

This document provides the standards of acceptable business behavior related to activities of agent attraction with eXp Realty. These guidelines have been established to empower agents to successfully attract credible, ethical and productive real estate agents who are aligned with eXp Realty's culture and core values, while simultaneously protecting their own business.

The Agent Attraction Success Strategy is incorporated into the Independent Contractor Agreement (ICA) and eXp Realty's Policies and Procedures. It is the responsibility of each agent to read, understand, adhere to, and ensure that he/she is aware of and operating under, the most current version of the ICA, the Policies and Procedures, and this Agent Attraction Success Strategy. By signing the ICA, agents agree to abide by all of eXp's Policies and Procedures, including the guidelines outlined in this document.

Agent Attraction Best Practices

eXp agents must adhere to the following standards in their attraction activities. These ideals are based upon a strong foundation of eXp Realty's core values and will serve to guide successful recruitment and sponsorship endeavors.

Professionalism

- Abide by the articles set forth in the National Association of REALTORS® [Code of Ethics](#).
- Always represent eXp Realty and its business model with the highest degree of accuracy, integrity and professionalism.
- Strive to become a more successful real estate agent. Nothing attracts like success and the more success eXp Realty agents have at selling real estate, the greater the likelihood they will have success attracting high quality agents.
- Enthusiastically engage in agent attraction activities that strengthen and support eXp Realty's brand and reputation. Follow the "golden rule" by treating others the way you want them to treat you.

Recruitment and Sponsorship

- Encourage prospective eXp Realty agents to be loyal to and to identify their sponsor as the eXp Realty agent and broker who introduced them to and most influenced them to join the company. Agents should ask prospects if they have been speaking with anyone else about the eXp opportunity.
- Seek to attract serious and productive professionals who fit culturally with the company and its core values. During recruitment, seek opportunities to share the nine core values of eXp

Realty with prospective agents and discuss how they are implemented into the daily work in our community.

- Commit to providing support and assistance to those professionals who are brought into the eXp Realty community throughout the course of their career with eXp Realty.

Advertising and Communication

- Agents should avoid all discourteous, deceptive, misleading, illegal, unethical or immoral conduct or practices in their marketing and promotion of eXp Realty.
- Utilize only eXp Realty-approved sales, promotional, and marketing materials throughout the course of the agent attraction process. This includes pre-approved content, tools, and templates provided by the eXp Realty marketing department. Agent-created content must receive prior approval through submission to compliance@exprealty.net and the state/provincial broker.
- Agents are permitted to create and execute their own “organic” (not paid) social media campaigns. Further, agents can create web content posted on approved websites, blogs, and other online communities for the purpose of Agent attraction. Online content related to agent attraction must adhere to the guidelines set forth in the ICA and eXp’s Policies and Procedures.
- Abide by the terms of service of any social networks, online advertising platforms and other communication channels where attraction efforts are taking place.

Community

- All members of the eXp Realty community should strive to support and encourage fellow agents and brokers in their agent attraction efforts.
- Agents set an example by actively contributing to and being an engaged member of the eXp Realty community and should encourage the same from those who they attract.

Agent Attraction Prohibited Practices

Agents are prohibited from engaging in the following practices while carrying out their attraction activities. These practices run contrary to eXp Realty's core values and only serve to harm eXp's brand, its community, and its sustainability. If an agent is found participating in the practices below, eXp Realty leadership may, at any time, make the determination that removal or severance from eXp Realty is in the best interest of the company and its agents.

Recruitment and Sponsorship

- Agents are prohibited from encouraging prospective agents to change sponsorship or change their intended sponsorship declaration. It is the responsibility of each agent to discover if a prospective agent is already in conversation with another eXp agent about joining and should refer them back to their first contact as a professional courtesy.
- Inappropriate incentives should never be used to entice or persuade an agent to change their intended sponsorship declaration. This includes offering enticements that are in addition to and outside of the benefits of the eXp Realty business model such as the promise of cash, cash equivalents, gifts, office space, additional revenue, leads or the payment of monthly technology or registration costs with eXp Realty.
- Compensating individuals, either directly or through affiliation, who are not agents or brokers affiliated with eXp Realty to recruit or attract agents to eXp Realty is not allowed.
- When an agent makes the decision to join, based on the efforts and relationship of an eXp Agent— there should be ZERO interference by other eXp agents from that time forward. Any efforts to coerce or otherwise unethically convince a prospective agent to change their selected sponsor will be subject to corrective action up to and including severance from eXp Realty.
- The use of recruitment companies or other similar third-party services, to send SMS text messages, emails, place phone calls, etc. is not allowed in the agent attraction process. Real estate agents who hang their license with eXp are the only individuals authorized to present the eXp opportunity to prospective agents.

Advertising and Communication

- All activities related to agent attraction that violate any law, rule or regulation on a national, state/ province and local level are prohibited.
- Mass communication for the purpose of agent attraction through email, telephone, SMS text message, or other channels is not allowed. eXp Realty and its agents must abide by the

regulations set forth in the Telephone Consumer Protection Act, including the National Do Not Call Registry and the CAN-SPAM Act. This also encompasses the use of third-party callers, Robo-Dialers, Virtual Assistants, Spoofing and other practices.

- Individual prospecting through “cold calls” and other similar practices are subject to the same federal, state/province, and local regulations mentioned in the previous bullet points. Utilizing virtual assistants to recruit or present the eXp opportunity is prohibited. eXp agents may work with virtual assistants to make calls to lists already scrubbed against the national Do Not Call list in order to make appointments for the agent to present the eXp opportunity. Virtual assistants must clearly identify who they are representing, provide opt-out instructions and present a viable contact number.
- Agents are prohibited from sending bulk, mass, or unsolicited email or text communications within the eXp Realty email exchange or through outside channels. This includes the use of third-party services and social media messenger services, which may generate a negative perception of eXp Realty.

Community

- Disparaging or speaking negatively about eXp Realty, eXp Realty agents and brokers and/or eXp Realty staff, employees and/or leadership is prohibited. Further, disparaging or speaking negatively about competing companies or any other agent outside of eXp Realty is also prohibited.
- Agents may not use, in any professional profiles, whether online or otherwise, titles which would reasonably lead someone to believe that they are an employee of eXp Realty or representing themselves as an employee of eXp Realty.
- Use of the letters eXp in a domain name, YouTube channel name, Facebook page, Twitter handle or profile identification on other social media platforms is prohibited. Any exceptions to this policy must be approved by the eXp Realty.

Professionalism

- Agents are not allowed to falsify, or encourage a prospective agent to falsify, information submitted to eXp Realty.
- Making or posting income claims, including any income claims pertaining to revenue sharing and/or posting copies of revenue share checks on social media except as specifically outlined in official eXp Realty literature, is not allowed unless it is accompanied by the proper average income disclosure and disclaimer found at <https://exprealty.com/income>.