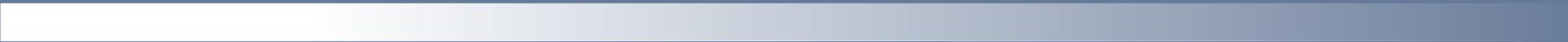


INTRODUCING





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?

LEADERSHIP

COLLABORATION

OPEN HOUSES

R.E. SKILLS TRAINING

WINNING CULTURE



COLLABORATION WITH INDUSTRY LEADERS



WHY EXP REALTY?

MAKE AND KEEP MORE MONEY

MODERN WEALTH CREATION

FLEXIBLE LIFESTYLE

WILLABLE REVENUE SHARE

BEST RETIREMENT PLAN



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





COACHING, TRAINING & SUPPORT





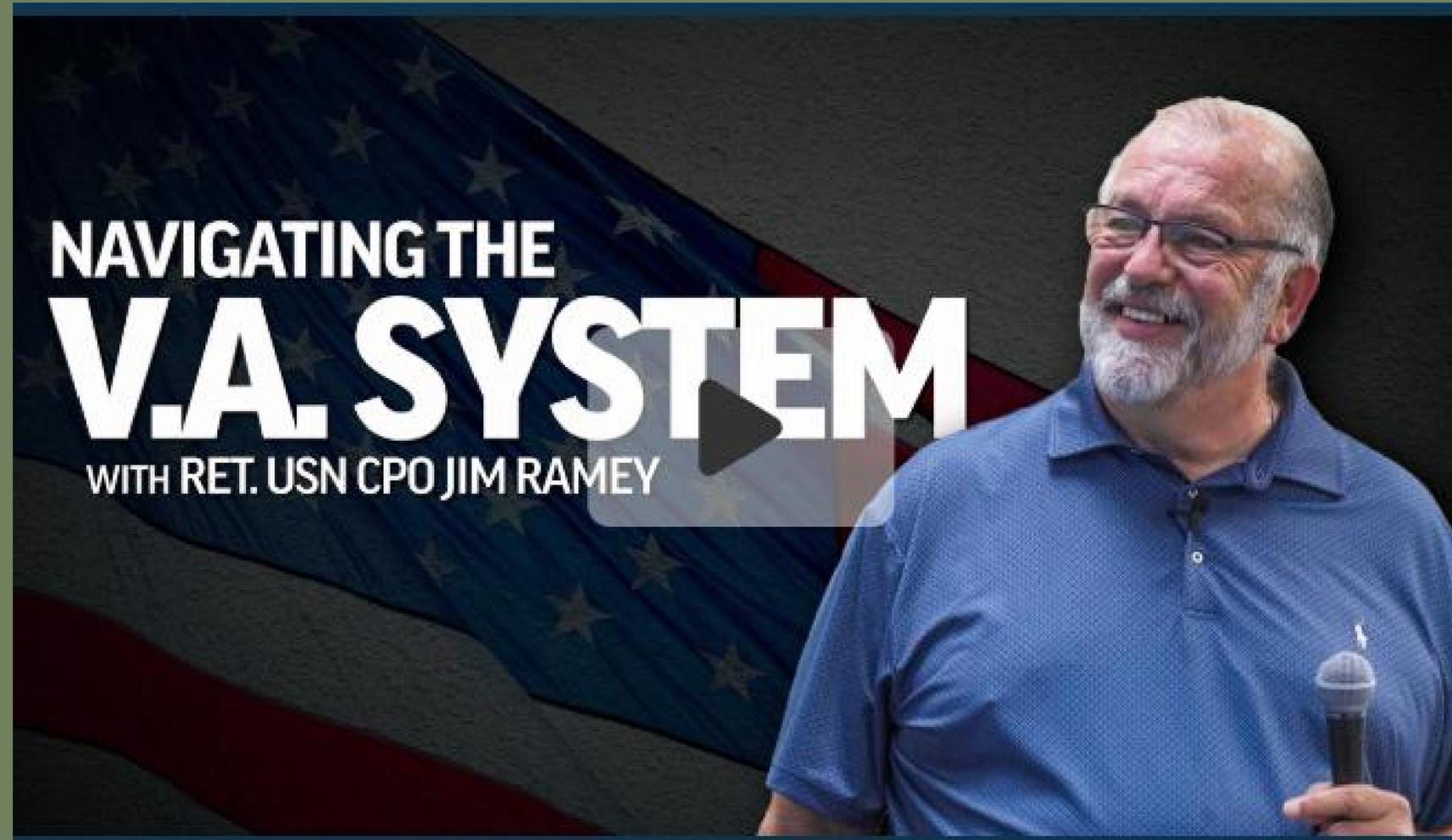


ABUNDANT COACHING AND SUPPORT

- ▶▶ 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.



