



This is eXp:

Where Innovation Meets Opportunity

|||||

CANADA 02-04-2025

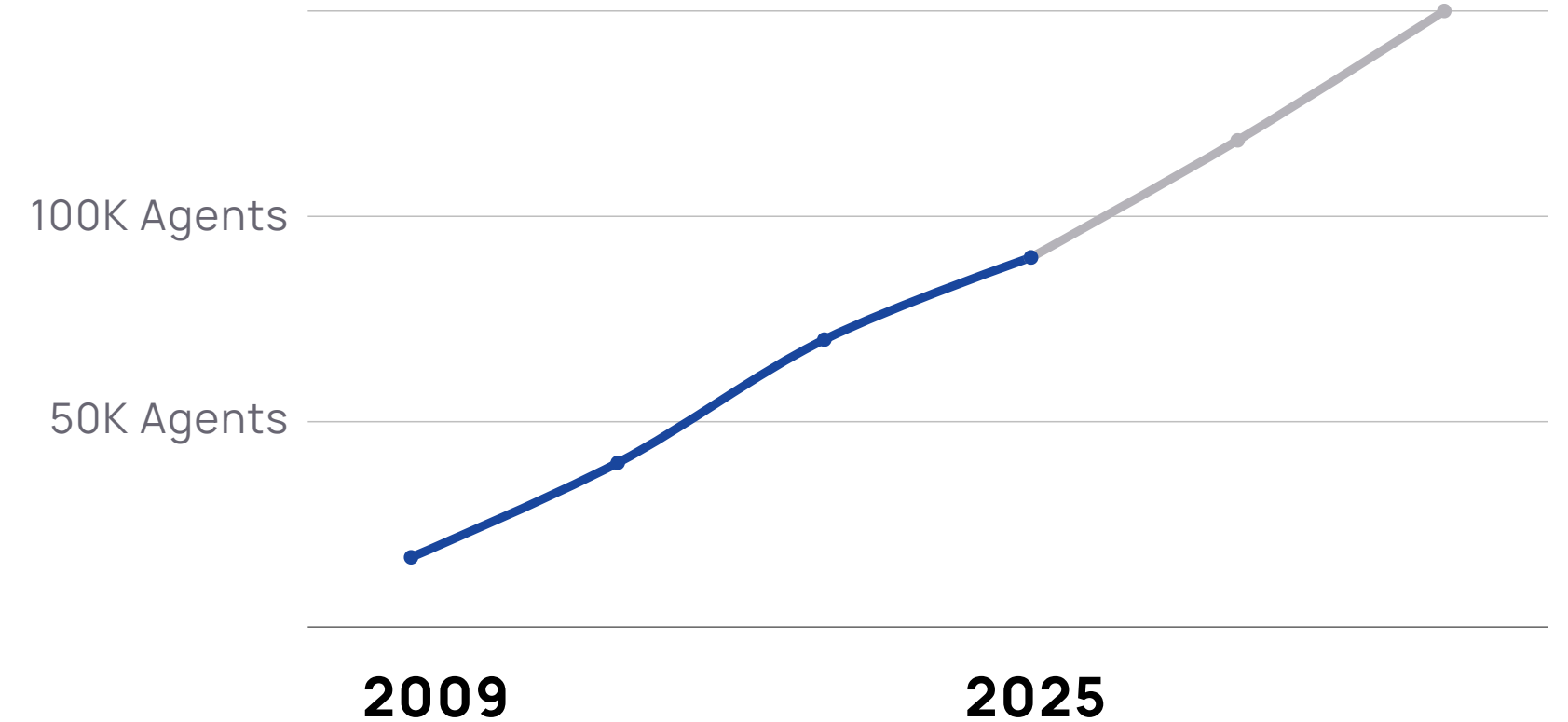


Discover how you fit into
the future of real estate
with eXp



Join the
Largest
Independent
Real Estate
Brokerage on
the Planet

Agent Count & Trajectory

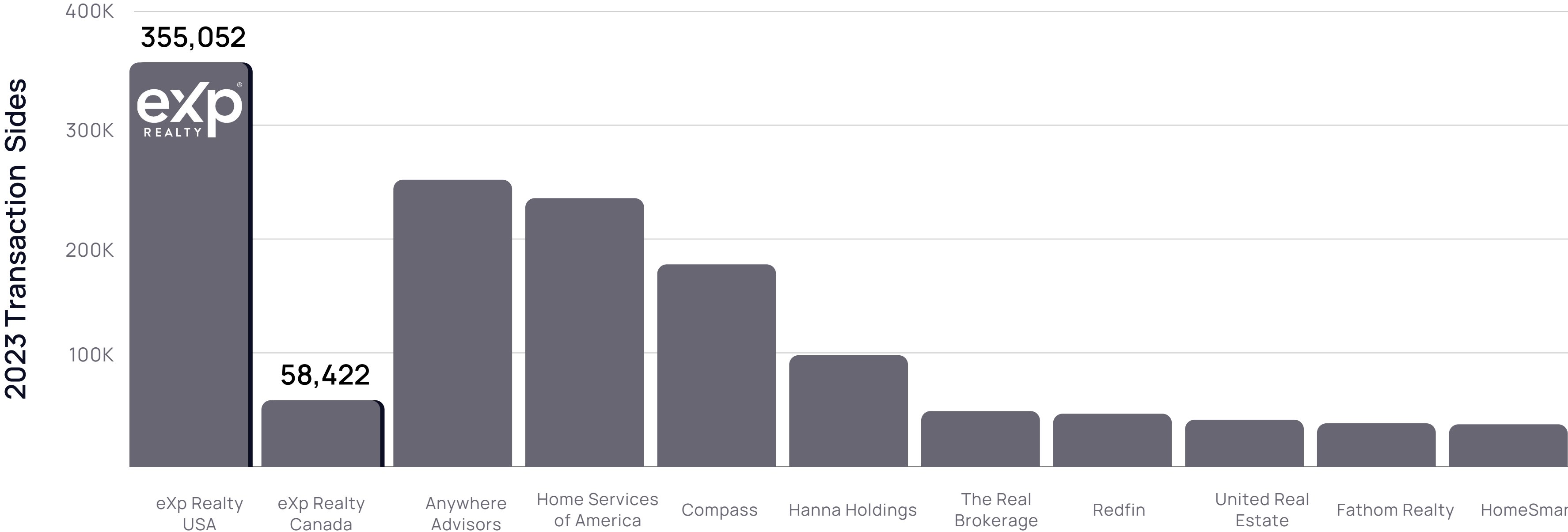




Leading the Way by Sides in 2023

The largest real estate brokerage firms in the United States ranked by closed transaction sides in 2023

[As reported by Real Trends](#)





And the **#1**
growth leader
across agent
count, volume
and transactions



Ranked #1 Growth Leader

in year-over-year sales volume, transaction sides and agent count



Ranked #1 in:

Transaction Sides (since 2023)
5-Year Top Movers – Sides
5-Year Top Movers – Volume
Public Independent (since 2021)
Best Brokerage



Ranked #1 in:

Transactions (since 2022)
Ranked in Top 4 (since 2019)

Ranked #3 in:

Sales volume
Ranked in Top 6 for Sales Volume (since 2019)



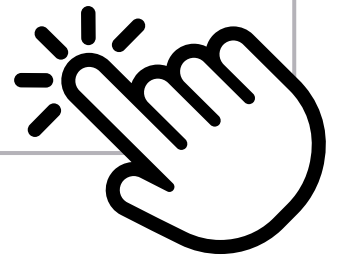
Top Producers 2023

#wheretheprosgotogrow

Canada Top Producers

[Top 250 Teams](#) 

[Top 250 Individuals](#) 





Cloud Based Freedom

Work From Anywhere

No desk fees, utilities, or lease payments. Eliminate unnecessary overhead costs. All the tools and resources you need without any additional expenses.

Advanced Technology

Our state-of-the-art cloud-based platform gives you access to cutting-edge tools for lead generation, marketing, and transaction management.

Training and Development

From live webinars and virtual conferences to on-demand courses, in-person events and mentorship programs, eXp Realty is committed to ongoing education for its agents.

eXp.World









Is a virtual metaverse connecting real estate professionals worldwide, enabling collaboration, training, and expert support anytime, anywhere.

[Visit eXp World](#) 







The \$139/Month Advantage

Explore the links below to learn more about what is included.









