

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 \(blue\)](#)

❖ **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>