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.



LIVE TRAINING

Discover over 40 hours of live training sessions every week.

Gain insights from industry leaders and top performers.

- Sales and listings
- Lead generation
- Social media
- CRM and technology tools
- Archive of recorded sessions



The image shows a laptop screen displaying the 'exp REALTY Training Calendar'. The calendar is a grid with time slots on the left and days of the week as columns. Sessions are listed in blue boxes with white text. The sessions include:

Time	Day 1	Day 2	Day 3	Day 4	Day 5
6am					
7am	7 - 8 Mastermind Meeting Room				
8am	8 - 9 Skyslope Productivity	8 - 9 eXp Auditorium	8 - 9 eXp World Auditorium	8 - 9 eXp Auditorium	8 - 9 eXp Auditorium
9am	9 - 10 XCamp Auditorium	9 - 10 eXp Auditorium	9 - 10 Build eXp Auditor RE	9 - 10 eXp Blogginq Productivity	9 - 10 eXp ICOM Auditorium
10am		10 - 11 Lead Powe Product Audito	10 - 11 Introductio Auditorium	10 - 11 Accou Socia Accoun Produc	10 - 11 Intro Audito
11am	11 - 12p Commercia Productivity	11 - 12p Kunversion Auditorium	11 - 12p Skyslope Meeting Room	11 - 12p eXp Auditorium	
12pm	12p - 1p 4 Step Plan		12p - The Mat	12p - 1p eXp	

TECHNOLOGY & TOOLS



BOLD TRAILS / LOFTY

Experience the seamless integration of our top-tier IDX website and CRM, driven by KV Core. Effortlessly manage client interactions and share property information, all on the go. Benefit from included lead platforms, enhancing your efficiency without any extra costs.

LEAD ENGINE
The #1 lead gen system available for agents

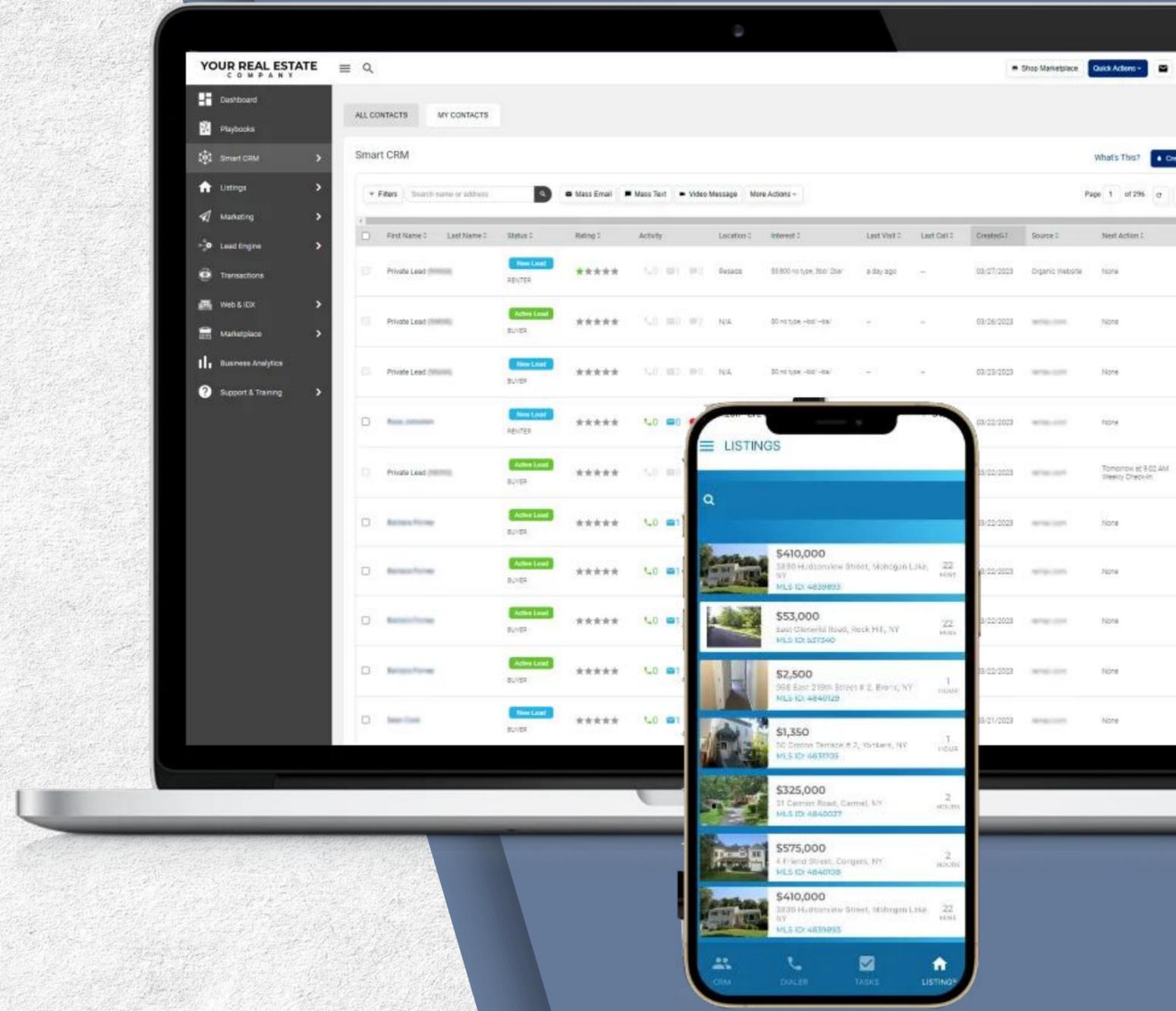
CUSTOMIZATION
Get all of the customizations to fit your needs

