



eXp UK eXplained

With Adam Day, International Expansion Leader for the UK



UK eXpansion Leader

- 20+ years of experience of selling and letting properties in the UK with independents, corporates and online.
- Adam Day launched one of the first online estate agency businesses from scratch in 2006 - hatched.co.uk.
- Hatched was acquired by the most successful property business in the UK - The Connells Group
- Worked at board level at Connells, easyProperty & Emoov/Tepilo
- Leading the growth of eXp in the UK
- Considered an agent of change within UK estate agency

Founder and CEO

- Glenn Sanford had important roles at Internet start-ups before launching an estate agency career in the US 2002.
- In his fourth year in estate agency, with a major national franchise, his team sold more than \$60 million worth of property by connecting with consumers online.
- Glenn believed that agents & negotiators did the heavy lifting in estate agency and deserved the benefits of being a shareholder and an income based on the level of their contribution.
- In 2009, Glenn founded the first cloud-based estate agency business in the US — eXp.



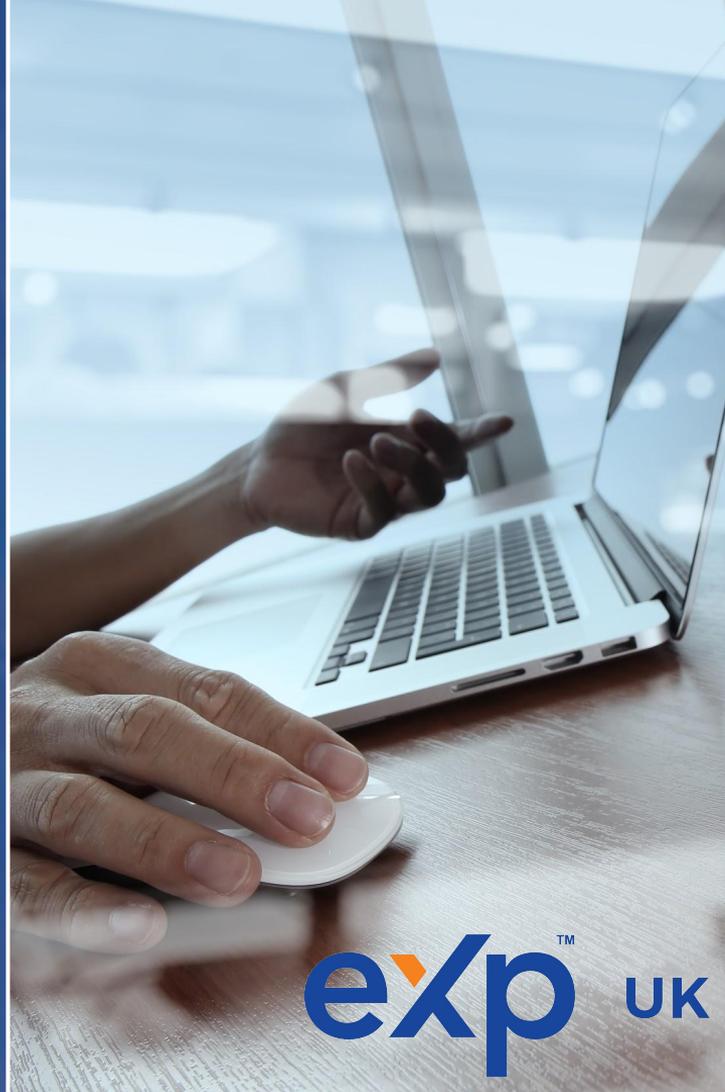
Key Points of Our Business Model

- This is YOUR business, so work when you want
- We make it about YOU, with your name front & centre
- We don't 'manage' you, or set targets for you
- You set your own fees
- You receive 70% of the fee you generate
- Become a co-owner at eXp with the likes of Glenn Sanford, Jason Gesing, Adam Day and every other agent who joins eXp
- Create a recurring lifetime revenue stream from bringing other agents to eXp UK



Cloud Campus Environment

- Work from anywhere
- No bricks & mortar or expensive leases means we can invest in agent support and technology
- Instant access to training and support
- On-demand support services
- Specialist support teams in the UK will grow, in line with the agent growth at eXp UK
- Benefit from a powerful referral network



Explore the Community



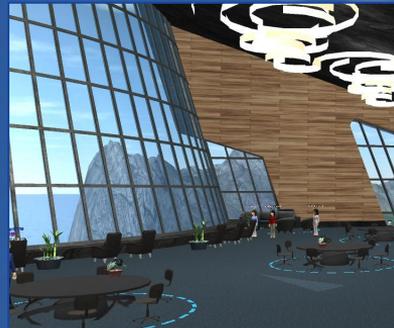
Real-Time Support



Specialised Departments



Team Collaboration



Information Sharing



Daily Training



Large-Scale Meetings

Use your eXp UK membership to work at shared business lounges at Regus, across the world.



