ALL NEW REVSHARE CALCULATOR

Revenue Share Calculator exp REALTY

Use this calculator to see how the eXp Revenue Share Plan works. Results are hypothetical, based only on the numbers you enter, and are not typical.

Revenue Estimates

These numbers are applied to every real estate professional in every tier. For reference, in 2025 the median gross income for active eXp real estate professionals was \$13,463, including commissions, revenue share, and equity, and 38.73% of real estate professionals licensed with eXp in 2025 earned \$100 or less. See exprealty.com/income.

Average # of Homes Sold

Average Sales Price

Average Commission Rate (%)

Each real estate professional in this scenario is assumed to generate \$0.00 in gross commission income a year.

Sponsored Real Estate Agents by Tier

Tier 1
Real Estate Professionals you personally sponsor

9:41

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EXCITED TO ANNOUNCE

NEW INCENTIVE PROGRAM:

RECRUIT A CAPPER

AND RECEIVE

\$8,000

NO LIMIT!



SEE ALL THE COUNTRIES **exp**realty.international

eXp Realty International

Real estate without borders — powered by local
agents, AI and global innovation.

 Romania

 Netherlands

 Luxembourg



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 year¹

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



Standard Costs²

- **\$149** start-up fee
- **\$85/month** Cloud Brokerage fee
- **\$25** broker review³
- **\$60** risk management fee⁴

² U.S. Compensation Model.

³ Per transaction.

⁴ Per transaction and caps at \$750.



Become a **Shareholder**

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

COMCAST

CMCSA
Nasdaq 100
▼ 1.63%
-0.72 \$43.32
After hours \$43.31

PEPSICO

PEP
Nasdaq 100
▼ 0.50%
-0.71 \$141.73
After hours \$141.72



AAPL
Nasdaq 100
▲ 2.09%
+6.66 \$324.34
After hours \$324.34



SBUX
Nasdaq 100
▼ 2.12%
-1.88 \$88.72
After hours \$88.68

amazon

AMZN
Nasdaq 100
▲ 0.26%
+4.75 \$1,858.00
After hours \$1,857.98

PayPal

PYPL
Nasdaq 100
▲ 0.12%
+0.14 \$116.66
After hours \$116.65

COMCAST

CMCSA
Nasdaq 100
▼ 1.63%
-0.72
After hours



Nasdaq

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WORLD
HOLDINGS, INC.





The background of the image features a stylized globe with glowing city lights and orbital lines, set against a dark blue space-like background. On the left, there are large, overlapping geometric shapes in shades of orange, yellow, and purple. The logo text is centered over the globe.

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REALTY®