SMART CRM
AI behavioural automation increases lead engagement 5-10X

FULL MLS INTEGRATION
Integration of your local MLS listings using IDX

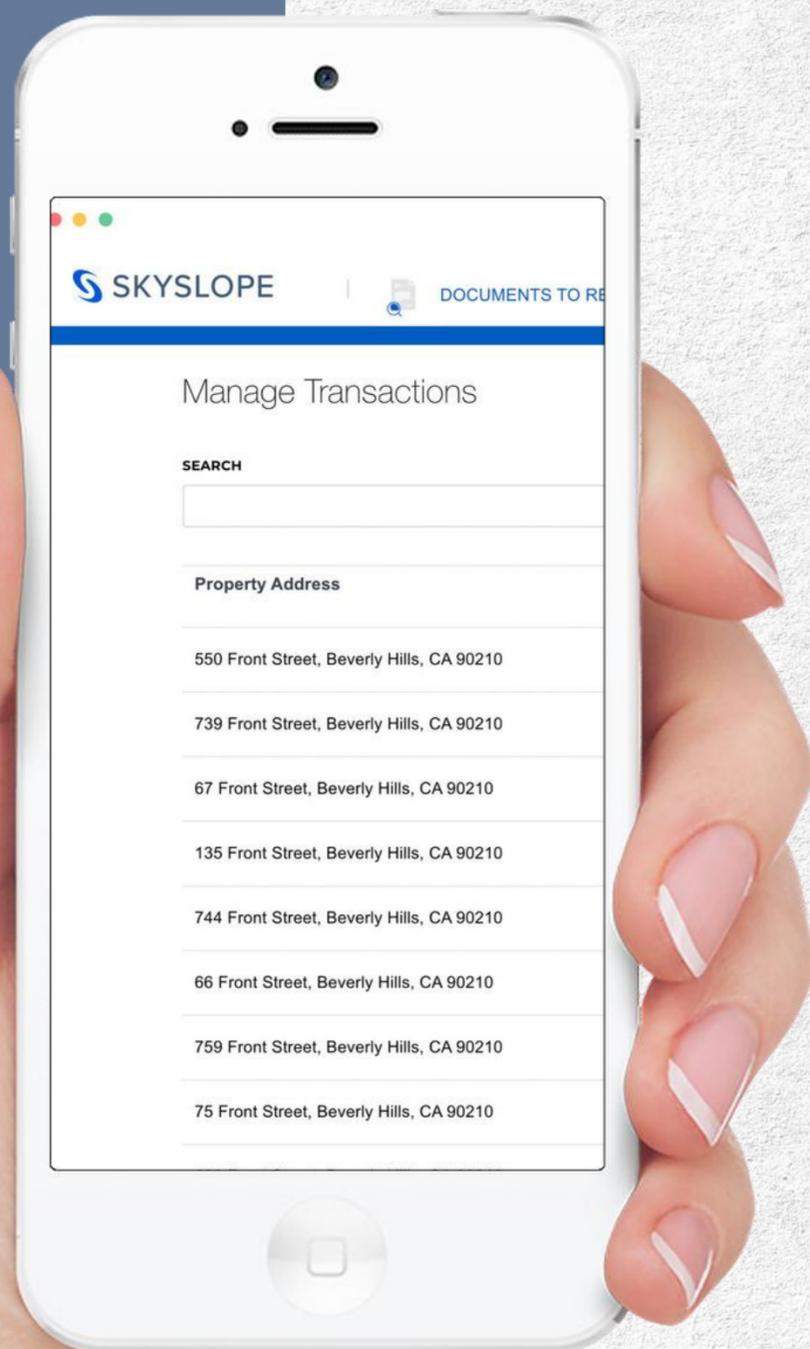
MARKETING AUTOPILOT
Real-time property alerts and pre-built smart campaigns