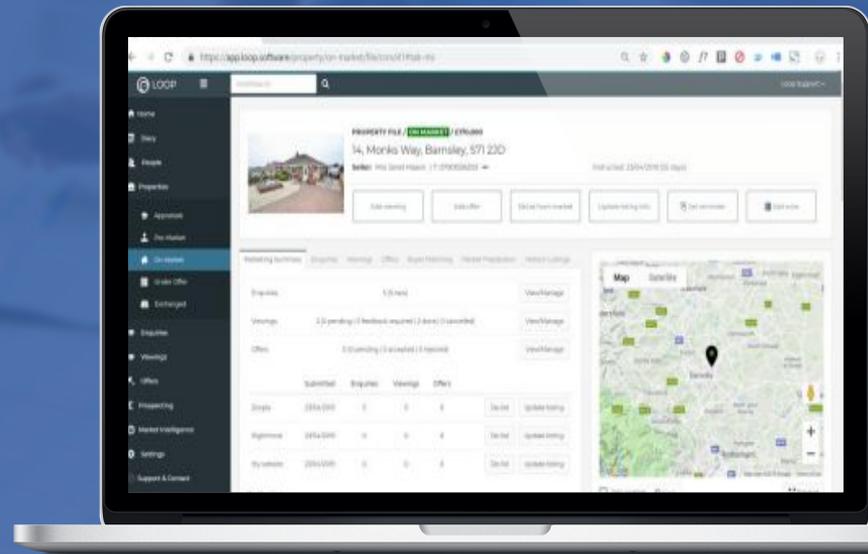
The Regus logo consists of a stylized 'R' icon above the word 'Regus' in a bold, sans-serif font, with a trademark symbol (TM) to the right.

The eXp UK logo features the word 'exp' in a blue, lowercase, sans-serif font with a small orange 'x' and a trademark symbol (TM) above the 'p'. To the right, the letters 'UK' are displayed in a blue, uppercase, sans-serif font.

Estate Agency Software

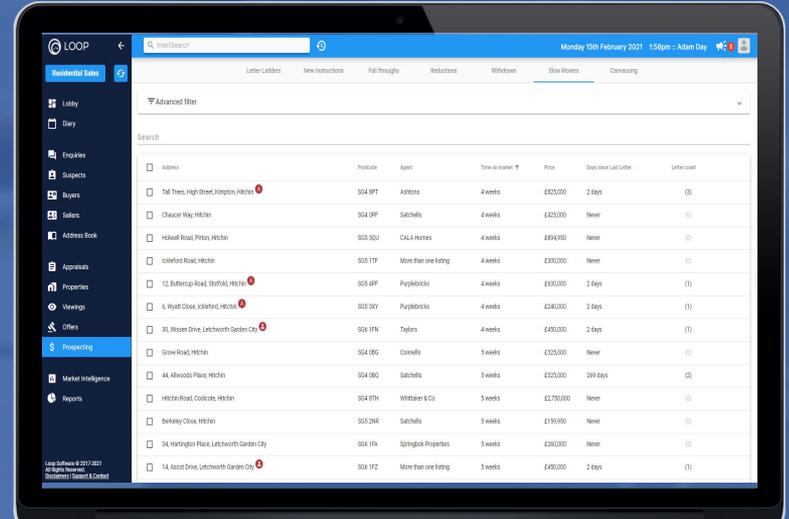
eXp provide agents with a state of the art CRM to manage their estate agency business

- Matches Buyers to Properties
- Automatically updates your website
- Upload to Rightmove & Zoopla
- Diary
- Appraisals
- Add Viewings & Offers
- Sales Progression
- Prospecting (Touting)



Lead Generation

- Integrated touting platform, pulling in data of properties For Sale with other agents
- Automated direct mail/touting facility
- Facebook advertising campaigns
- Grow your social media following with over 170 content ideas provided to you
- Training on all aspects of lead generating



