

INTRODUCING





MEET THE FOUNDERS

WHAT IS OUR MISSION?

At SMYL - Start Making Your Legacy, our mission is to empower real estate professionals to reach their highest potential through innovative systems, expert leadership, and unwavering support. We are dedicated to fostering a collaborative and dynamic environment where agents can thrive, grow, and build lasting legacies.

Led by industry veterans Ken Grech and Brandon Ramey, our team benefits from their extensive experience and proven track record in real estate. Ken and Brandon's expertise in leadership, marketing, and growth strategies ensure that every agent receives the guidance and mentorship needed to excel.

Our strategic partnership with Legit Agents and eXp Realty provides access to a vast network of resources, cutting-edge technology, and unparalleled opportunities. This powerful collaboration enhances our ability to support agents in achieving their career aspirations and making a significant impact in the real estate industry.

Our commitment to excellence, integrity, and community engagement drives us to provide unparalleled resources and opportunities, ensuring every agent can achieve their career aspirations and make a significant impact in the real estate industry. Together, we build success stories and create futures worth celebrating.

Welcome to SMYL, where your legacy begins.

[5 Reasons to Join SMYL](#)



KEN GRECH
CO-FOUNDER OF SMYL

BRANDON RAMEY
CO-FOUNDER OF SMYL



LUXURY



START MAKING YOUR
LEGACY



**LEADERSHIP,
COACHING,
TRAINING
& COLLABORATION**



WHY SMYL?

WHY EXP READY?

LEADERSHIP

MAKE AND KEEP MORE MONEY

COLLABORATION

MODERN WEALTH CREATION

OPEN HOUSES

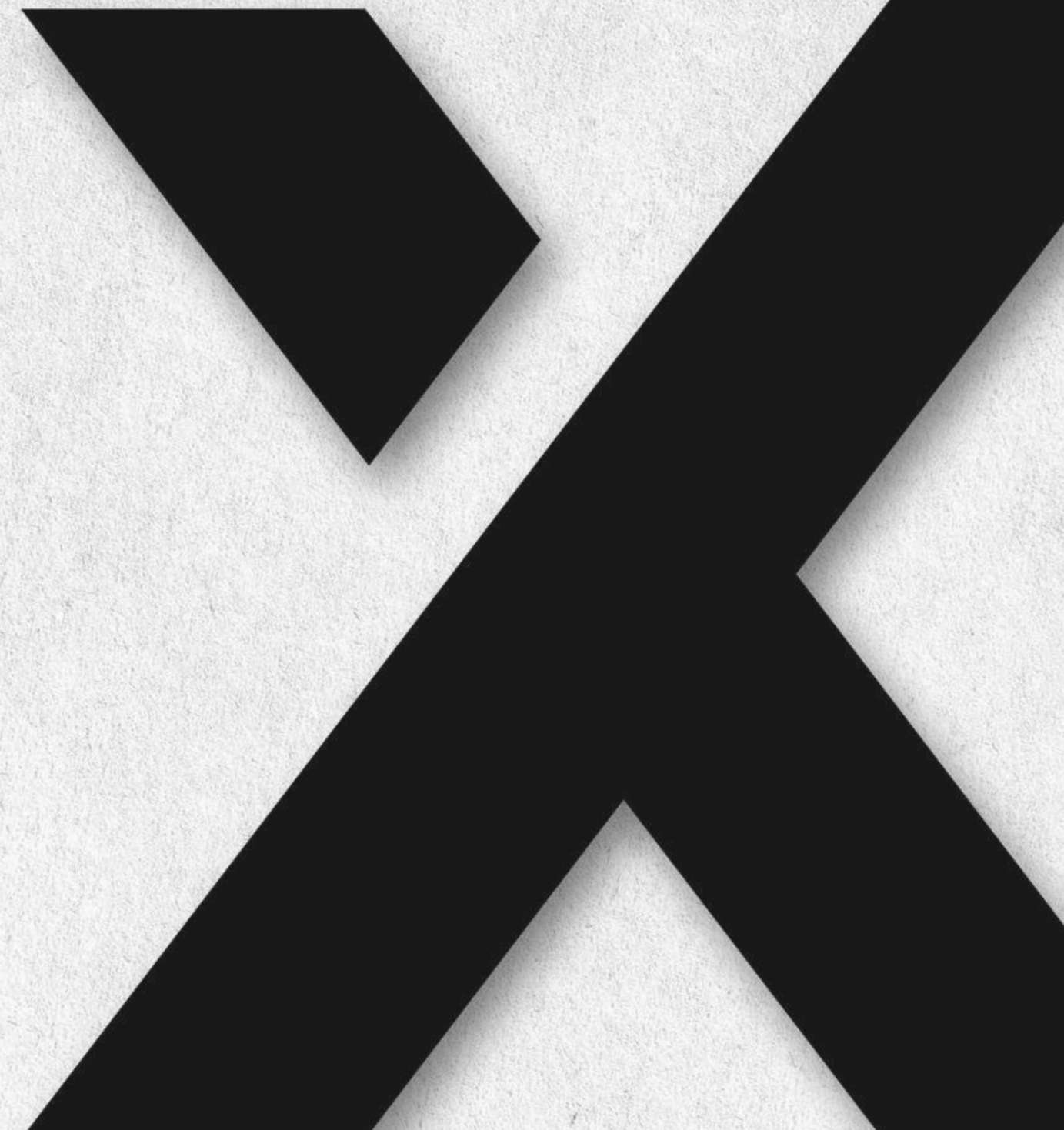
FLEXIBLE LIFESTYLE

R.E. SKILLS TRAINING

WILLABLE REVENUE SHARE

WINNING CULTURE

BEST RETIREMENT PLAN



COLLABORATION WITH INDUSTRY LEADERS



WHY EXP REALTY? WHY EXP REALTY

MAKE AND KEEP MORE MONEY



MODERN WEALTH CREATION



FLEXIBLE LIFESTYLE



WILLABLE REVENUE SHARE



BEST RETIREMENT PLAN





COACHING, TRAINING & SUPPORT





ABUNDANT COACHING AND SUPPORT

You'll have support from start to finish for every deal plus powerful tools that streamline your workflow and give you a competitive edge. Full training portal, accountability calls, and weekly coaching on converting leads. As a new agent or an experienced one, the industry is changing. Training is focused on what works in today's market.





THE POWER OF YOUTUBE

YouTube Training with Jessie Dau

At SMYL Realty, agents don't just learn traditional real estate strategies — they also get access to modern marketing systems that help them build a powerful online presence.

