



Value Proposition

OUR FOUNDER

Glenn Sanford, Founder, CEO & Chairman @ eXp World Holdings, Inc. and Chief Strategy Officer for VirBELA.

After being involved with a number of internet start-ups in the 1990s and early 2000s, Glenn started a highly successful real estate career in 2002.

In 2006, Glenn and his team closed over \$60,000,000 in real estate almost entirely from online lead generation and was ranked as one of the top 50 teams nationally with Keller Williams.

He knew that agents and brokers were doing the heavy lifting in real estate, so he created an agent-owned company, and the first cloud-based brokerage model that allows agents, leaders and partners from all over the world to earn, learn and grow like never before.



OUR STORY

Discover the brokerage with a difference.



In 2009, eXp Realty launched as an industry disruptor, challenging the traditional real estate model by creating the world's first cloud-based real estate brokerage. No offices, no overhead, no borders, and no limits to what could be achieved.

And at the heart of it all? Our agents.

Since day one, we have put our agents and their businesses first. We crafted a unique compensation model that allows them to open the door to financial freedom by becoming owners in the very business they are helping to build.

In addition, our cloud-based business model allowed us to create an environment that agents want to be part of, and that enables their growth. A place where agents can voice their opinions and be heard, and a place where they can plan for their future.

eXp Global Leadership Team



Michael Valdes
President, eXp Global



Meghan Kelley
Senior Director of Global
Operations



Ilaria Profumi
EMEIA Regional
Director



Jesse Hill
Director of
International Finance



**Chelsea
Copenhaver**
Global Marketing
Director

eXp Realty Germany GmbH



Ilka Vietz
Broker of Record



Stefanie Grenz
Onboarding Specialist



Transaction Specialist



Mark Luker
Finance Manager

eXp Growth



1 of the Fastest Growing
Real Estate Brands in the
world



60,000+
Real Estate
Professionals



2018-2021
Glassdoor Best
Places to Work

2009

eXp Realty is founded



2010

eXp celebrates 1-year anniversary, operates in 11 states



2011

eXp recognized as Innovator by Inman



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 60,000 agents Globally



Global Community Expansion:



Leading Innovation

eXp Global is innovating in the real estate brokerage space

Brick & Mortar Locations



Traditional
Brokerages



Anytime, Anywhere



NETFLIX



*Trademarks pictured are the property of their respective owners

Not a Franchise... **One Global Brokerage**

eXp 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

exp[®]
REALTY

exp[®]
GLOBAL



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

eXp By the Numbers



2021 Second Quarter



87%

Agent **Increase**
Year over Year

58,263
Agents



164%

Increased Sides

115,431
Sides Closed



210%

Increased Volume

\$40.1 **Billion**
Volume Closed



183%

Increased Revenue

\$1 **Billion**
Year-over-Year

Core Values Beliefs that shape our culture





eXp Global Community & Cloud



eXp World



Our eXp World will change **your world.**

An agent experience platform where **you can virtually network, create your own avatar and collaborate** with other agents and global staff using virtual rooms.



- **eXp World** - Virbela eXp tool shared by all agents across countries to meet and collaborate with each other.
- **eXp World Intercom** - agents can use to listen in on presentations.

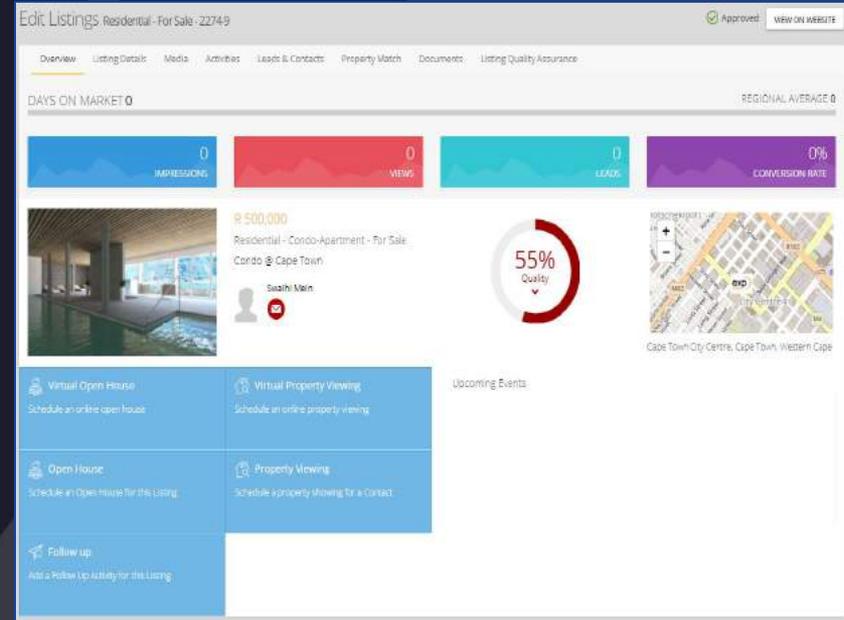
Use REP

Real-Estate Platform is **Your state of the art CRM**



You can:

- Manage your Business
- Do Prospecting & Lead Tracking
- Use Templated brochures and emails
- Use Calendar & Tasks
- Conduct Viewings & Virtual Open Houses
- Match Buyers to Properties
- List Quality rating based on Machine Learning
- Do Sales Progression & Transaction Processing
- Track Referrals



Network on @workplace



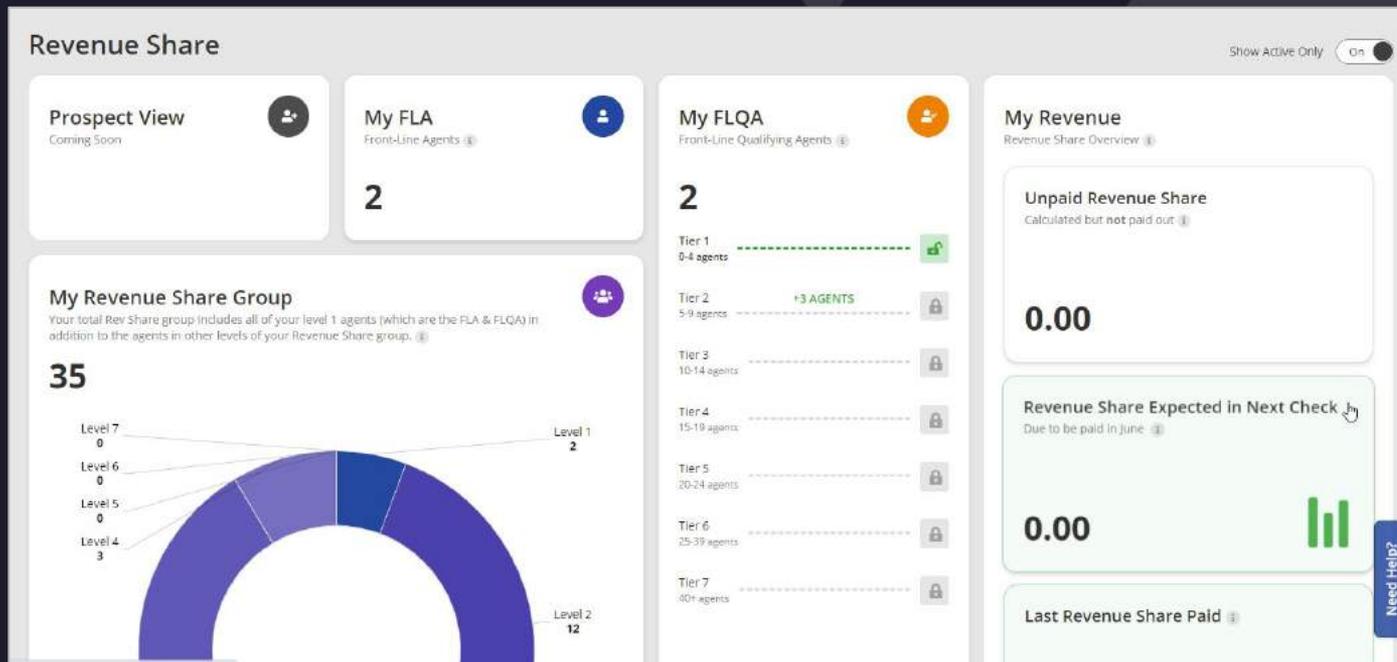
Platform by Facebook, where **You can Collaborate and Build your Brand:**

- Communicate with agents, global staff and others across the company globally
- Join various groups
- Learn about upcoming Events
- Discuss topics and best practices
- Broadcast live video and view past recorded videos
- Share announcements
- Share referrals and much more!

A screenshot of a Facebook post from the 'eXp Realty Announcements' group. The post is titled 'Big News! Register Now for EXPCON' and is dated June 24 at 6:15 PM. The text of the post reads: 'Registration for EXPCON 2021 is open! This year's event is Nov. 9 - 11 in Las Vegas at the Mirage! At EXPCON, you will connect with an amazing community of eXp industry leaders and like-minded professionals & meet new friends and old. We can't wait to see you all for an awesome week of education, breakouts, networking and social events: #EXPCON2021'. Below the text is a blue link that says 'CLICK HERE TO REGISTER >>'. At the bottom of the post is a large image for 'exp CON 2021' featuring a night view of the Mirage hotel in Las Vegas. The text 'Nov. 9-11, 2021' and 'Mirage | Las Vegas' is overlaid on the bottom of the image.