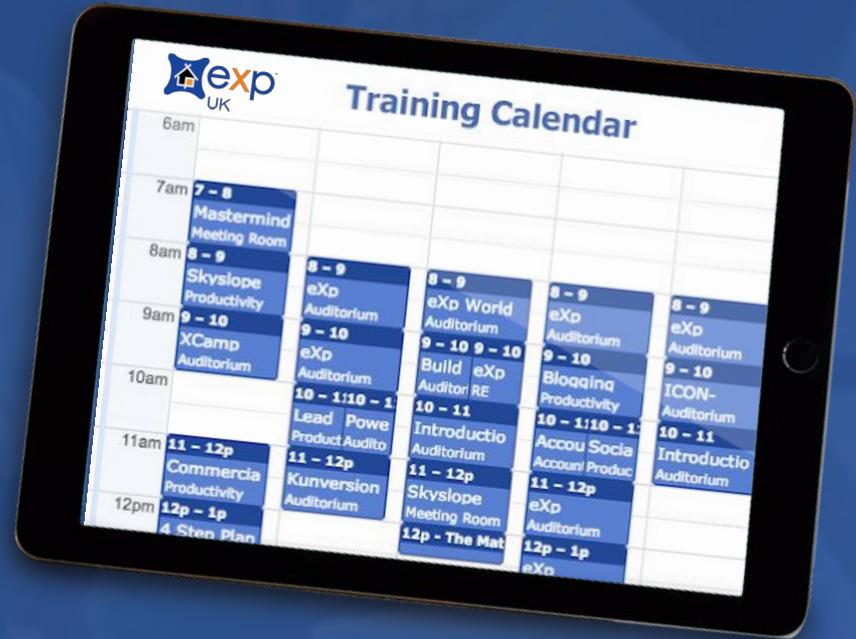
The screenshot displays the LOOP software interface. The top navigation bar includes the LOOP logo, a search bar, and the date/time: Monday 15th February 2021, 1:56pm - Adam Day. The main content area shows a table of properties for sale, with columns for Address, Postcode, Agent, Time on market, Price, Days since last offer, and Letter count. The table lists several properties, including those in High Street, Kington, Leicestershire, and Leicestershire, with details on their listing duration and pricing.

Address	Postcode	Agent	Time on market	Price	Days since last offer	Letter count
Tall Trees, High Street, Kington, Leicestershire	LE24 9PT	Address	4 weeks	£225,000	2 days	(3)
Chaucer Way, Hixton	LE24 0PF	Satchells	4 weeks	£425,000	Never	(0)
Hickell Road, Piton, Hixton	LE25 3QU	CLLA Homes	4 weeks	£94,950	Never	(0)
Holeford Road, Hixton	LE25 7TF	More than one listing	4 weeks	£300,000	Never	(0)
12, Buttercup Road, Southalby, Hixton	LE25 4PF	Purplebricks	4 weeks	£93,000	2 days	(1)
6, Hyatt Close, Kibworth, Leicestershire	LE25 3BV	Purplebricks	4 weeks	£240,000	2 days	(1)
30, Wiser Drive, Leicestershire Garden City	LE26 1FN	Taylor	4 weeks	£400,000	2 days	(1)
Green Road, Hixton	LE24 0ES	Cornells	5 weeks	£225,000	Never	(0)
44, Adwells Place, Hixton	LE24 0BZ	Satchells	5 weeks	£225,000	289 days	(2)
Hixton Road, Coddode, Hixton	LE24 0TH	Whitaker & Co	5 weeks	£270,000	Never	(0)
Berkley Close, Hixton	LE25 2NH	Satchells	5 weeks	£159,950	Never	(0)
34, Hartgate Place, Leicestershire Garden City	LE26 1FA	Springhill Properties	5 weeks	£260,000	Never	(0)
14, Accord Drive, Leicestershire Garden City	LE26 1FZ	More than one listing	5 weeks	£400,000	2 days	(1)



Live Training

- 50+ hours of live training each week
- UK sessions hosted by Adam Day, along with eXp agents, who share their techniques and best practices across the network of eXp agents
- Learn from industry experts about:
 - Sales and winning instructions
 - Lead generation
 - Social media
 - CRM and technology tools
 - Conveyancing, Financial Services
 - Accounting



Income & Costs

Commission & Cap

- 70/30 commission split
- £24,000 cap

After that, earn 100% commission for the remainder of your anniversary year, subject to a £250+VAT per completion ¹

¹ Once capped and the transaction fees total £10,000 then the capped transaction fee is reduced to £100+VAT.

