

Agent Attraction Resources



- ❖ **eXplore Guide** - <https://explore.exprealty.com/>
 - **Cap Deferments**
 - Cap Deferment is designed for agents who have capped at their current brokerage and desire to have that cap anniversary date honored at eXp Realty.
 - <https://explore.exprealty.com/section/agent-attraction/>
 - **Letter of Intent**
 - Letter of Intent is designed for agents who are considering eXp Realty as your new home but have a brokerage to wind down or a team to bring over.
 - <https://explore.exprealty.com/section/agent-attraction/>
 - **Agent Growth Incentive Program**
 - All agents and brokers in good standing with eXp Realty are eligible to earn stock awards under the Agent Growth Incentive Program.
 - <https://sites.google.com/exprealty.net/stock-plan-services/stock-awards>
 - **Agent Equity Program**
 - Agents can enroll to be paid 5% of every transaction commission with stock issued at a 10% discount.
 - <https://sites.google.com/exprealty.net/stock-plan-services/agent-equity-program>
 - **Revenue Share Plan**
 - eXp Realty agents can receive revenue share income from the sales activity of the productive agents they sponsor into the company.
 - <https://explore.exprealty.com/section/earning-opportunities/>
 - **ICON Agent Award**
 - Up to \$16,000 in stock upon the achievement of certain production and cultural goals within your capping period
 - <https://explore.exprealty.com/section/earning-opportunities/>
 - **eXp Team Structures**
 - Self-Organized, Standard (\$8k cap for team members) and Mega Icon Team (\$4k cap for team members)
 - <https://explore.exprealty.com/section/earning-opportunities/>
 - **U.S. Slide Deck Presentation**
 - English
 - [Online Google presentation \(blue\)](#)
 - [Offline PowerPoint presentation \(blue\)](#)

- Spanish
 - Online presentation
 - Offline PowerPoint presentation
- ❖ **Personal Agent Attraction Website**
 - Share this with agents considering joining eXp Realty to explain our value proposition and opportunity.
 - <http://agentname.exp Realty .careers>
- ❖ **eXp Marketing Center** - <https://www.expmarketingcenter.com/>
 - **Agent Attraction Materials**
 - <https://www.expmarketingcenter.com/free-real-estate-templates/curated-collections/attraction-materials>
- ❖ **eXp Splits and Fees**
 - <https://explore.exp Realty .com/section/earning-opportunities/>
- ❖ **Agent Healthcare Information**
 - <http://expAgentHealthcare.com>
- ❖ **eXp Technology**
 - eXp World
 - eXp Enterprise
 - Transaction Management
 - eXp Passport
 - Lead Generation and Marketing
 - kvCORE Overview: <https://www.youtube.com/watch?v=BzO6BAiixlM>
 - Workplace by Facebook
 - Optional Tools and Services (free or discounted)
 - <https://explore.exp Realty .com/section/exp-Realty-technology-solutions/>
- ❖ **Invite a Guest**
 - <https://inviteaguest.exp Realty .com/>
- ❖ **eXp Official Youtube** - <https://www.youtube.com/c/eXpRealty>
 - Intro to eXp: <https://youtu.be/3SbSWDBvbdk>
 - Introduccion A eXp Realty En Espanol: <https://youtu.be/j1h-9B6mQr0>
 - eXp World - Created for Connection: <https://youtu.be/oYJuCg98bd4>
 - How Brokerage Owners are Building Their Business at eXp Realty: <https://youtu.be/Yp9LsHxH1w0>
 - Intro to eXp Commercial: <https://youtu.be/yIxWRZePj2w>
 - AND MUCH MORE!

❖ **Compliance Do's and Don'ts**

- <https://exprealty.workplace.com/groups/agentcompliance/permalink/2443559945920197/>

Agent-made Resources

Before releasing your own information based off of agent-created videos, please ensure you have reviewed the Compliance Do's and Don't's or emailed agentcompliance@exprealty.net.

❖ **Brent Gove Agent Attraction Resources**

- Brent Gove explains eXp: <https://www.themodeexplained.com/>
- Brent Gove's website: <https://www.brentgove.com/>

❖ **Richard Tomasini - Revenue Share SIMPLE EXPLANATION**

- <https://www.youtube.com/watch?v=J7YFuOu9f3c>

❖ **Kyle Handy - 6 Reasons Why I Moved My Real Estate Brokerage to eXp Realty**

- <https://youtu.be/VX4oc1hUNks>

❖ **Jay Kinder - eXp eXplained for Independent Brokerages and Teams**

- <https://youtu.be/IFOD7wb0Yks>