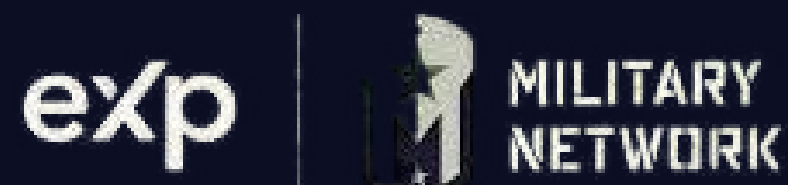
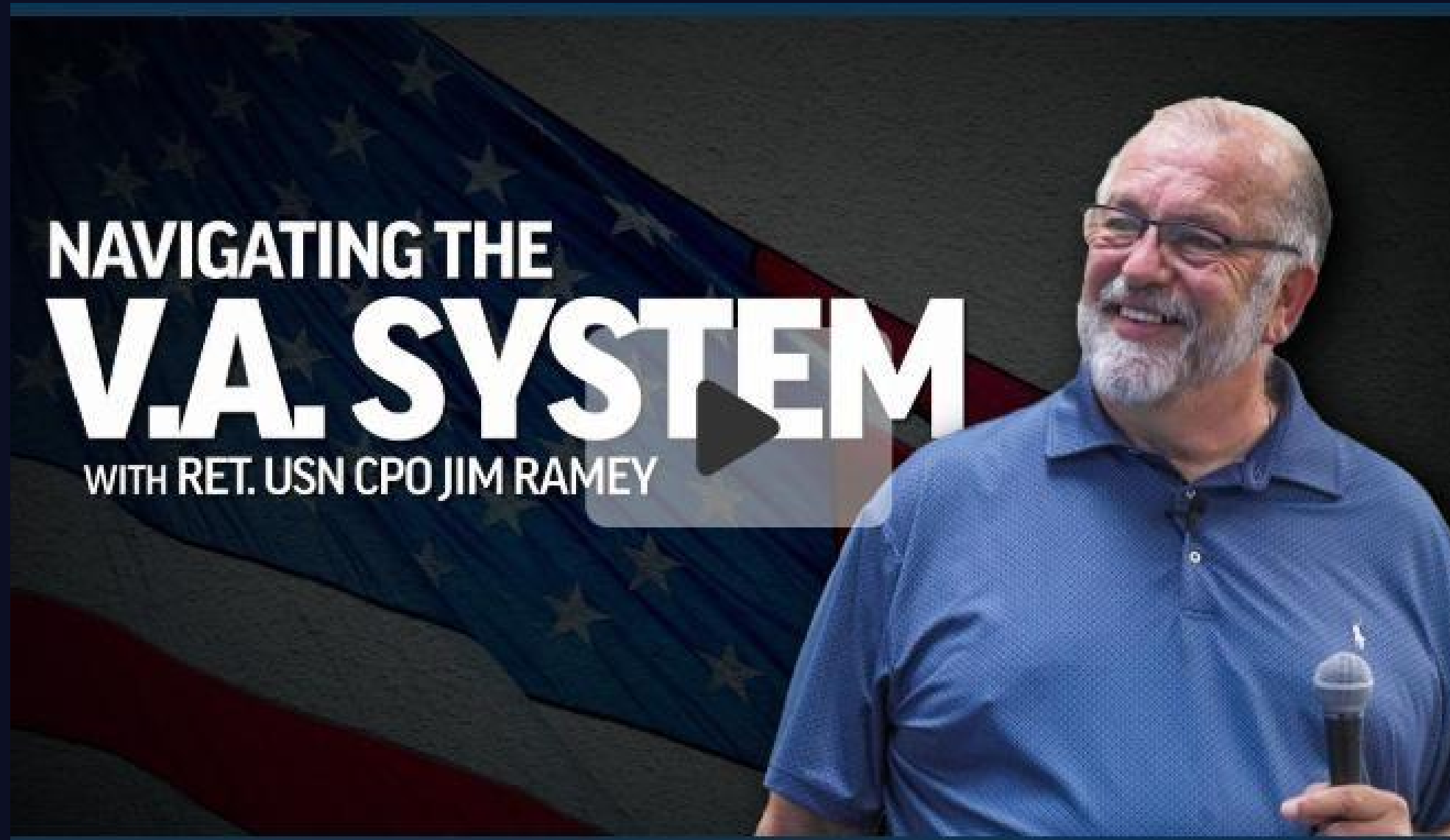
That's why we've partnered with Jessie Dau, one of the leading YouTube trainers in real estate, to help our agents understand how to use video, YouTube, and online content to generate more visibility, more leads, and more long-term business.

Jessie provides training for our company on how agents can create valuable real estate content, position themselves as local experts, and build a brand that works for them 24/7. His training helps our agents move beyond basic social media posts and learn how to use YouTube as a true business-building asset.

At SMYL Realty, we believe the future belongs to agents who are willing to learn, adapt, and market themselves at a higher level — and Jessie Dau helps our agents do exactly that.



VETERAN HOME SERVICES



#expMILNET



Your Military Move Experts

We Are Here For You!

eXp is honored to serve and provide you with full-service real estate solutions, saving you money with cashback*/concessions* at close, powered by the fastest growing real estate brokerage in the world. Our goal is to make your moving experience as pleasant and stress-free as possible. We appreciate you and your service!

Get Started



Your Move Made Easy

If you have a Permanent Change of Station we can help you! Moving your life to a new place can be challenging. Our PCS relocation team is here to provide you with the best service to make your move as easy as possible.



Certified Relocation Specialists

Our relocation certified agents, many of which are retired or active military themselves, are your local expert in each market. Our specially trained agents to understand military moves and all they entail. Our agents are available 24/7 on your time when you need assistance.



Cashback* or Concession* at Closing

Save money with our cashback* or concession* rewards benefit paid once your property closes. The amount of the reward is based on the purchase price of your home.





MARKETING & LEAD GENERATION



Local smyl Marketing Center

We have our own local custom marketing department that has custom templates to create your personal brand with ease. Check out the quality print advertisement at your finger tips. Scan the QR code to see our custom built marketing page.



**1000 Business
Cards**



**For Sale and Open
House Signs**



**Professional
Brochures and
Flyers**



Custom Notepads



EXP MARKETING CENTER

Through eXp's Marketing Center you can streamline your listing process by automatically generating a comprehensive marketing package as soon as your listing goes live!