Standard Costs ²

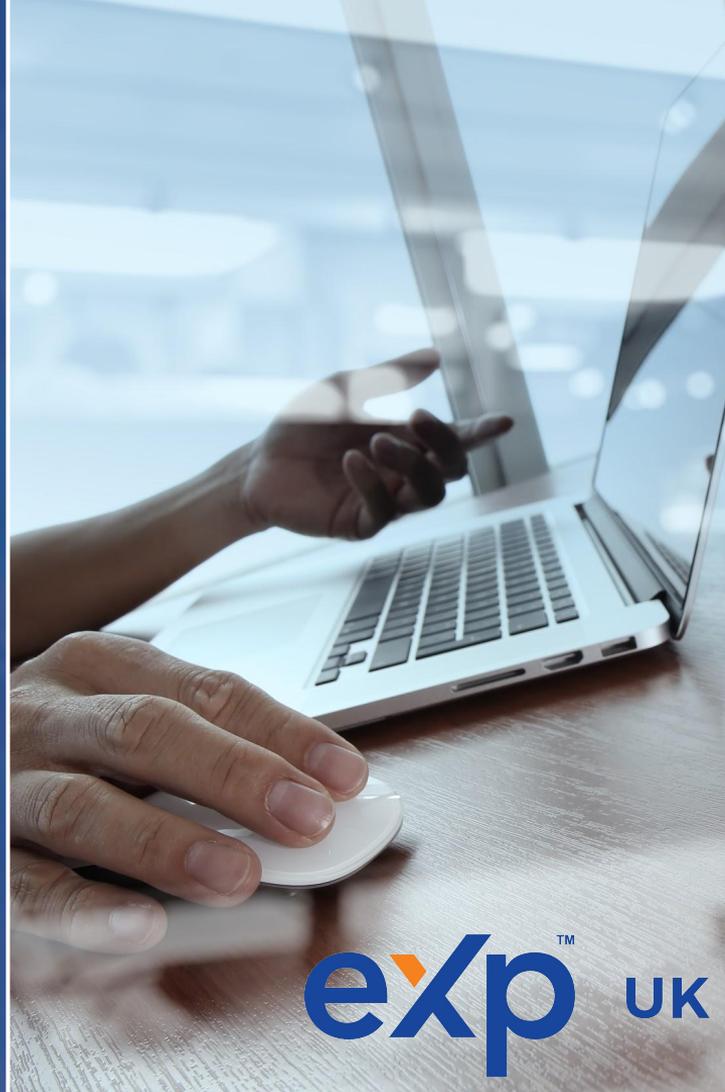
- £125+VAT (£150) start-up fee

Monthly Costs ²

- £75+VAT (£90)/month tech fee
- £25+VAT (£30)/month eXp University fee
- £25+VAT (£30)/month call centre and portal fee

Lettings

- 'Let Only'/'Tenant Find' Service Offered by eXp
- You list the properties and negotiate the terms with the tenant
- Upload the Tenant & Landlord details to our portal
- eXp Move team will set the tenancy up, arrange all the compliance, etc, etc (at the usual expense to the landlord)
- We split the 'Let Only'/'Move In' fee 70/30 (subject to a minimum of £180)
- You take over the management of the properties and keep 100% of the management fee





**How many
properties could
you sell a year?**

Example Earnings in Your Estate Agency Business

3 Sales a Month at £2,000 per Sale (36 Sales Total)

Total Revenue = £72,000

To eXp = £21,600

To you = £50,400

4 Sales a month at £2,500 (48 Sales Total)

Total Revenue = £120,000

30% to eXp (capped at £24,000) = £24,000 (32 Sales)

Capped transaction fee (on the remaining 16 Sales) = £4,000

To you = £92,000

Example Earnings in Your Estate Agency

4 Sales a month at £5,000 per sale (48 Sales Total)

Total Revenue = £240,000

30% to eXp (capped at £24k) = £24,000 (16 Sales)

Capped transaction fee (on the remaining 32 Sales) = £8,000

To You = £208,000

Equity Opportunities

- Agents can become shareholders at eXp
- NASDAQ: EXPI

Sustainable Equity Plan

- Earn shares on your first completion
- Earn shares when you fully "cap" (i.e., when you invoice gross commission of £80k)
- Earn shares when an agent you sponsor completes on their first house sale

Agent Equity Program

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



Single Agent Revenue Share

Disclaimer: There are no guarantees concerning the level of success you may experience. Please review our complete [income disclaimer](#).

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 in bonus payments, spread across the year.