Tech

[eXp.World](#) 
[SISU](#) 
[Canva](#) 
[Workplace](#) 
[Build a Sign](#) 
[Skyslope](#) 
[My eXp](#) 
[eXp Enterprise](#) 









Lead Gen

[kvCore](#) 
[Relocation](#) 
[Making it Rain](#) 
[Military Rewards](#) 
[eXp Access](#) 
[Referral Division](#) 








Training

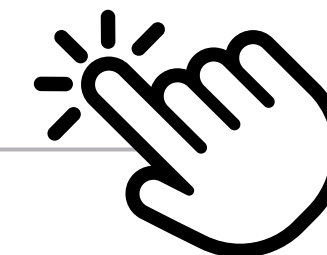
[eXp University](#) 
[Fast Start & Fast Cap](#) 
[Mentor Program](#) 
[Elevate Coaching](#) 
[Team Leader Academy](#) 
[eXpCon & Regional Rally](#) 
[Masterminds IRL Events](#) 
[Broker Lead Classes](#) 

Support

[Broker Teams](#) 
[Expert Care & Transactions](#) 
[Team Services](#) 
[Transaction Coordinators](#) 
[IT Assistance](#) 
[Growth Team](#) 
[Onboarding](#) 
[Solutions](#) 

Plus

[Luxury](#) 
[International](#) 
[Regus Offices](#) 
[Healthcare](#) 
[Stock Programs](#) 
[Incentive Programs](#) 
[ICON Awards](#) 





Compensation and Incentives

Commisson & Cap

80/20

Commission Split



\$16K

Cap

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

1. \$280 capped transaction fee. Once capped transaction fees total \$5,700, the capped transaction fee is reduced to \$75



Compensation and Incentives

Standard Costs²

\$199 Start-up Fee

\$139/Month Cloud Brokerage Fee²

\$29 Broker Review Fee³

\$17 Commercial Insurance Fee in
some provinces (Western Canada)⁴







2. Canada Compensation Model

3. Per transaction

4. Monthly



Exclusive Ways to Create Additional Income Streams

Equity Awards Through Incentive Program	Agent Equity Commission Program	ICON Award
<p>\$270 CAD of EXPI stock for first transaction closing</p> <p>\$540 CAD of EXPI stock when agents cap</p> <p>\$540 CAD of stock for directly attracting another agent after the agent closes their first transaction</p> <p>Learn More </p> 	<p>Voluntarily enroll to receive 5% of net commissions from closed transaction at a 5% discount effective March 1, 2024.</p> <p>~65% of agents and brokers participate in the program</p> <p>Learn More </p> 	<p>Top agents recieve up to \$16,000 in stock upon the achievement of certain production and cultural goals within their anniversary year.</p> <p>Learn More </p> 