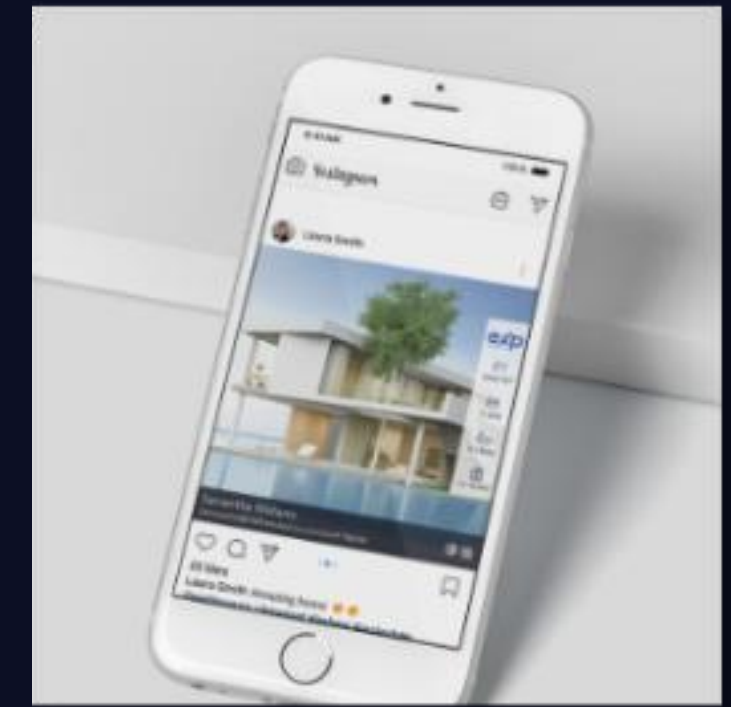
Utilize pre-made design templates to efficiently create flyers, signage, brochures, and social media posts, all tailored with your listing details. Ready for print or email, this automated process frees up time typically spent on material creation.



Postcards & Flyers



Single Property Sites



Social Media Posts

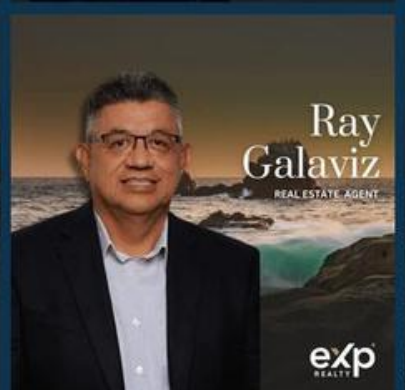
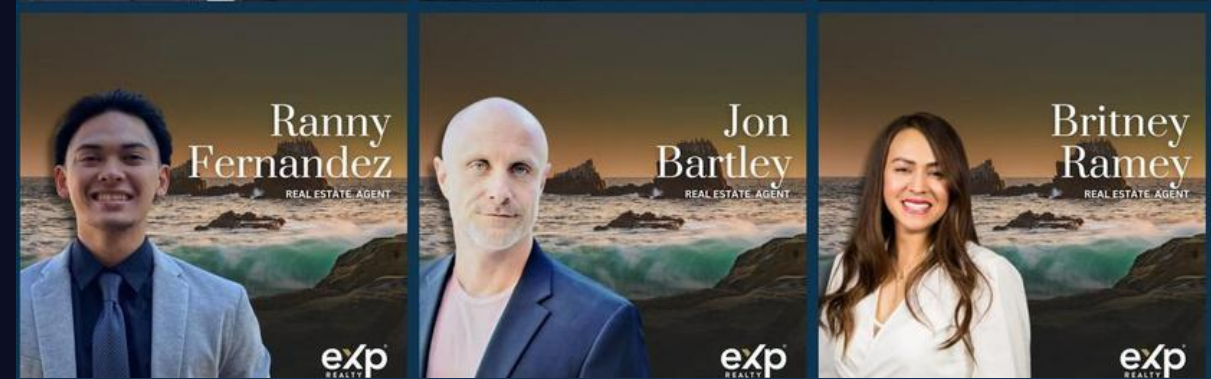
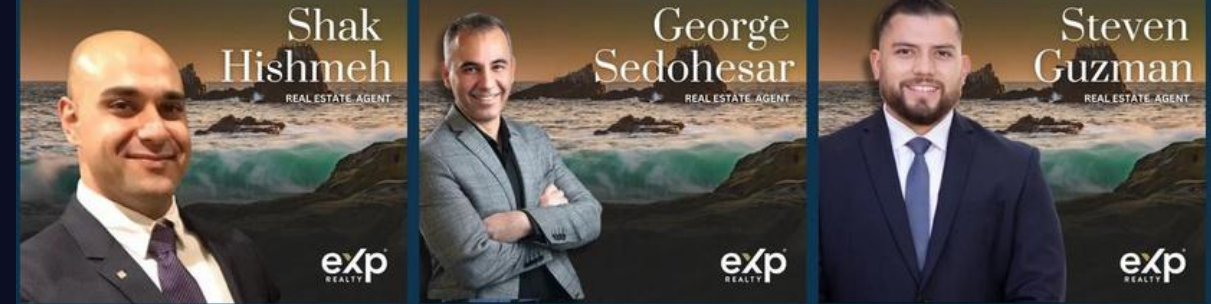
CONVENIENT OFFICE SPACE

Start Making Your Legacy (“smyl”) opened its first Headquarters location in Camarillo at 350 N Lantana Suite 1, Camarillo, CA (Cronies shopping center) Simi Valley Office: 1144 E LOS ANGELES SIMI VALLEY, CA 93065

Through a collaborative partnership with Regus, eXp also has established office spaces across the United States.







WHAT YOU CAN EXPECT FROM EXP

Our company powerful one liner. We help Realtors Have Fun, Make Money, and Make a difference by creating a legacy in the world's only Real Estate Model Disrupter that creates freedom of Time, Money, and Location.

**Coaching and
Support**



**Lead
Generation**



**Technology
Driven**



Stock Options



**Revenue
Share**





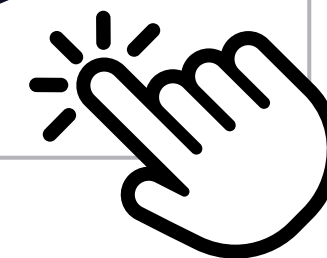
Top Producers 2024

#wheretheprosgotogrow

United States 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, live 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](#) 

Unlock the Full Power of eXp

Explore the tools, training, and services available to support your business

Tech

- [eXp.World](#)
- [SISU](#)
- [Canva](#)
- [Slack](#)
- [Skyslope](#)
- [CRM of Choice](#)
- [My eXp](#)
- [eXp Enterprise](#)
- [InstaCard](#)

Lead Gen

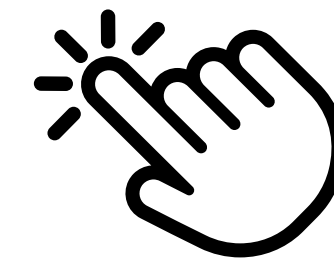
- [CRM of Choice](#)
- [REO](#)
- [Revenos](#)
- [Relocation](#)
- [Making it Rain](#)
- [Military Rewards](#)
- [My Link My Lead](#)
- [eXp Access](#)
- [Referral Division](#)
- [Global Referral Platform](#)

Training

- [eXp University](#)
- [FastATTRACT](#)
- [FastCAP](#)
- [Mentor Program](#)
- [Elevate Coaching](#)
- [Team Leader Academy](#)
- [eXpcon & Regional Rally](#)
- [Masterminds IRL Events](#)
- [Continuing Education](#)
- [Broker Led Classes](#)

Support

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



Plus

- [Luxury](#)
- [Commercial](#)
- [International](#)
- [Land & Ranch](#)
- [Solutions](#)
- [Regus Offices](#)
- [Healthcare](#)
- [Stock Programs](#)
- [Incentive Programs](#)
- [ICON Awards](#)
- [Build a Sign](#)
- [Success Lending](#)



Compensation and Incentives

Commisson & Cap

80/20

Commission Split

\$16K

Cap

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

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



FEES, COMMISSIONS & REVENUE STREAMS





COMMISSION AND FEES

eXp Realty presents an exceptionally competitive commission plan, packed with value encompassing technology, support, resources, training, and a global brand reach. As a member of Legendary Home Group, you gain access not only to our team's offerings but also to the unparalleled benefits provided by eXp —An offer we are confident places us at the forefront of the industry!