My eXp Overview: www.my.exp Realty.com

My eXp gives agents a comprehensive overview of the revenue share system, including FLA, FLQA, current participation level, and revenue share group information across countries.



Build Your Business



Receive training 30+ hours weekly!

30 days

Gain Experience

- Become equipped with eXp virtual tools (World, WorkPlace).
- Gain a strong foundation to become a real-estate agent; selling, using CRM, tips for Lead Conversion/Generation.

60 days

Expound Your Business

- Present your Value Proposition; Establish your brand.
- Develop strategies to market and grow your business and work with sellers/buyers to increase sale volumes.

90 days

Expand Your Growth

- Develop your expertise and client base.
- Use strategic marketing approaches to promote your brand through social media to obtain referrals.
- Increase the ROI and earnings on your business.

No Desk Fees

No Royalty Fees

No Franchise Fees

Commission & Cap

- 75/25 commission split
- € 25,000.00 cap

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

¹ €250 capped transaction fee once agent achieves €25,000 cap.

Standard Costs (Germany)²

- €199.00 start-up fee
- €99.00/month cloud brokerage fee
- €250 per transaction fee

² These are Germany fees only.

Drive Revenue Share: Germany



Increase Your potential earnings!

Bring in other agents and earn a % of the commission they generate

- Revenue share is paid out of eXp's Company Dollar, not out of agent commission
- See the ICA for additional information on FLQA and revenue share

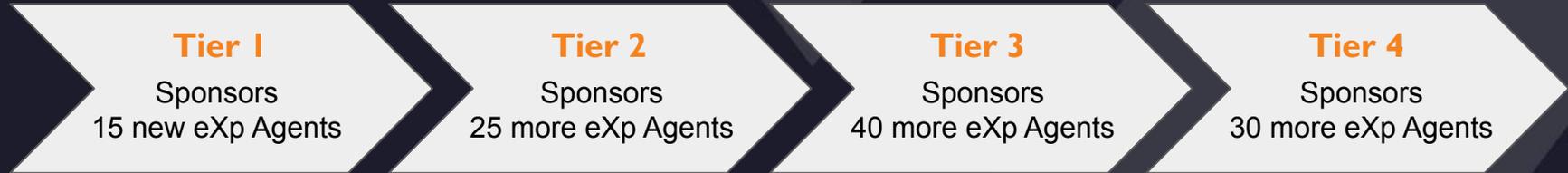
Germany (€)										
	eXpansion Share (% of AGCI)	eXponential Share							Total % of AGCI Paid on Transactions in Each Tier	Max Potential Per Agent (per year)
		Tier 1 Front-line Qualifying Agent (FLQA) Count Needed								
		1+	5+	10+	15+	20+	25+	40+		
TIER 1	-	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	€ 3,500
TIER 2	0.2%	-	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%	4.0%	€ 4,000
TIER 3	0.1%	-	-	2.4%	2.4%	2.4%	2.4%	2.4%	2.5%	€ 2,500
TIER 4	0.1%	-	-	-	1.4%	1.4%	1.4%	1.4%	1.5%	€ 1,500
TIER 5	0.1%	-	-	-	-	0.9%	0.9%	0.9%	1.0%	€ 1,000
TIER 6	0.5%	-	-	-	-	-	2.0%	2.0%	2.5%	€ 2,500
TIER 7	0.5%	-	-	-	-	-	-	4.5%	5.0%	€ 5,000

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.

<https://exprealty.com/income/>

Sponsorship Illustration

Tier 1 group of 10 are classified as FLQA which unlocks Tiers 2 & 3 of eXponential Share.



Commission range:

1) 3.5% of AGCI in eXponential Share on all Qualifying Sale Transactions of Tier 1 group

2) 0.2% in eXpansion Share + 3.8% in eXponential Share, for a total of 4.0% of AGCI on all Qualifying Sale Transactions of Tier 2 group

3) 0.1% in eXpansion Share + 2.4% in eXponential Share, for a total of 2.5% of AGCI on all Qualifying Sale Transactions of Tier 3 group

4) 0.1% of AGCI in eXpansion Share on all Qualifying Sale Transactions of Tier 4 group

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Equity Opportunities

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

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

ICON Agent Award

- Earn stock options 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

Join the Company Everyone is Talking About

Team recruitment drives eXp's strong agent growth in Q3."

inman

"eXp Realty Accelerates Its Already Significant Growth Throughout North America."

MarketWatch

"The Amazon Model of Zero Physical Infrastructure: Real Estate — You're Next."

Medium

"The Amazon of Real Estate."

RealEstate TRENDS

"eXp World Holdings: Attempting To Disrupt The Real Estate Brokerage Status Quo."

Seeking Alpha α

"eXp is a real estate phenomenon poised for success in 2021 and beyond."

Swanepoel Trends Report

Thank you!