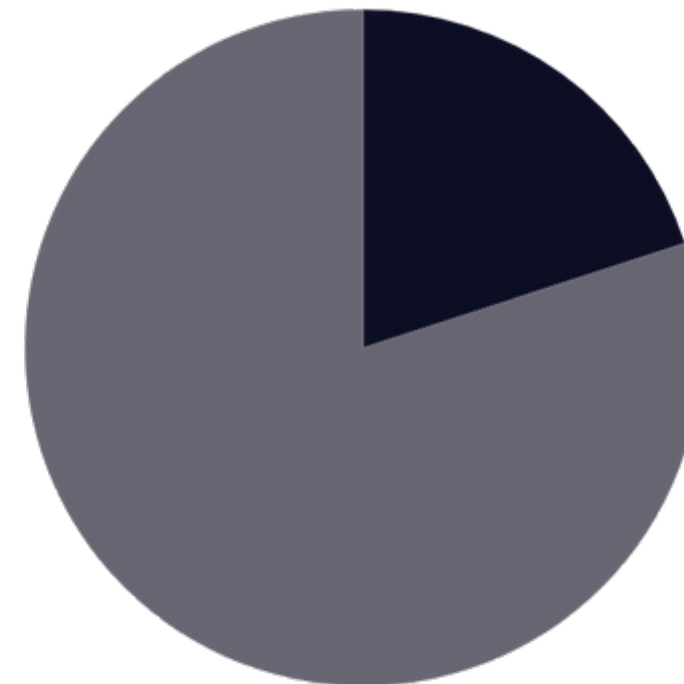


Earn Revenue Share by Introducing New Agents to eXp

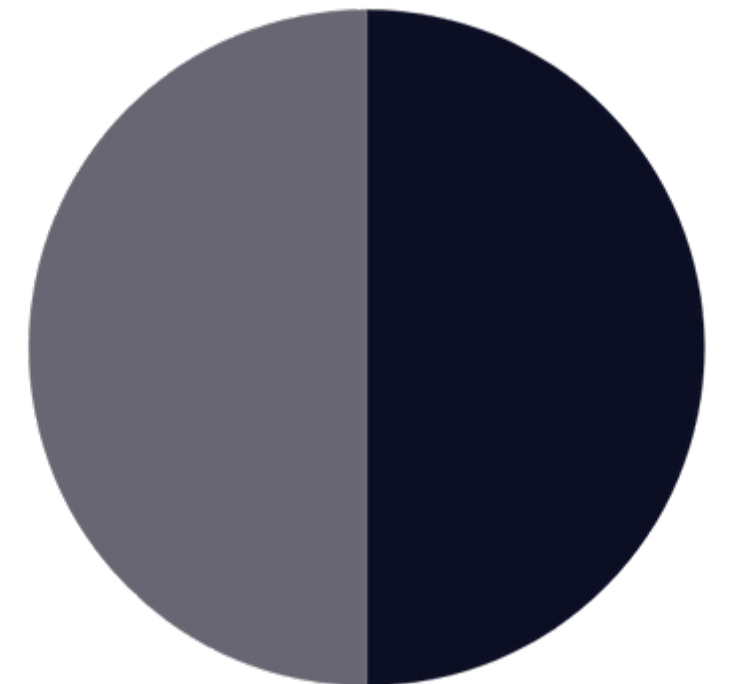
eXp Agents can sponsor agents to join.

Earn a percentage of revenue when your sponsored agent closes a transaction. Earn revenue share until your sponsored agent reaches their annual cap.

Agent Split 80%
\$16,000



eXp 20%
**\$8,000 company dollar
/ \$8,000 revenue share**





Earn Revenue Share by Introducing New Agents to eXp

(+) These levels also qualify to receive an “Adjustment Bonus” from the amount of unpaid revshare on all levels.

eXp pays out to agents from the **Revenue Share Pool**. Percentages are paid based on each Tier Group.

Total Share % of Revenue Share Pool paid on transactions		
Year 1 50% (\$4K)	TIER 1	17.5% (+)
	TIER 2	20.0% (+)
	TIER 3	12.5% (+)
	TIER 4	7.5%
CAP	TIER 5	5.0%
	TIER 6	12.5%
ICON	TIER 7	25.0%

Revenue Share Breakdown by Tier Groups

(+) These levels also qualify to receive an “Adjustment Bonus” from the amount of unpaid revshare on all levels.

FLQA = Front-Line Qualifying Agent

		FLQA Count Needed					Top % of Revenue Share Pool on Transactions
	eXpansion Share Percentage	0-4	5-9	10-14 (CAP)	15-29	30+ (ICON)	
Tier 1	///	17.5%	17.5%	17.5%	17.5%	17.5%	17.5%
Tier 2	1.0%	19.0%	19.0%	19.0%	19.0%	19.0%	20.0%
Tier 3	0.5%	12.0%	12.0%	12.0%	12.0%	12.0%	12.5%
Tier 4	0.5%	///	7.0%	7.0%	7.0%	7.0%	7.5%
Tier 5	0.5%	///	///	4.5%	4.5%	4.5%	5.0%
Tier 6	2.5%	///	///	///	10.0%	10.0%	12.5%
Tier 7	2.5%	///	///	///	///	22.5%	25.0%

Empower Agents and Enrich Communities

cre exp

We are committed to creating an equitable, diverse, and inclusive culture for our employees, agents, and brokers.

ONE eXp engages our people to promote D&I initiatives across the organization.

[Learn More](#)



I ♥ exp

We are dedicated to the betterment of our communities.

The first week of October of each year is designated “I Heart eXp” week and staff, agents, and brokers across the U.S. mobilize to take part in community charity initiatives.