COMMISSION & CAP

80/20 commission split

\$16,000 cap for individual

\$8,000 cap for Team Member

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

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

STANDARD COSTS

\$149 start-up fee

\$85/month cloud brokerage fee

\$25 transaction review fee³

\$60 risk management fee⁴

\$125/month smyl membership fee*

\$395/transaction management fee to smyl **

² U.S. compensation model.

³ Per transaction.

⁴ Per transaction and caps at \$750.







*\$1500 per year paid to smyl by agent

INCLUSIONS

**80 Hours of LIVE training every week!
State Meetings, Contract Classes, ICON
Classes + More!
KV Core Website/CRM
Optional Lead Gen
Access to Healthcare Options
Skyslope
On Demand Support Services
Brokers, Marketing, Compliance, Agent
Attraction Support
Marketing & Branding Center
Access to 3,000 Regus office locations
world wide**



Exclusive Ways to Create Additional Income Streams

Equity Awards Through Incentive Program	Agent Equity Commission Program	ICON Award
<p>\$200 of EXPI stock for first transaction closing</p> <p>\$400 of EXPI stock when agents cap</p> <p>\$400 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 receive up to \$16,000 in stock upon the achievement of certain production and cultural goals within their anniversary year.</p> <p>Learn More </p> 



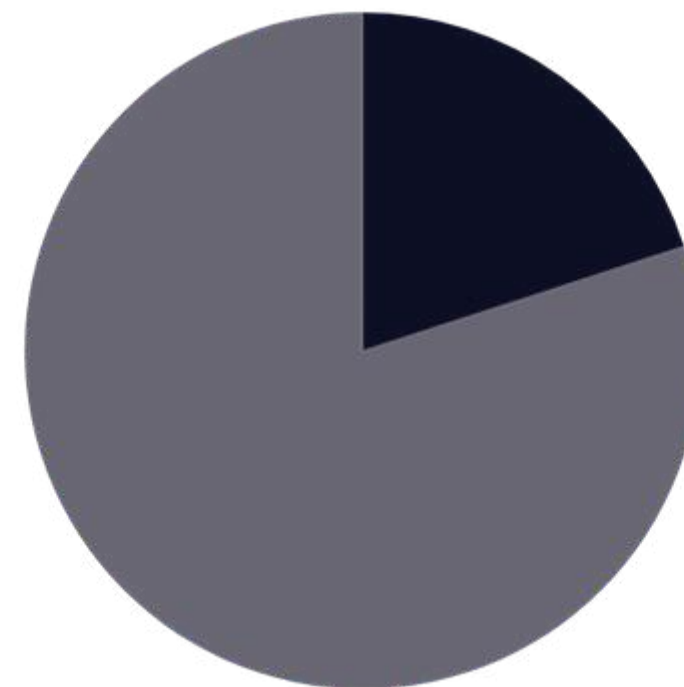
Earn Revenue Share by Introducing New Agents to eXp

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.

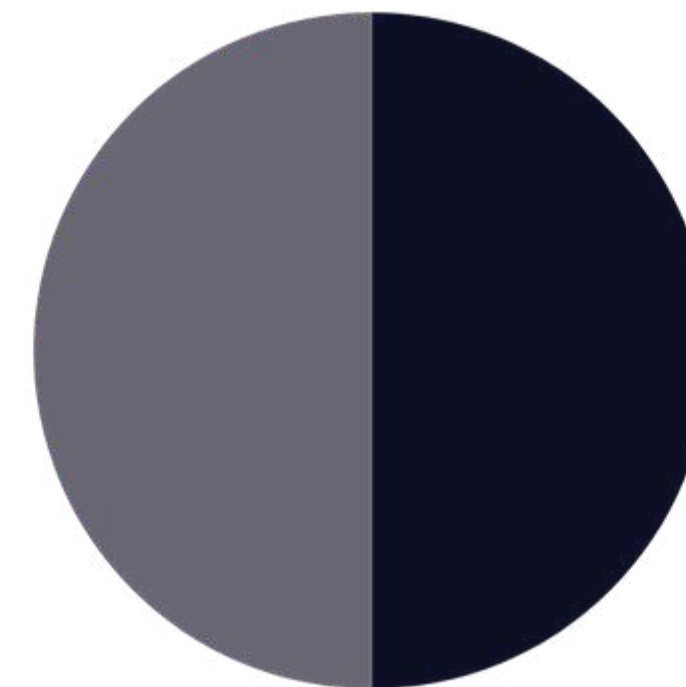
Agent Split 80%

\$16,000



eXp 20%

\$8,000 company dollar / \$8,000 revenue share





Earn Revenue Share by Introducing New Agents to eXp

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	Tier	Share %
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%

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

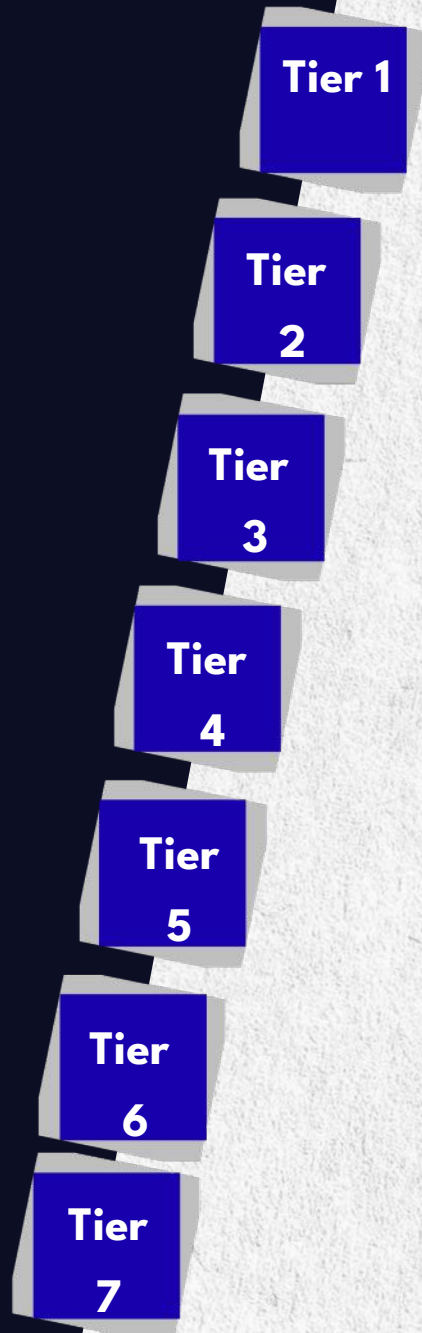


REVENUE SHARING 2.0

As a member of our team and eXp agent, you can receive revenue share income from the sales activity of the productive agents you sponsor (recruit) to join the company.