MOBILE APP
Access everything on-the-go with the mobile app





SKYSLOPE



Skyslope serves as our trusted transaction management platform, facilitating seamless execution, storage, and organization of all transaction documents. This powerful tool allows you to manage transactions conveniently from anywhere, at any time.

- **Auto Compliance**
- **Licensed forms coverage**
- **Electronic Signature**
- **Document Storage**

- ✓ **Ready to go transaction templates**
- ✓ **Track Deals & Grow Your Business**
- ✓ **CRM + back office integrations**

EXP WORLD

Explore the exclusive virtual cloud campus environment – exp world – provided by eXp to all agents! Join a global community of agents for collaborative learning and networking across the globe. Experience a truly collaborative atmosphere, all accessible at your fingertips.



Real Time Support



Specialized Departments



Team Collaboration



Information Sharing



Training & Large Scale Meetings



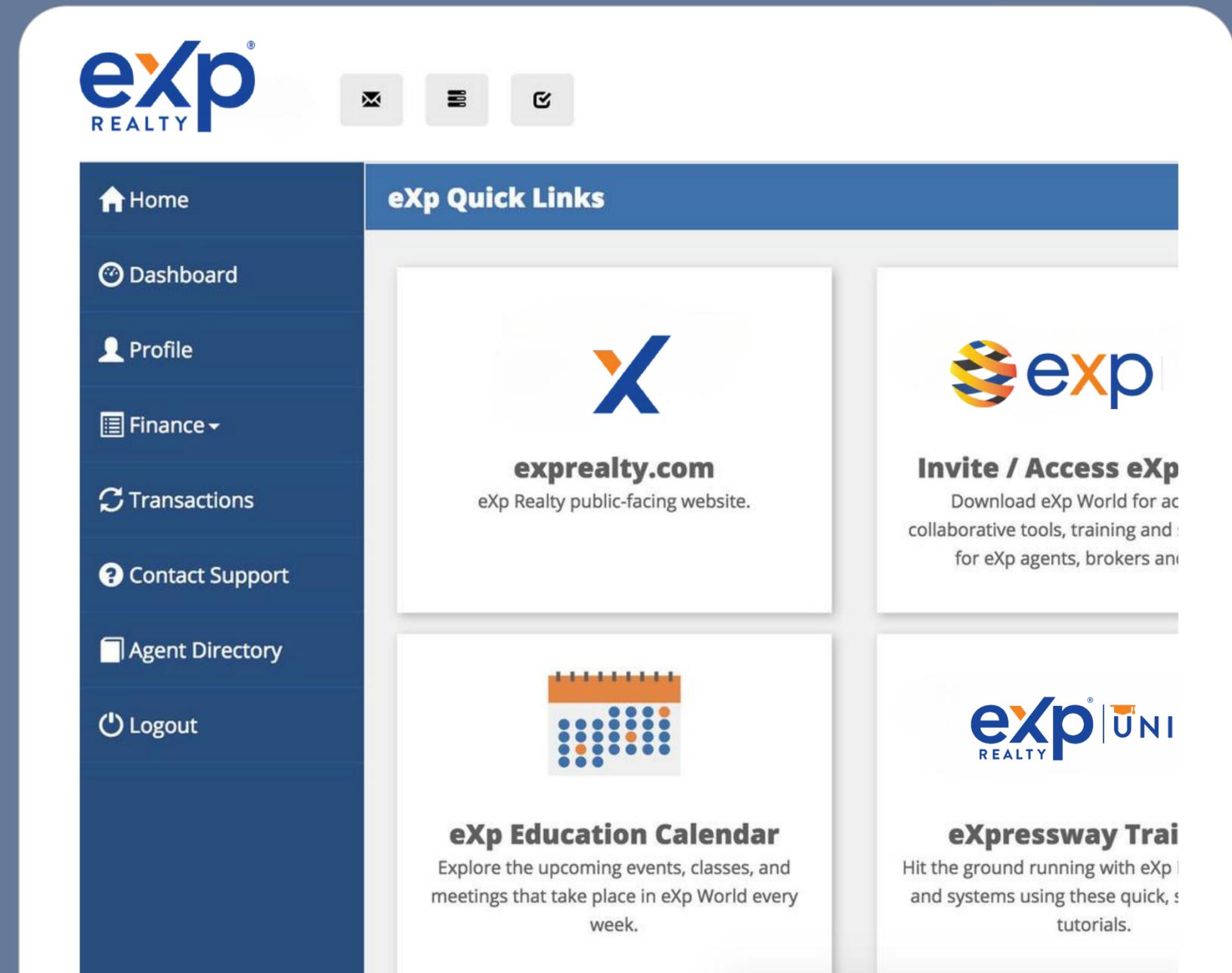


EXP ENTERPRISE

Track your business

eXp Enterprise empowers agents, providing them with autonomy and improved visibility into essential metrics through customized business intelligence tailored to meet their specific needs.

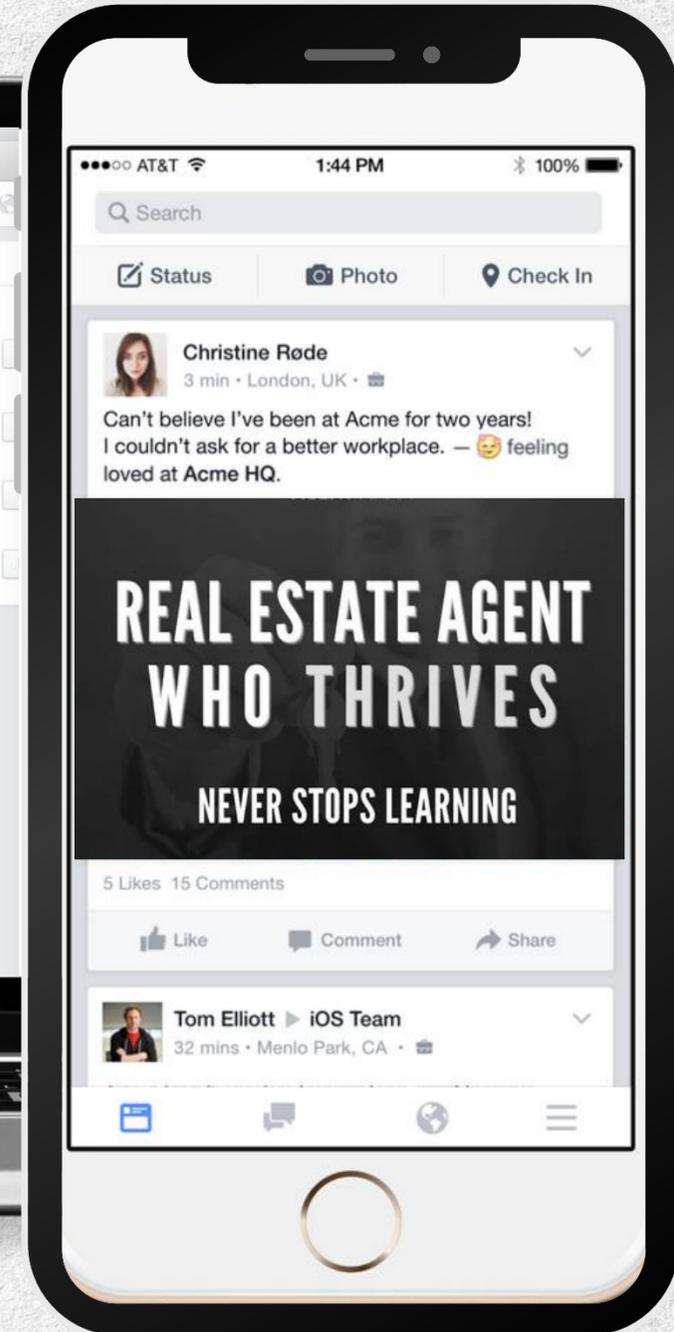
- ✓ View Agent Details Including your commission & cap status
- ✓ Award Status track your agent equity award status
- ✓ Reporting Access real time performance reports



SLACK

We provide all of our agents with a private Workplace account. A space to seamlessly connect, communicate, collaborate with other agents and access resources.