[Learn More](#)



exp
REALTY

EXTEND A HAND

We are committed to wellbeing.

eXp's wholly owned nonprofit, eXtend-a-Hand, supports eXp agents, staff, and their families facing hardship from catastrophic events, such as natural disasters or severe illnesses, that prevent them from working and supporting their families.

[Learn More](#)



24/7 Support for Agents



Expert Care Desk

The eXp Expert Care Desk is staffed 24/7 with best-in-class subject matter experts to help handle all inbound inquiries. Help is offered in English, Spanish, or French.



[Expert Care Hub - World](#)



[\(833\) 303-0610](#)



ExpertCare@exprealty.net



[Live chat available in My
eXp and Join app](#)



Questions?

Want to connect with
someone from eXp?



[Get in touch](#)



Appendix

About eXp Realty



Team Leader Academy

Coming Q1 2025

Unlock your team's potential with the eXp Team Leader Academy—an exclusive program designed to empower you with the strategies, tools, and insights to elevate your leadership, streamline operations, and drive exponential growth.

Academy Outline

- EOS®, the Entrepreneur Operating System®, will teach you how to run a profitable, sustainable business with:
 - Vision alignment - so everyone on your team knows the vision and their role within the team
 - Accountability - everyone has a number
 - Data-driven decisions
 - Process documentation to scale your team
 - Problem-solving framework
- 7-Step Coaching framework
- Attraction Playbook
- Retention Playbook
- 32-week Team Member Playbook
- Certified teams may also qualify for growth assistance from eXp
- Ongoing deep-dive courses after graduation

[Sign Up for Updates](#) 



How much will I make when I close a deal?

Use our interactive commission calculator to see your earning potential as an eXp Realty Agent.

[Commission Calculator](#)




[Canada] Commission Breakdown Calculators: Before and After Capping

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A1:D1 Individual Agent

	A	B	C	D
1	Individual Agent			
2	Agent = \$16K Cap			
3	Edit the light blue fields in order to manipulate commission examples. All other fields will automatically update accordingly.			
4	 GCI (Gross Commission Income)	Commission Breakdown BEFORE CAPPING		Commission Breakdown AFTER CAPPING
5				
6		\$10,000.00		\$10,000.00
7				
8		Broker Split: 20% to eXp		\$0.00
9				
10		Standard Transaction Fees		
11		• Transaction/Broker Review Fee \$29		\$29.00
12		• Risk Management (BC, AB, SK, MB, YK only) \$17		\$17.00
13				
14		• Capped Transaction Fee \$285 capped transaction fee applies. Once \$5,700 company		\$285.00
15	Agent's Net Check	\$7,954.00		\$9,669.00
16	Uncapped TL pays their 20% to eXp for their Company Dollar Cap.		Capped TL pays their percentage of the \$250 Capped Transaction Fee.	



What About Teams?

Contact Team Services

Team Services provides team leaders with a dedicated, detail-oriented Analyst who creates and maintains your Team documentation, Team Rosters, member's Pay plans, and Skyslope Offices. Our staff is here to ensure your team's documentation supports your ever-changing growth goals.

 [Team Services Lobby - eXp World](#)

 [\(833\) 303-0610](#)

 cdnteamsexprealty.net



eXp Luxury

eXp's exclusive luxury real estate program provides members with access to a robust suite of resources, tools, and training designed to differentiate them in the luxury market. Members are positioned to stand out as trusted advisors who bring both local market expertise and valuable global connections to their clients.

World-class Brand Advertising & Marketing
Luxury Listing Distribution | Powerful Partnerships
Extraordinary Presentations | A Powerful Community
Global Exposure

[Learn More](#) 



exp[®]
REALTY

LUXURY



REVENOS

eXp Revenos

We know high-quality leads & referrals can be hard to find, especially in a shifting market. That's why we created a market leading referral engine that taps into our robust network to bring more opportunities directly to you. Exclusively for eXp Agents.

[Learn More](#) 



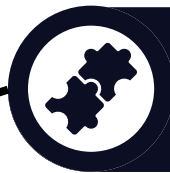


Revenos Programs



REVENOS

[See Program Details](#)



Relocation

We match Local eXp agents to corporate transferee clients.