Agents earn based on adjusted gross commission income (AGCI) from the sales transactions closed by a personally sponsored capping agent and productive agents in their overall group.

eXp Realty agents earned over \$185 million in Revenue Share in 2022, and eXp has paid out more than \$543 million in Revenue Share earnings to their agents since the beginning of 2015.



2.0

*Sponsor will get up to **\$4,000** of rev share if the agent caps in the first year. An Agent caps at \$80,000 GCI.

Maximum Potential Annual Revenue Share Per Capping Agent	Personal Qualifying Agent Count Needed
Up to \$1,400	1+
Up to \$1,600	5+
Up to \$1,000	10+
Up to \$600	15+ 5+
Up to \$400	20+ 10+
Up to \$1,000	25+ 15+
Up to \$2,000	30+



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

	eXpansion Share Percentage	FLQA Count Needed					Top % of Revenue Share Pool on Transactions
		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%



Co-Sponsor Program

[Learn More](#)



Additional Support for NEW Agents

The Co-Sponsor Program allows an agent/advisor to have both a Primary Sponsor and a Co-Sponsor. This means agents/advisors can benefit from the support and guidance of two experienced leaders while still maintaining the structure of eXp's revenue share model.

The Co-Sponsor benefits from revenue from the agent and their downline, but the revenue share does not flow up further in their organization.



	PRIMARY SPONSOR	CO-SPONSOR
REVENUE SHARE LEVEL 2-7	✓	
FLQA	✓	
STOCK GRANTS	✓	
REVENUE SHARE LEVELS 1-7		✓
FAST START BONUS 50% OF REVENUE SHARE IN THE FIRST YEAR		✓



CRM OF CHOICE

Agents now have the freedom to choose the CRM that matches their business style – all included in eXp's monthly tech fee. It's the **power of possibilities.**

The logo for BoldTrail, featuring a stylized "B" icon followed by the text "BoldTrail".

B BoldTrail

[Learn More](#)

The logo for Lofty, featuring a stylized house icon followed by the text "Lofty".

Lofty

[Learn More](#)

The logo for cloze, featuring a colorful geometric icon followed by the text "cloze".

cloze

[Learn More](#)



Empower Agents and Enrich Communities



one 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 DEI 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](tel:(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

Mira

An Exclusive AI
Business Assistant
**Built To Transform
Agent Productivity**

What is my cap status?



What is my current
revenue share balance?



Get started with
Mira™ today!

Core Values



Community

Be a good neighbor to create a sustainable legacy.



Service

Make a positive change in our company and local community.



Sustainability

Be a good financial steward of the environment, organizations and our families.



Collaboration

We are all on the same field.



Transparency

Get things out from behind the curtain.

Integrity

Do the right thing.



Innovation

The best way to predict the future, is to invent it.



Agile

Force chaos and change to survive and grow.



Fun

Don't take yourself too seriously.



RELATIONSHIP MANAGEMENT

- CRM of Choice
- Sisu

FINANCIAL MANAGEMENT

- RevShare 2.0
- Pay Now
- My eXp

LEARNING & DEVELOPMENT

- eXp University
- Fast Start and FastCap
- Team Leader Academy
- Elevate Coaching
- Masterminds
- eXpcon & Regional Rallies
- Continuing Education
- Broker Lead Classes
- Mentor Program
- Zoocasa

BUILDING A LEGACY

- Agent Equity
- RevShare 2.0
- Icon Awards
- Growth Team
- Global Network

PROCESS MANAGEMENT

- Expert Care
- Onboarding
- Skyslope
- My eXp
- Enterprise
- Slack

BRAND & MARKETING

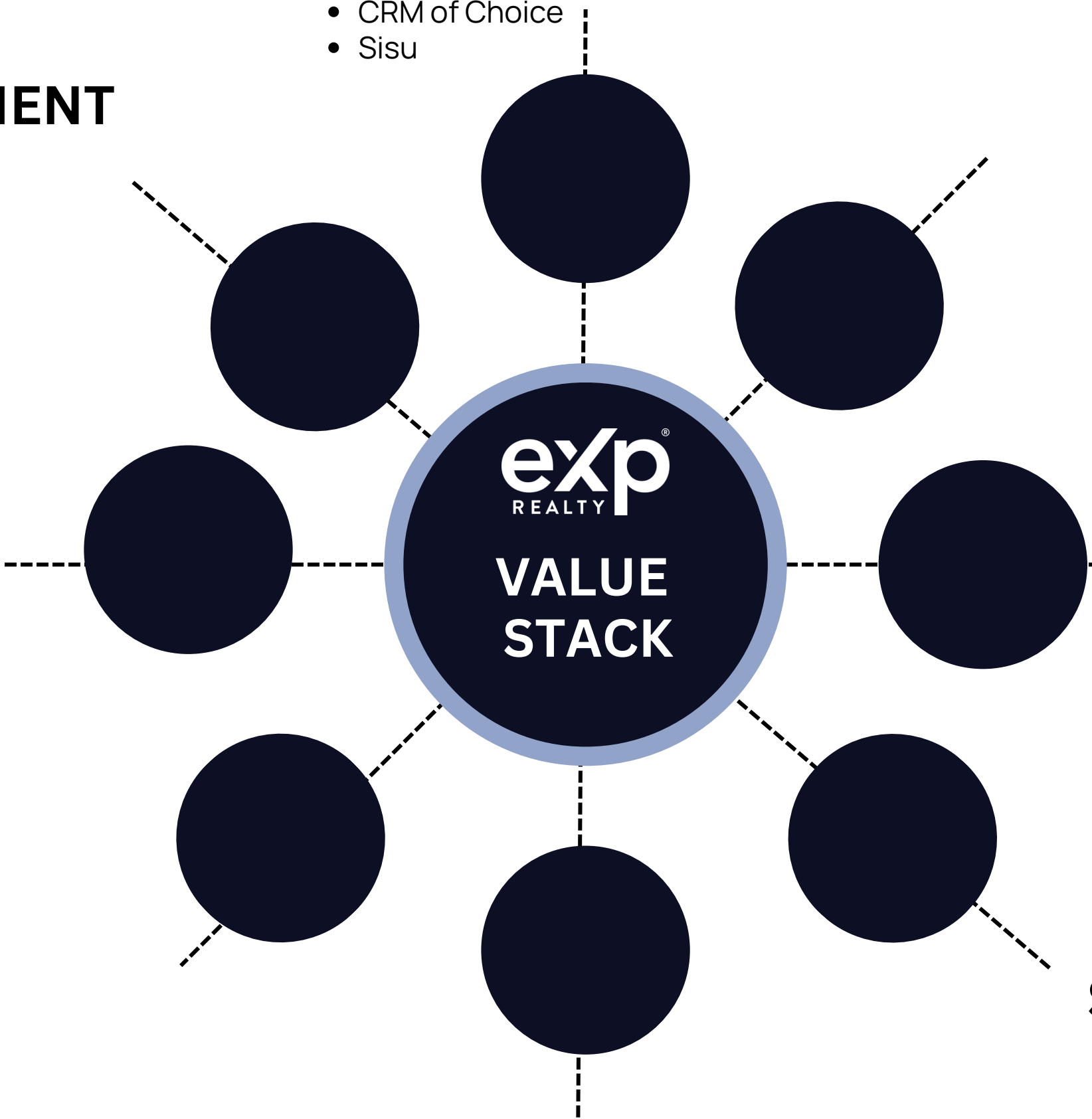
- Canva
- Build A Sign
- Luxury Division
- Land & Ranch
- eXp Solutions
- Revenos
- Global Referral Network
- eXp Access