- Media guides & templates
- Live training & events
- Tips & market updates





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

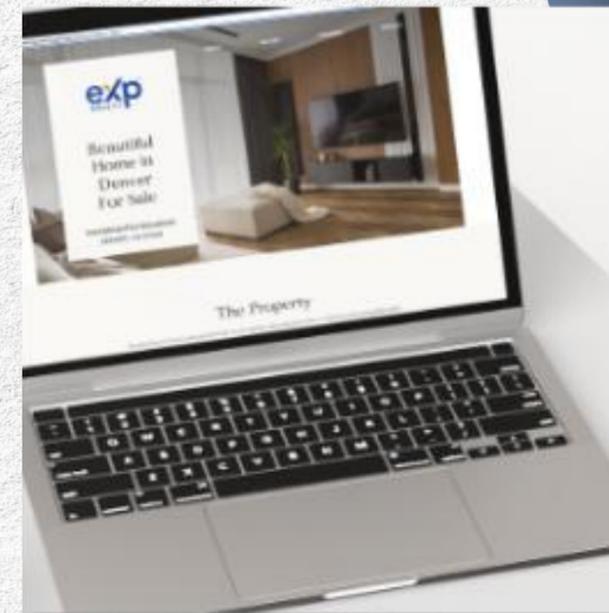
EXP MARKETING CENTER

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

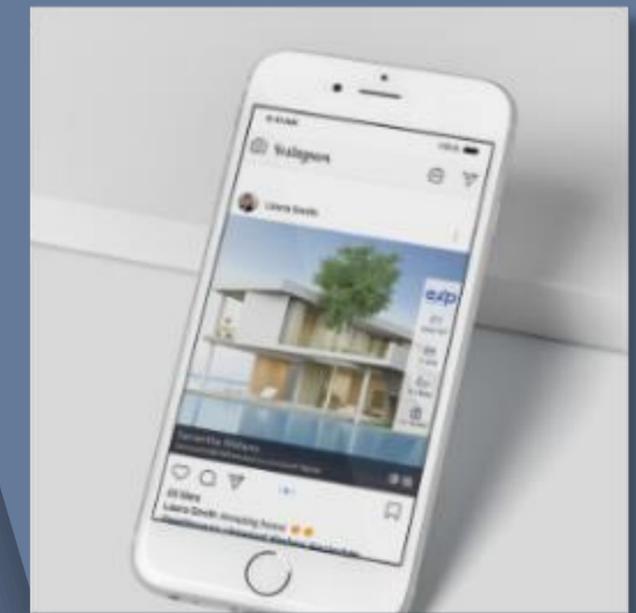
Utilize pre-made design templates to efficiently create flyers, signage, brochures, and social media posts, all tailored with your listing details. Ready for print or email, this automated process frees up time typically spent on material creation.