This continues to be paid to you every single year, for the rest of your life, assuming the agent you have brought into the business stays with eXp and generates income of £80,000

Revenue share is paid from the 30% that eXp receives and doesn't reduce agent commission.



Cascading Revenue Share

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The agents you bring into the business, are incentivised to recruit & attract agents into the business with the same bonus payment.

And in addition to your bonus for the agents you bring in to eXp, you can ALSO earn revenue share bonus payments, for the agents that they they bring in!

As an example: If you personally sponsor 5 selling agents to eXp and they in turn sponsor their own selling agents, you can earn up to £3,200 annually for each of those other agents, ON TOP of the £2,800 you earn from the selling agents that you have brought in...

Tier 1	Tier 2
Up to £2,800	Up to £3,200



Cascading Revenue Share

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	Maximum Potential Annual Revenue Share Per Capping 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+



5 Year Example

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5 Agents Who Introduce 10

Tier 1	5 X £2,800	=	£14,000
Tier 2	10 X £3,200	=	£32,000
Tier 3			
Tier 4			
Tier 5			
Tier 6			£46,000 per year with 15 agents who cap
Tier 7			

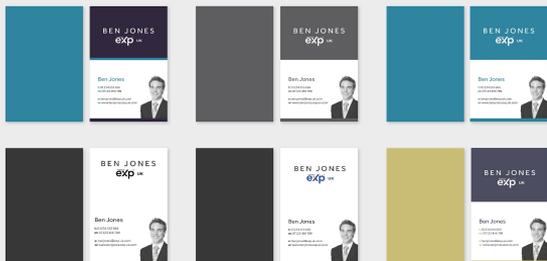


Marketing & Branding

eXp provides templates to market your business. Business cards, brochures, For Sale signs and more! Order them all online with our preferred partners, or if you want to order from your own people, that's fine as well

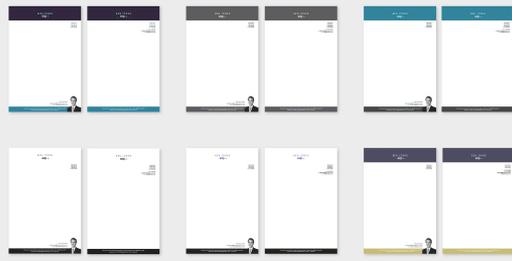
Business Cards

Business cards with photo



Letterheads

Letterhead options



Signage

Boards



Marketing & Branding

eXp list their agents' properties on both Rightmove & Zoopla for maximum exposure

- Your properties uploaded to Rightmove & Zoopla
- All phone and email enquiries sent direct to your inbox
- Auto Responder to populate your CRM automatically

rightmove 
find your happy

Zoopla

 **money penny**

@ 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
- Search for solutions and answers to challenges you have



eXp UK Core Values

Beliefs that shape our culture



Frequently Asked Questions

Can I join if I have no experience in estate agency?

Unfortunately not. If you have never done estate agency in the UK, then you won't be eligible to join - you have to have at least 2 years of experience in estate agency in the UK.

Are there exclusive territories?

No, you have the opportunity to grow your estate agency business into a national one, or have it as a lifestyle business anywhere in the UK.

Am I tied in to eXp for a minimum period of time?

If you want to leave eXp, then you simply give us 2 weeks notice. And if you want to take your properties and leads with you, you can.

What about conveyancing & mortgages?

We'll appoint a central conveyancer and central mortgage broker that you can refer to and, like your commission, will be split 70/30 and go towards your cap. However, you can use your own relationships with other conveyancers and mortgage brokers if you wish.

How much will the initial set up be?

We would estimate, including AML, TPOS & ICO registration, along with a DBS check, For Sale Boards, business cards and headed paper, it will cost around £1500 to get 'estate agency ready'

How much do you think I need to get my business up and running and for how long?

In most instances, the first completion will come in between months 4 and 6 - best to budget for 6 months. We have had agents who have spent as little as £2k on marketing during that period and some who have spent over £10k, so it depends on how hard you want to go at your local market. We think a marketing budget of around £4,000 would be a decent amount to be investing in your local marketing over the initial 6 month period

Will I be successful?

That's up to you. If you work hard and you're a good estate agent, then you have a very strong chance!



What Next?

Arrange a follow up Zoom call with myself and the person that introduced you to this webinar by [clicking this link...](#)

or

You can join eXp, by going to <https://join.exp.uk.com> and clicking on 'Become An Agent'