WELLNESS MANAGEMENT

- Healthcare
- eXp Extend a Hand
- Military Rewards

SUPPORT

- eXp World
- Broker Teams
- Teams Services
- Transaction Coordinators
- Compliance
- IT Assistance





Team Types at eXp Realty

[Learn more here](#) 



Domestic Partnership

Who It's For

Legally married/united partners with same sponsor

Minimum Members

2 (Primary + Secondary)

Cap Options

Shared \$16K cap

ICON Eligible?

Yes – 1 award per partnership



Full Cap Team

Who It's For

Any agents – *no production requirement*

Minimum Members

1 Leader + 1 Member

Cap Options

All retain full \$16K cap

ICON Eligible?

Yes – all can qualify



Half Cap Team

Who It's For

\$6M / 30+ units in past 12 months

Minimum Members

1 Leader + 1 Member

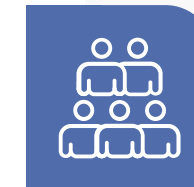
Cap Options

Members: \$8k or full \$16k cap

Leaders: \$16K

ICON Eligible?

Yes – if \$16K cap is chosen



Quarter Cap Team

Who It's For

\$40M / 140+ units in past 12 months

Minimum Members

1 Leader + 10+ Members

Cap Options

Members: \$4K, \$8K, or \$16K

Leaders: \$16K

ICON Eligible?

Yes – if \$16K cap is chosen



Team Leader Academy

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.



Team leaders who complete TLA closed **5X more volume** and **8X more transactions** in 2024 than the average eXp team leader & have a blended average of over **12% higher** than non-TLA attendees.

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](#) 





exp REALTY	Commission Breakdown BEFORE CAPPING		Commission Breakdown AFTER CAPPING	
	GCI (Gross Commission Income)	\$10,000.00		\$200,000.00
	TEAM LEADER	TEAM MEMBER	TEAM LEADER	TEAM MEMBER
Team Split %	10.00%	90.00%	10.00%	90.00%
Agent's GCI	\$1,000.00	\$9,000.00	\$20,000.00	\$180,000.00
Broker Split: 20% to eXp	\$200.00	\$1,800.00	\$0.00	\$0.00
Standard Transaction Fees				
• Transaction Review Fee \$25	\$2.50	\$22.50	\$2.50	\$22.50
• Risk Management (E&O) \$60 (E&O caps at \$750 annually)	\$6.00	\$54.00	\$6.00	\$54.00
• Capped Transaction Fee \$250	\$0.00	\$0.00	\$25.00	\$0.00
Agent's Net Check	\$791.50	\$7,123.50	\$19,966.50	\$180,000.00
	Uncapped TL pays their 20% to eXp for their Company Dollar Cap.	Uncapped TM pays their 20% to eXp for their Company Dollar Cap.	Capped TL pays their percentage of the \$250 Capped Transaction Fee.	Capped TM pays their percentage of the \$250 Capped Transaction Fee.

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](#) 






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](tel:(833)303-0610)

 TeamServices@exprealty.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 Commercial

eXp Commercial is the world's leading advisor-centric brokerage. With a global network of over 87,000 real estate professionals, we focus on innovation, collaboration, and growth. Access cutting-edge tools and a virtual platform that lets you transact across state lines. Benefit from a lucrative cost structure while maintaining the freedom to grow your own brand.

Interstate Co-Brokering | Lucrative Cost Structure
Brand Autonomy | Cutting Edge Tools & Virtual Platform
Competitive Compensation & Incentives

[Learn More](#) 



exp[®]
COMMERCIAL



SUCCESS Lending

SUCCESS® Lending is bridging the gap between homebuyers, real estate agents, and loan officers by offering a faster, smoother, and more stress-free mortgage lending experience. Through innovation, technology, and our unique business model, SUCCESS is transforming the mortgage lending and real estate industry.

Learn More 



SUCCESS®
↕ LENDING



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.

 **Affinity** We offer real estate, moving services, and eXp agent expertise to employee or membership benefit programs.

 **Bundle Select** The tools to provide companies/organizations with a real estate benefit platform and services they offer directly to their employees.

 **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.

 **Institutional Investment Services** Captures referrals from investors and institutions and drives them directly to you, our eXp agents.