Postcards & Flyers



Single Property Sites



Social Media Posts



MORE ABOUT EXP

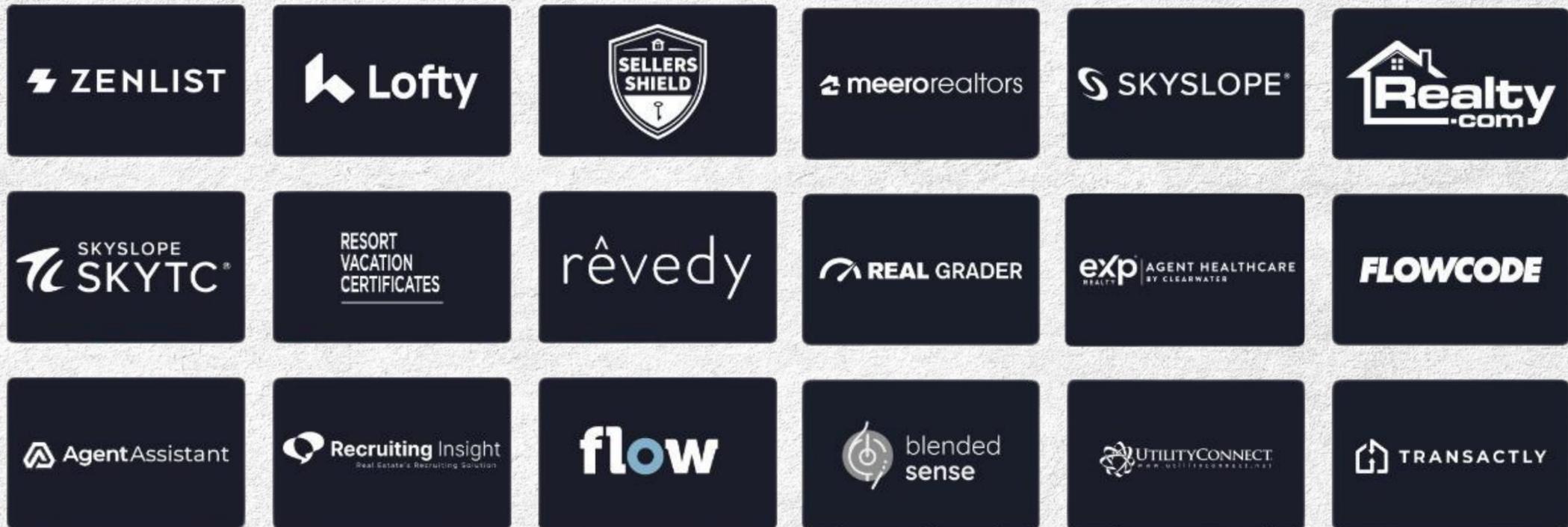




EXP SOLUTIONS

TRUSTED VENDORS, TOOLS, AND SERVICES

eXp Solutions is a complete suite of industry leading vendors, tools and services that agents can utilize throughout their real estate journey and can trust as an extension of their team.



EXP SOLUTIONS

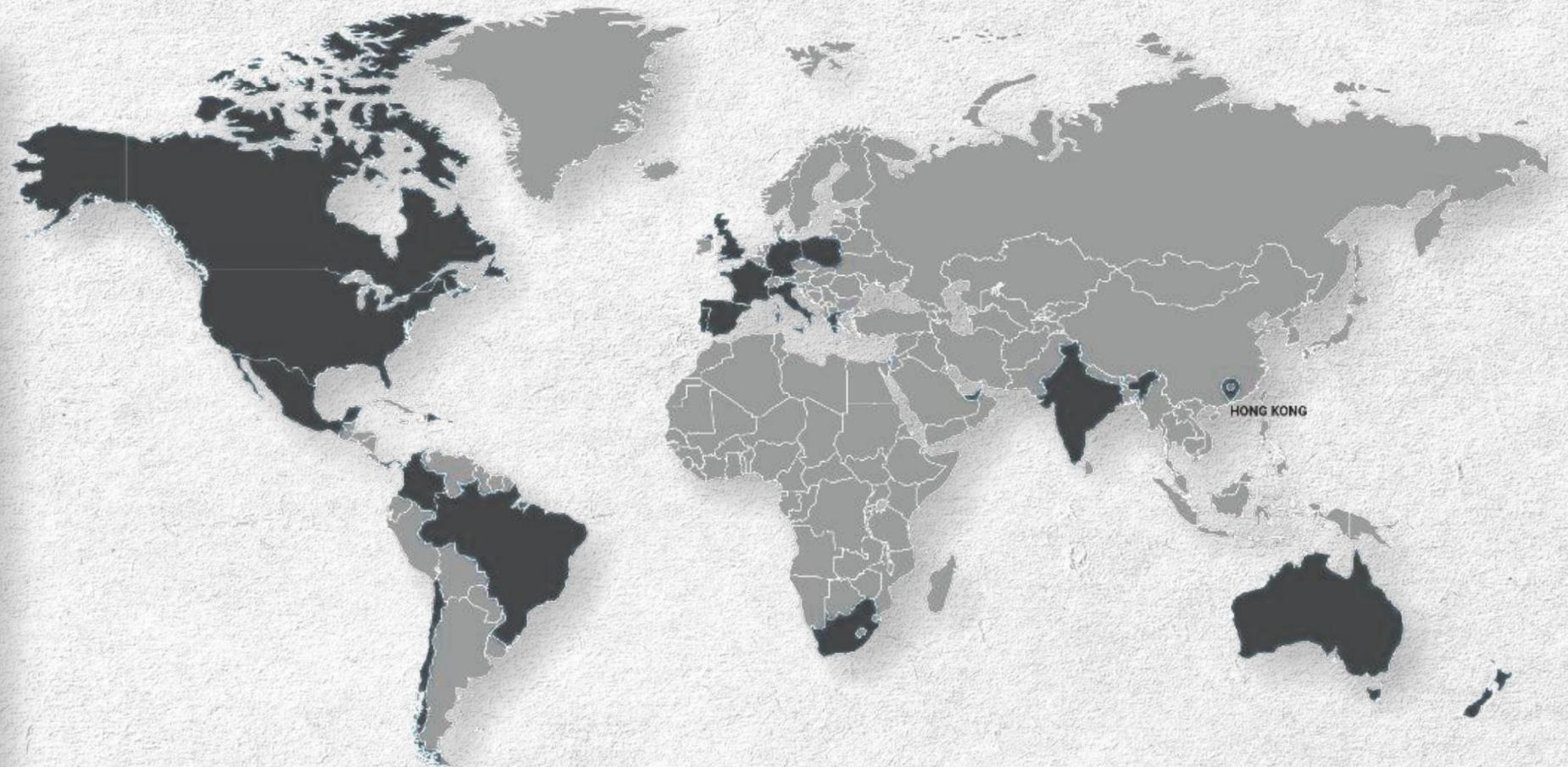
EXP SOLUTIONS CONTINUED

We connect exp agents with vetted vendors, tools and services that care about their business as much as they do and provide agents with everything they need to deliver the most elevated and seamless client experience.



