

## Revenue Share Plan

eXp Realty Agents can receive revenue share income from the sales activity of the productive agents they sponsor into the company.

## Lead Generation /CRM: kvCORE

### a. Lead Generation Tools

- Squeeze pages
- Landing Pages
- Market Reports
- Property Boosts
- Making it Rain
- Open House App

### b. Lead conversion

- Built-in CRM
- Tracking System
- Notifications and Auto Appointment Setting

### c. Complete Learning Portal, consistently Updated with implementable training

### d. Fully customizable IDX web site that captures leads to funnel into your kvCORE CRM

## Cloud office

- Save time, money, and effort by meeting in eXp world
- Team suites available to meet with your team
- Give live presentations
- Access to all departments
- Access to the broker team(s)
- Access to ALL training

## Get your own time back!

- Let our staff do the heavy lifting of supporting your agents
- Let our software and management tools make your business more efficient
- Enjoy a passive income stream - that is willable
- Robust education and training through our own eXp University, taught by the industry leaders and our own ICON agents



Bringing my  
Team to  
eXp Realty



# Team Types & Information

## a. Self-Organized, Standard and Mega Icon Team Structures

Self-Organized Team	Standard Team	Mega Icon Team
No reduced cap for team members	Reduced half cap for team members	Reduced quarter cap for team members
No minimum referral percentage required to team leader	Minimum 25% referral percentage required to team leader	Minimum 25% referral percentage required to team leader
No team agreement is required in writing with eXp approval	Team agreement is required in writing with eXp approval	Team agreement is required in writing with eXp approval
Team roster is required and provided to eXp	Team roster is required and provided to eXp	Team roster is required and provided to eXp
	Minimum of \$6 million or 30 closed transactions in previous 12 months	Minimum of \$40 million or 175 closed transactions and 10 capping team members in previous 12 months

## b. U.S. Domestic Teams

- eXp Realty provide legally married couples in the U.S. the option of a Domestic Team structure. It includes:
- ICON eligibility with one award to the team
- One capped transaction fee of \$5,000
- One Risk Management fee of \$40 per transaction, capped at \$500 per year
- One shared commission cap of \$16,000
- One join fee of \$149
- Reduced monthly fee of \$50 for secondary member



## Commission, Cap, Fees

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 \$5000 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

## Equity Opportunities

### a. Agent Growth Incentive Program

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

### b. ICON Agent Award (for agents on a full cap)

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

### c. Agent Equity Program

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