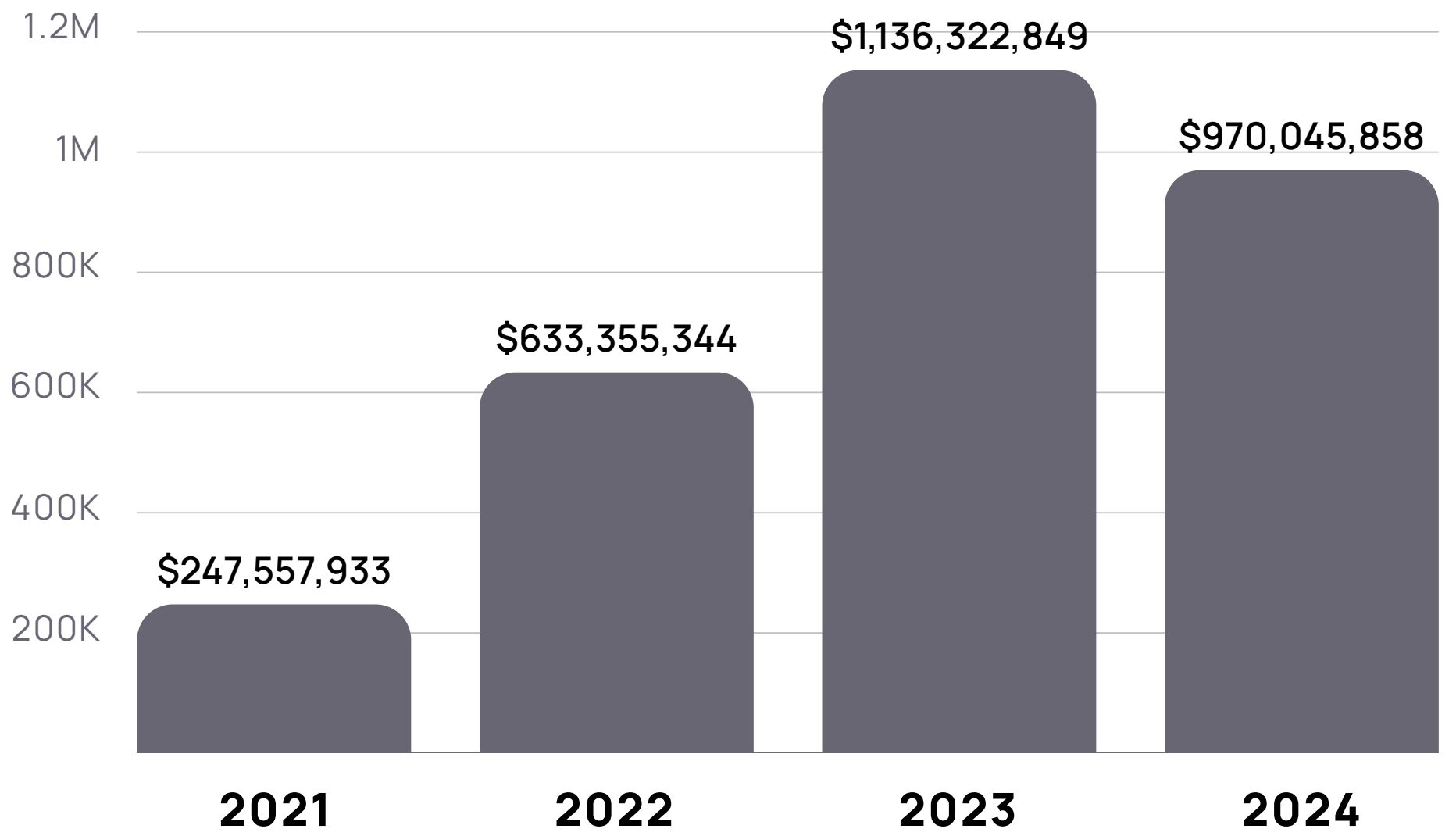
 **Express Offers** We provide a marketplace of iBuyers that allows eXp Agents to connect sellers to institutional buyers who buy in CASH.

 **REO** We assign eXp agents to manage and list bank-owned properties. Earn your eXp REO certification to qualify.





Revenos Closed Sales Volume



[Learn More](#)





Referral Division



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.

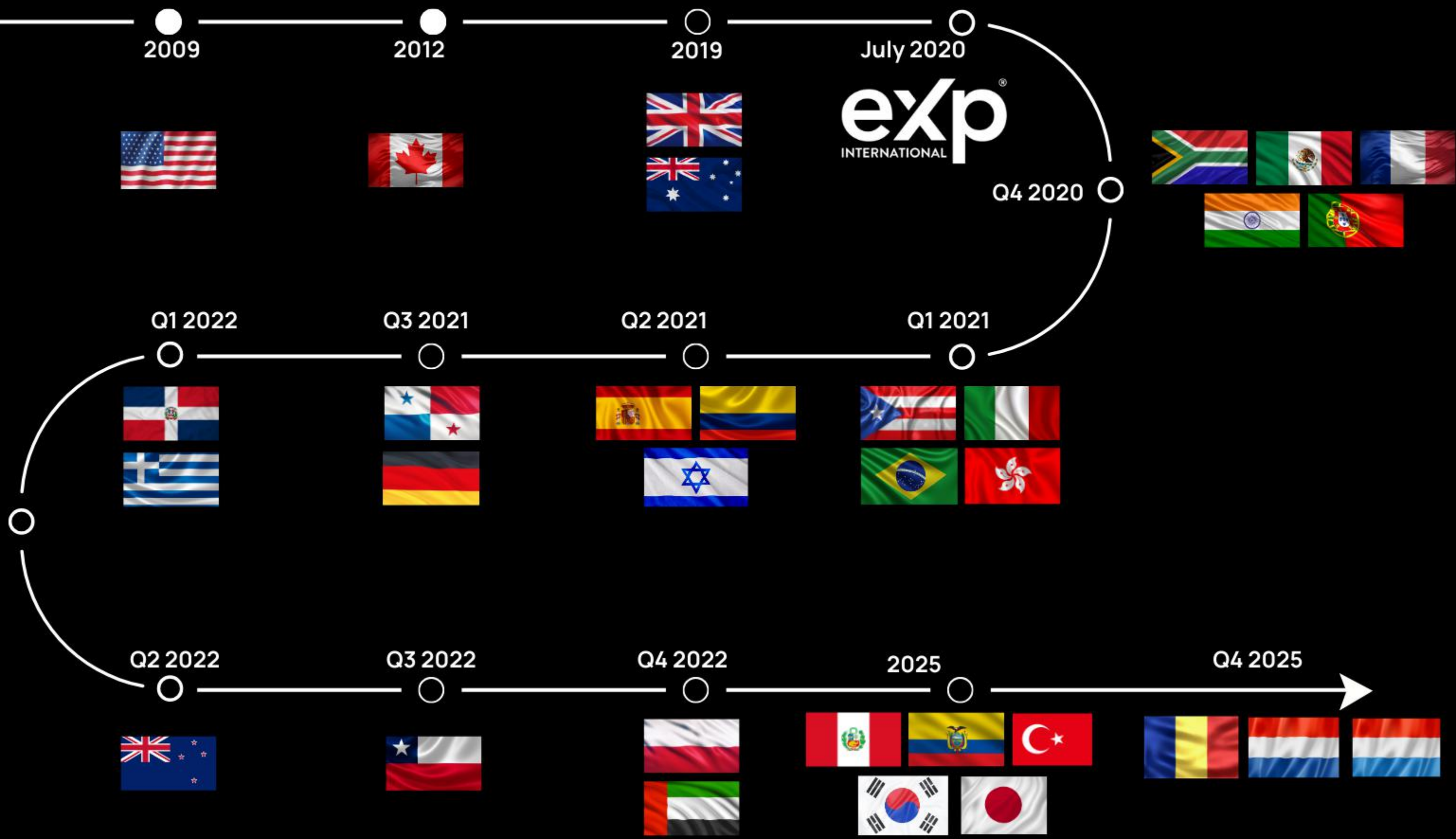
[See Program Details](#) 



	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	\$85	•	•	•	•	•	•	•	•	•	•	•	•	•
eXp Referral	\$50		•	•			•			•		•	•	•