EXP IS THE LARGEST INDEPENDENT BROKERAGE

- ▶ **One brokerage with 24 international markets providing excellent growth opportunities for agents.**
- ▶ **Engage and share best practices across the company.**
- ▶ **Build teams across borders.**
- ▶ **Host and participate in daily, live online gatherings.**
- ▶ **Benefit from a powerful referral network.**



CURRENT LOCATIONS



RELOCATION





Revenos Relocation: Award-Winning Global Mobility Division

Start Certification →

Driving Success Through Relocation Excellence

Seamless, strategic mobility solutions – powered by eXp- Revenos Certified Agents and our
Award Winning Global Mobility Division

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.





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



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+



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.



EQUITY AWARDS INCENTIVE PROGRAM

\$200 of eXpl stock for 1st transaction closing

\$400 of eXpl stock when agents cap

\$400 of stock for directly attracting another agent after the agent closes their 1st transaction

EQUITY COMMISSION PROGRAM

Voluntarily enroll to receive 5% of commission in stock at a 5% discount

~65% of agents and brokers participate in the program

EXP ICON AWARD

Top agents receive up to \$16,000 in stock upon the achievement of certain production and cultural goals within their anniversary year

START MAKING YOUR LEGACY



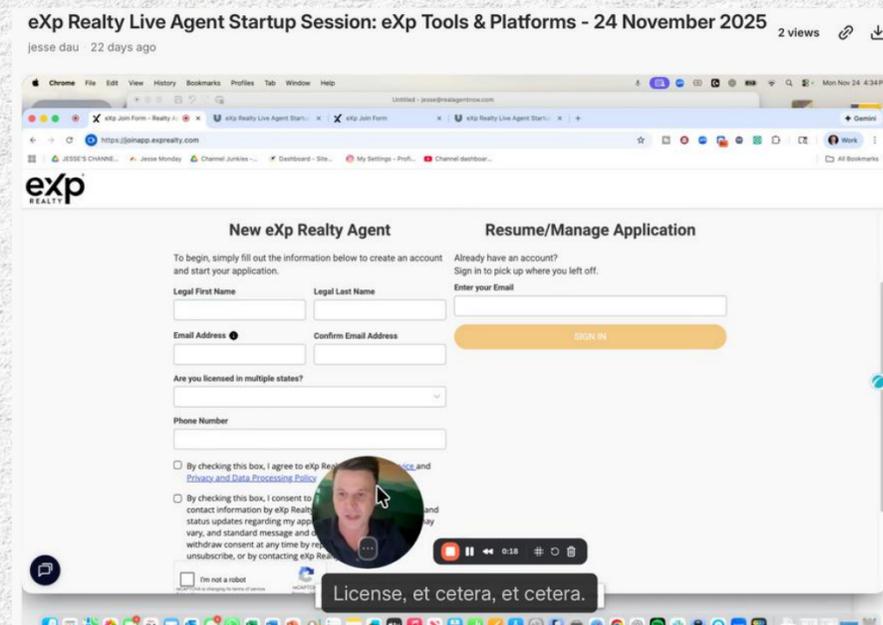
socalsmyl.com



NEXT STEPS

Join App <https://joinapp.exprealty.com/>

How to video:



ONBOARDING TOOLKIT



exp REALTY UNIVERSITY Training Paths ▾ Live Training ▾ On-Demand ▾ Trainers ▾ Calendar [Sign in](#)

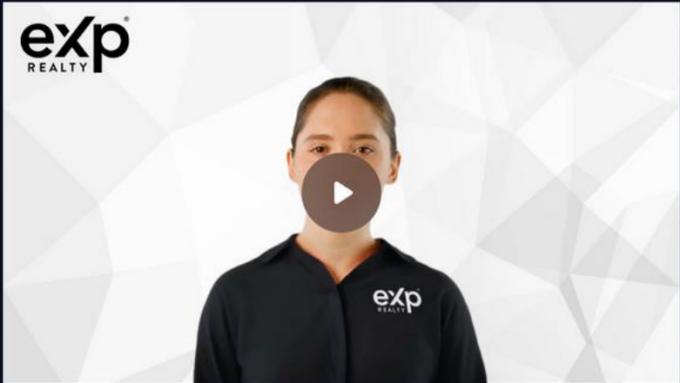
Live Agent Startup Session: eXp Tools & Platforms

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](#)