Honors Military Rewards

eXp is honored to serve and give back to our Military Members. They save 20% or more when they buy or sell a home.



Making it Rain

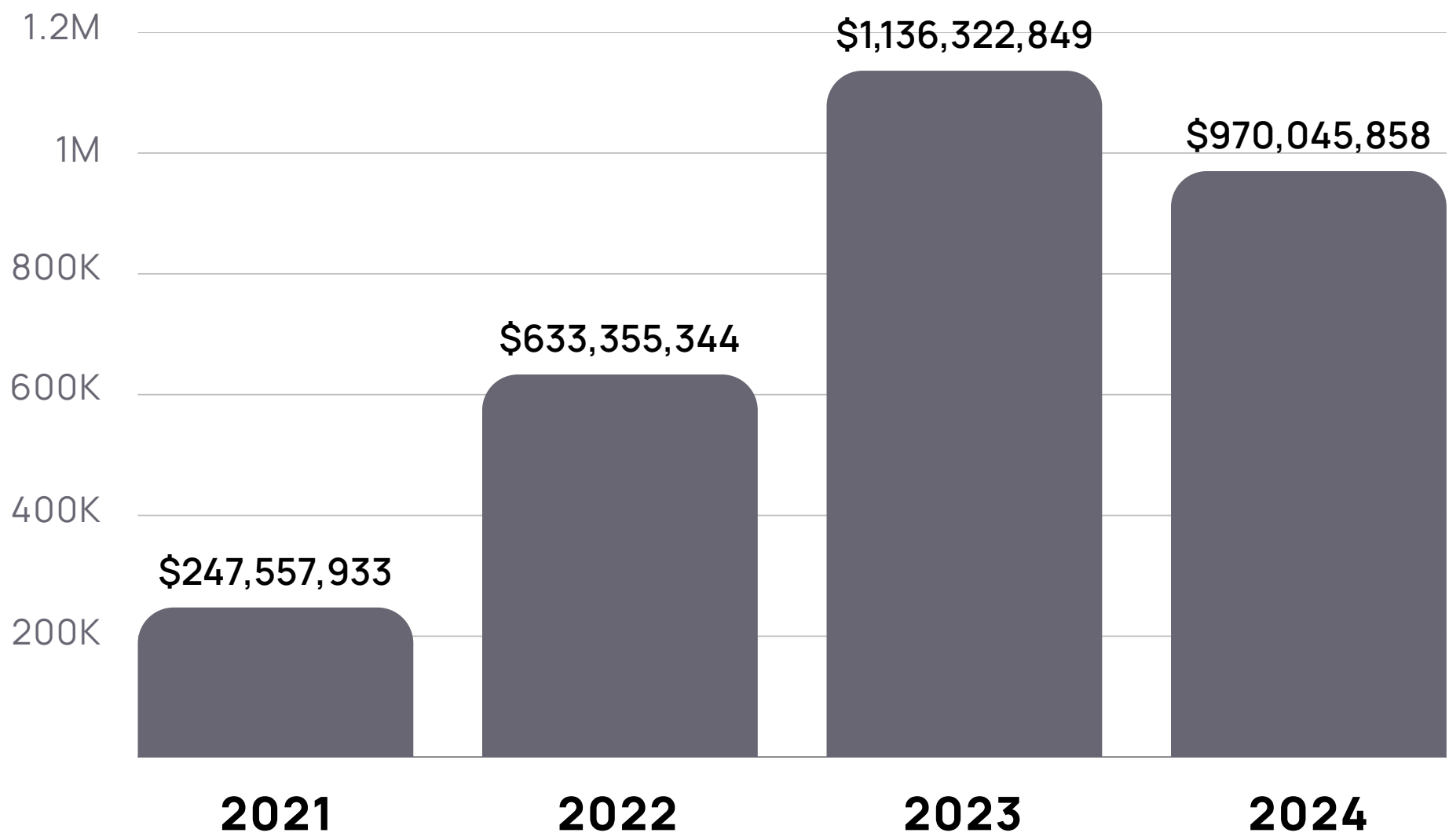
We leverage the power of digital ads for eXp agents to build a client database that keeps on giving.



