Subject: CoFounders Exclusive Benefits & eXp Business Model

Hi Kristin - Great meeting you!

Check out the Breakfast Club on any morning with Coach Cooley - This is a daily sales training on generation and conversion mastery. Come see what it’s like!

**Daily Monday-Friday**

**7:30am – 8am PST/ 9:30am CST/ 10:30am EST - Breakfast Club Daily Sales Role Play – Chad Cooley** – Think of it as your sales gym. Our team trains together daily, Monday - Friday, at 7:30am sharp. Where the best in the industry are teaching you how to set listing appointments, handle objections, close, convert leads, and build the confidence and routine to accelerate your production through the roof!

Zoom Link: <https://us02web.zoom.us/j/85249606944?pwd=c3FUSGNHQ1FHYXNXa0Examk1M2dLQT09>

**This meeting is locked with a password: 90990 (It will reset the 1st of every month)**

Here's a detailed breakdown of how the eXp business model works and a highlight of our exclusive training and systems to build your business:

**CoFounders Partnership Website:**

Check out our CoFounders site with further details and resources we provide outside of eXp: <https://cofoundersgroup.com/>

9 Minute Video Explaining the eXp Model: [Michelle Wilson (crmgrow.com)](https://ecsbe.crmgrow.com/video?video=61ceba364109010015bce05b&user=61ceac064109010015bcd6f2)

15 Minute Video – Why Broker Owners are partnering with eXp for their agents: [BUILD22 - BUILD LEGACY! - Michelle Wilson - YouTube](https://www.youtube.com/watch?v=Ipkc_TS9ICI)

**Commission Splits:**  
  
80/20 split with a $16k cap - You keep 80% of your commission and once you pay eXp Realty $16k, you get to keep 100% of your commission for the rest of the year, minus a small transaction fee. [Business Model and Earning Opportunities | eXplore Guide (exprealty.com)](https://explore.exprealty.com/section/earning-opportunities/" \t "_blank). Canada Fee Breakdown here:

**ICON Program:**

After you reach the $16k cap, you just have to do 20 (may vary) more transactions to get ICON status. Once this happens, eXp will reward you with $16,000 worth of stock. [eXp Realty Production Awards | eXplore Guide](https://explore.exprealty.com/section/exp-realty-awards/)

**Stock Awards:**  
  
Yes, eXp is a publicly traded company on NASDAQ (EXPI). The shares you earn are vested for a period of time and then become liquid. [EXP AGENT SHAREHOLDER HUB - Stock Awards (google.com)](https://sites.google.com/exprealty.net/stock-plan-services/stock-awards)  
  
  
**Revenue Share:**  
  
eXp provides really attractive incentives to agents who attract other agents to eXp. Essentially when you attract an agent to eXp, you get a percentage of the commission that they pay to eXp AND if they attract agents to eXp, you also get a percentage of the commissions that those agents pay to eXp. [Business Model and Earning Opportunities | eXplore Guide (exprealty.com)](https://explore.exprealty.com/section/earning-opportunities/)  
  
  
**Ultimate Exit Strategy:**  
  
The Revenue Share platform effectively allows you to have a consistent passive income pouring in each month. This gives licensed real estate agents another way to build financial freedom in the business we are already operating in and helping others.

**eXp Health Care Information:**

eXp has partnered with Clearwater providing full coverage, affordable health care plans to eXp’s agents and their families. Many save up to 50% on the same coverage they previously were paying for.  [eXp Agent Healthcare – High-Quality Healthcare for eXp Agents](https://www.expagenthealthcare.com/)

**Regus Office Suites:**

eXp is partnered with Regus Suites which allows you to have FREE access to their co-working spaces all over the country. You can also rent a private office for an hour, a day, or however long you like at a reasonable and discounted rate. [Regus | Serviced Office Space, Coworking & Virtual Offices](https://www.regus.com/en-us)

**The CoFounders Edge:**

We have one of the top sales coaches in the industry that works exclusively with CoFounders in daily and weekly sessions. Teaching agents the skill to generate and convert, create massive results and income immediately!! No one else at eXp will ever have this access!!

Here's just some of the bonuses and leverage you get when you partner with CoFounders at no cost:

1. Daily Sales Generation and Conversion Coaching to take a lot of listings  
2. Data for off-market sellers and circle prospecting

3. Personalized Business Plan  
4. Lead generation platforms and Funnels to plug and play or done for you

5. Online and Social Media marketing roadmap and done for you full service system

6. Weekly coaching on best practices and systems from top producers & team leaders

7. Custom Numbers Analyzer for business metrics

8. Onboarding training & system for a fast launch

9. Full time graphics designer for custom marketing & rebranding

10. KV Core and lead gen platform do it for you set up and support

11. Custom Listing Presentation

12. Custom Buyer Presentation

13. Buyer, Seller & New Agent Mastery Systems

14. Agent Attraction system in a box - We will Build your team with and for you  
15. Much, much more to give you an unmatched value proposition!!

**Additional Information:**

The eXp Model Explained: [USA Webinar | Themodelexplained](https://www.themodelexplained.com/)

Passive Income Explained: [(16) Napkin Presentation By Gene Frederick - YouTube](https://www.youtube.com/watch?v=Ej7v1dXFbwk&t=2s)

[(7) Grant Cardone "eXp is a no brainer" - YouTube](https://www.youtube.com/watch?fbclid=IwAR2R4cDWYMx_4P1VTSuQ6DAaHJKveSdyg8oqQdrsjsMf2ue7j_E9Wpao0kc&v=FigEkgam2QY&feature=youtu.be)

[Who Is the Amazon of Real Estate? | The Motley Fool](https://www.fool.com/investing/2021/02/03/who-is-the-amazon-of-real-estate/?fbclid=IwAR0iTk75CW9Rt2B18rPQF887TtR-DuPIoNTON-RWDQLJ2X0voujOq9BHCr8)

Personalised Duplicatable Site: [michellewilson.work](http://michellewilson.work/)

Thank you for your interest in CoFounders and eXp Realty! I like to include as much as possible in this email, so you know everything we have to offer you. If you have any questions about anything, I'm just a phone call, text or email away :)  
  
Thank you,