Global Reach

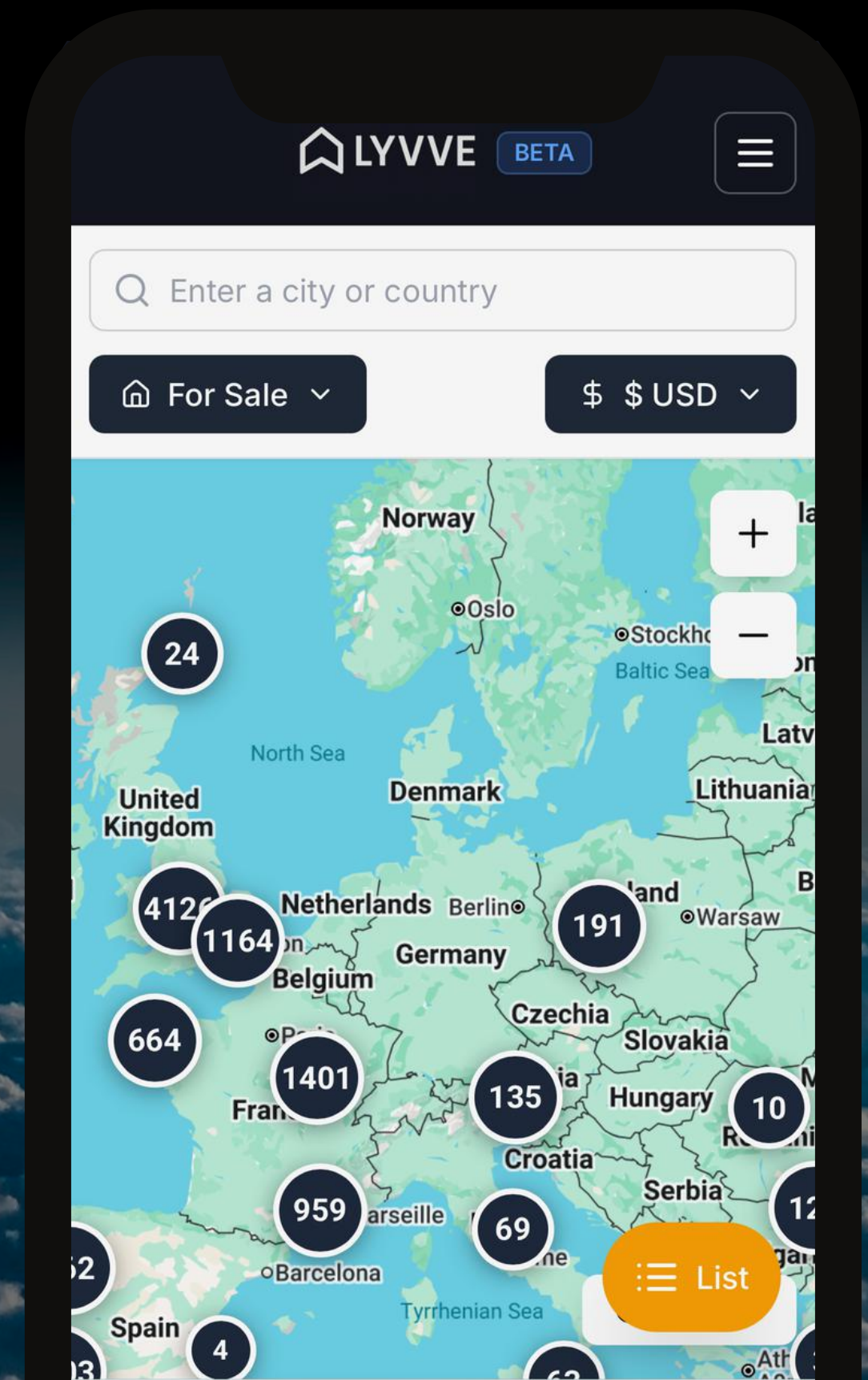




[Lyvve.com](https://lyvve.com) 

The World, Listed.

- **Your listings go global** – every eXp listing, in every country we operate, all on one platform.
- **A true differentiator** that gives your sellers international visibility and your buyers access to markets worldwide.
- **You stay at the center of every deal** with built-in WhatsApp integration and direct lead routing.
- **Every lead goes straight to you** – your data, your clients, your business.
- **Built in-house for agents**, giving you global exposure without giving up control.
- **No extra cost. Just more opportunity.**
- **Borderless real estate** made real, helping you attract more clients and win more listings with a worldwide reach.





NAR Settlement

We've got your back and will navigate the changes together. We understand the real estate landscape is shifting, and we're here to make this transition smooth and straightforward for both you and your clients.



[Seller Toolkit](#) 

[Buyer Toolkit](#) 

ICON Stock Awards



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



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



2026 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.



Mindy Price
Chairperson



Maddison Berrios



Monica Kelley



Stacey Lambright



Kelly McCarthy



Jessica Nieto



Lisa Parenteau



Steven Parrish



Andy Peterson



Jessica Ruh



Brian Simmons



Jina St James



Michael Weisman



Have an office?

Turn it into a **Culture Center.**

Bring agents together, offer support, and monetize your space with a flexible model.

Create a local hub for connection, training & culture – more than just a desk.

Learn more & apply:
culturecenter@exprealty.net

[Learn More](#) 





EQUITY INCENTIVES

Earn income through 3 different equity and awards programs with eXp including the: Equity Incentive Program, Equity Commission Program and through earning eXp's ICON Award.



START MAKING YOUR LEGACY



socalsmyl.com



NEXT STEPS

[HTTPS://JOIN.EXP REALTY.COM/](https://join.exp Realty.com/)



HOW TO VIDEO

● REPLAY



ONBOARDING TOOLKIT



The screenshot shows the top navigation bar of the exp REALTY UNIVERSITY website. It includes the exp REALTY logo, the word 'UNIVERSITY', and several menu items: 'Training Paths', 'Live Training', 'On-Demand', 'Trainers', and 'Calendar'. A 'Sign in' button is also present. The main heading of the page is 'Live Agent Startup Session: eXp Tools & Platforms'. Below this, there is a section titled 'exp ONBOARDING DESK'. The text in this section describes the session and provides instructions on how to join. A video player is embedded, showing a woman in an exp REALTY shirt. Below the video player are two call-to-action buttons: one in blue that says 'Click Here to View the Calendar and Join the Live Agent Startup Session' and one in white that says 'Haz Clic Aquí para Atender Presentación en Español'.

exp REALTY UNIVERSITY

Training Paths ▾ Live Training ▾ On-Demand ▾ Trainers ▾ Calendar Sign in

Live Agent Startup Session: eXp Tools & Platforms

exp ONBOARDING DESK

Attend our eXp Realty Live Agent Startup Session with Onboarding Desk. We'll guide you on setting up your tools, access essential resources, and more! Get the best of your onboarding experience by attending this session.

How to Join:

1. Click the blue button on the right: to view the session calendar.
2. Choose a date and time that works best for you.
3. (Optional) Add it to your calendar. Return here when it's time

Click Here to View the Calendar and Join the Live Agent Startup Session

Haz Clic Aquí para Atender Presentación en Español