REVENOS



Revenos Closed Sales Volume



Additional chart context can go here as needed. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Learn More](#)





Referral Division

The eXp Referral Division is here to support agents looking to transition their successful selling careers to focus solely on building referral businesses.

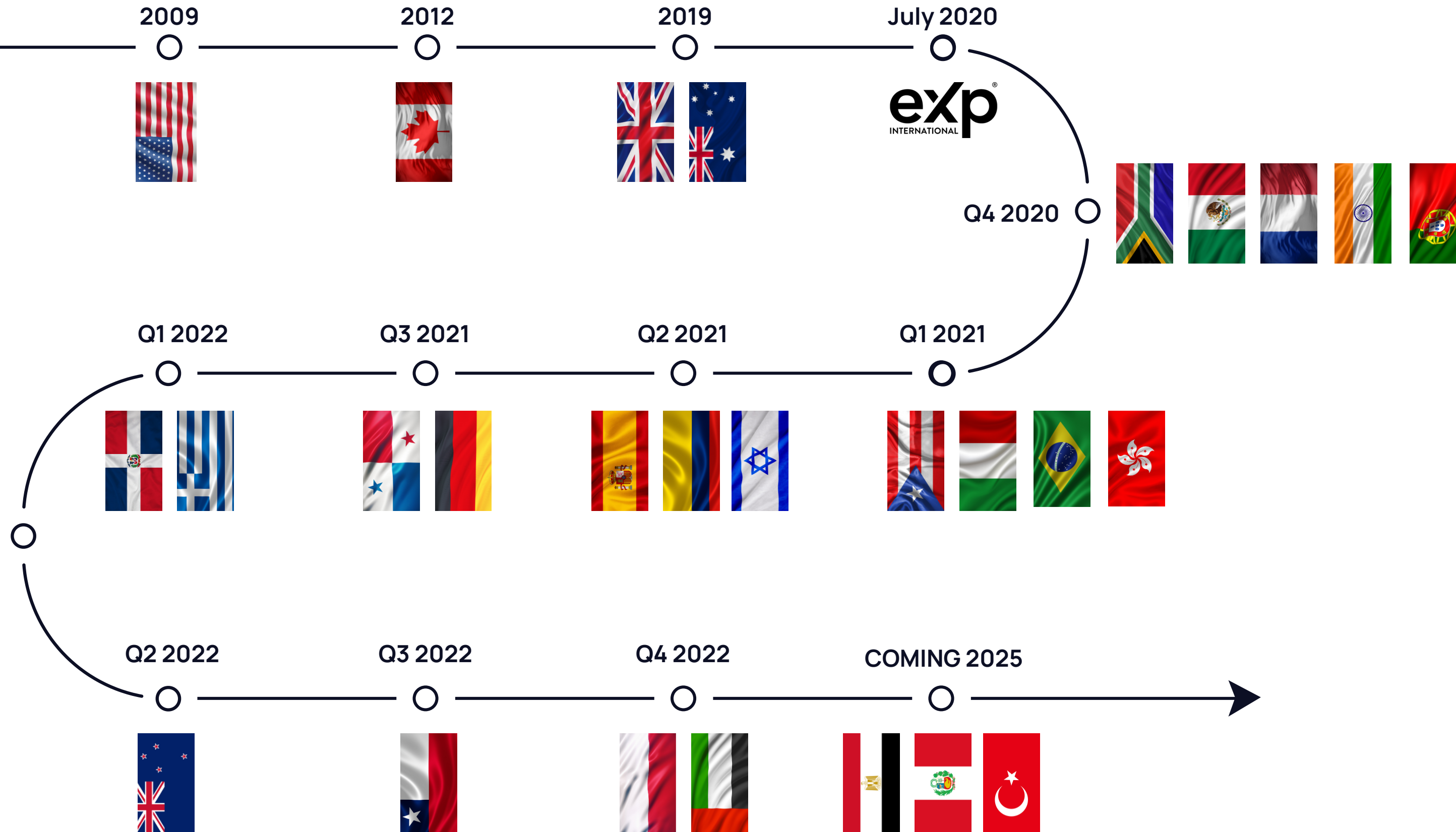
[See Program Details](#)



	Monthly Cost	KV Core	Hold Stock	Earn Stock	Healthcare	Teams	Revenue Sharing	Mentor Program	MLS Access	REALTOR® Forms	Personal Deals	Family Deals	eXp University	Workplace Access
eXp Realty	\$139	•	•	•	•	•	•	•	•	•	•	•	•	•
eXp Referral	\$89		•		•		•			•		•		•

X Global Expansion Journey

[Learn More](#)



ICON Stock Awards

[See Program Details](#) 



Production	Cultural Commitment*	Events
<div>\$8,000</div> <div>Awarded the month an agent is recognized as an ICON</div> <div>3 year vesting period</div>	<div>\$4,000</div> <div>Awarded after earning 20 points</div> <div>1 year vesting period</div> <div><small>*Please reference the ICON Points Guide for more information</small></div>	<div>\$2,000 - \$4,000</div> <div>\$2K for attending eXpCon \$2K for attending one Regional Rally</div> <div>No vesting period</div>



ICON Stock Award Requirements

[See Program Details](#)



Agent Type	Option 1		Option 2				Option 3	
	Cap \$16K	Cap Fee \$5700	Cap \$16K	GCI \$500K	10 Closed Transactions	ICON Qualifying Fee	Cap \$16K	Team Company Dollar \$40K
Individual Agent	●	●	●	●	●	●		
Self Organized or Standard Team Lead	●	●	●	●	●	●		
Full Cap Team Member	●	●	●	●	●	●		
Mega Team Lead							●	●



Celebrating FastCAP Agents

During First Full Cohort: FastCappers who completed the minimum recommended daily “Real Talks” (customer conversations) averaged in just 6 weeks:

- 6.9 appointments per person (buy & list)
- 3.8 agreements per person (buy & list)

*From an average of 109 agents reporting weekly during the 6-week pilot

20,583
SISU Activities Tracked

183
Open Houses

227
Contracts Signed

9,348
Real Talks

1,597
CMA’s Completed

566
Appointments

[Register Here](#) 





FastCAP Program Schedule

[Register Here](#) 



Week 1 - “Owning” Your Business

- Session 1 — FastCAP Foundations - Mon.
- Session 2 — UnCap Your Potential - Wed.
- Session 3 — FastCAP Tribe Friday - Fri.

Week 2 - Prospecting

- Session 4 — Be a Conversation Pro - Mon.
- Session 5 — Prospecting Playground - Wed.
- Session 6 — FastCAP Tribe Friday - Fri.

Week 3 - Your Database & Lead Gen

- Session 7 — Invest in Your Databank - Mon.
- Session 8 — Rave & Refer - Wed.
- Session 9 — FastCAP Tribe Friday - Fri

Week 4 - Marketing & Your Brand

- Session 10 — Strategic Marketing - Mon.
- Session 11 — Be the Local Expert - Wed.
- Session 12 — FastCAP Tribe Friday - Fri.

Week 5 - Winning with Buyers

- Session 13 — Buyer Success Blueprint - Mon.
- Session 14 — Strategic Negotiation - Wed.
- Session 15 — FastCAP Tribe Friday - Fri.

Week 6 - Winning with Sellers

- Session 16 — Win the Listing - Mon.
- Session 17 — Exceed Sellers’ Expectations - Wed.
- Session 18 — FastCAP Tribe Friday - Fri



Agent Advisory Council

eXp's Agent Advisory Council facilitates communication between eXp agents and the executive team, allowing agents to provide feedback and ensuring that the agent-led model of eXp continues to thrive.



Mark Neustaedter
Alberta
Chair



Blake Roberts
British Columbia
Chair



Andrew Phillips
New Brunswick
Chair



Jeremy Deering
New Brunswick
Vice Chair



Justin Hollett
Newfoundland
Chair



Tammy Burke
Newfoundland
Vice Chair



Jennifer Jones
Ontario
Chair



Sigi Scholten
Ontario
Vice Chair



Renato Dallava
Quebec
Chair



Meghan O'Donnell
Quebec
Vice Chair



Mihaela Parker
Manitoba
Chair



Peter Garonis
Nova Scotia/PEI
Chair



Joanne Pullin
Nova Scotia/PEI
Vice Chair



Rhonda Lavoie
Saskatchewan
Chair



Bradley Chisholm
Saskatchewan
Vice Chair