



For many of us, sharing the eXp opportunity can be a delicate matter. But there's a way to share your success and attract new agents while keeping your business protected and free from complications. This guide will provide you with our link to policies and resources related to agent attraction and empower you with best practices to implement in your own attraction efforts.

eXp agents must adhere to these standards in their attraction activities. These guidelines in this document are based on eXp Realty's [core values](#) and will guide you forward toward successful attraction and sponsorship pursuits.

## Professionalism

Reliable, competent, and ethical – the hallmarks of a true professional. As an eXp Realty agent remember that you're not simply representing yourself, but also the company, its brand, its reputation, and the thousands of other eXp agents throughout the world.

Follow these best practices for professionalism as you engage in your agent attraction activities:

- Strive to become a more successful real estate agent. Nothing attracts like success and the more success you have as an eXp Realty agent selling real estate, the greater the likelihood you will have success attracting high quality agents.
- Abide by the [National Association of REALTORS<sup>®</sup> Code of Ethics](#). We are all part of something bigger than ourselves; the Code of Ethics is in place to ensure that our consumers, colleagues, and agent prospects are treated fairly and professionally.

## Agent Attraction Resources

These carefully crafted and curated resources are a valuable asset as you set out to engage and sponsor new agents into the eXp family. Take a few minutes to review each of the resources in the list below.

### Read and Become Familiar with Our Policies

This [link](#) will take you directly to eXp's Policies and Procedures detailing Agent Attraction.

When you're done with that section, read through the entire document to learn more about our established guidelines designed to maintain an even playing field and protect your business.

### Discover the [eXplore Guide](#)

- Review the [Agent Attraction Pledge](#)
- Download the [Agent Attraction Success Strategy](#)
- Share the eXp opportunity using the [Introduction to eXp Realty Presentation](#)

### Join the Conversation

Become a member of the "[eXp Agent Compliance](#)" Workplace Group for access to the latest announcements, updates, and resources related to compliant agent attraction.



- Always represent eXp Realty and its business model with the highest degree of accuracy, integrity and professionalism. Adhere to our core values of "Integrity" and "Transparency" by being truthful as you present the opportunity to prospective agents, accurately describe the benefits of joining eXp Realty, and avoid commitments that you won't be able to fulfill as the sponsor of your new agents.
- Enthusiastically engage in agent attraction activities that strengthen and support both your own and eXp Realty's brand and reputation. Building relationships through one-on-one conversations, hosting meetings, and using eXp-approved marketing content to share the opportunity are fantastic ways to demonstrate your professionalism and attract new agents.
- Follow the "golden rule" by treating others the way you want them to treat you. Always keep in mind eXp's core value of "Collaboration" by remembering that we are all on the same playing field and that all agents have the same opportunity for growth and success. Treat other agents fairly and conduct yourself with the highest degree of professionalism in your attraction activities.

### Visit Our Marketing Library

Access pre-approved agent attraction marketing resources (video, social, flyers, etc.) at [ExpMarketingCenter.com](http://ExpMarketingCenter.com) (login required).

### Custom Marketing Material

If you can't find what you need in our marketing center, you may submit self-made marketing materials to our [compliance@exprealty.net](mailto:compliance@exprealty.net) for review.

## Recruitment and Sponsorship

One of the many things that sets eXp Realty apart from other brokerages in our industry is the fact that our agents can influence other agents to join eXp and leverage their efforts to earn revenue share. eXp Realty's Revenue Share program is an exciting opportunity that rewards qualified agents with a percentage of the revenue generated through real estate sales from each agent they sponsor into the company. As such, it's easy to see why so many eXp agents avidly pursue attracting prospective agents to their team and actively engage in attraction activities.

The best practices listed below will assist you in planning and executing successful attracting and sponsorship efforts:

- Encourage prospective eXp Realty agents to identify their sponsor as the eXp Realty agent who *most influenced* them to join the company. The sponsor may not necessarily be the first person they spoke with about eXp Realty. Remember that the sponsor, team leader, or mentor isn't always the same person and that each role is distinct.

- As you discuss the eXp opportunity with a new prospective agent, you should always ask them if they have been speaking with anyone else about the eXp opportunity before continuing with your attraction efforts. If they are already actively engaged in the attraction process with another agent, encourage them to continue that discussion with the eXp agent that they have been working with.
- Seek to attract serious and productive professionals who fit culturally with the company and its core values. During your attraction activities, seek opportunities to share eXp Realty's core values with prospective agents and discuss how they are implemented into the daily work in our community.





- As a best practice, commit yourself to providing support and assistance to the professionals who you sponsor into the eXp community throughout the course of their career with eXp Realty. Your leadership is vital to the success of your revenue share group members and a key component to the thriving culture and community that we have all created.

## Advertising and Communication

Telling a great story with a powerful personal endorsement of the eXp opportunity is essential to attracting new agents. By clearly and accurately sharing the numerous benefits that a new agent can experience by joining eXp, you can be sure that they will understand exactly how eXp can support their professional journey.

Use these best practices as you share your success and effectively communicate the eXp opportunity:

- Bear in mind eXp’s core values of “Transparency” and “Integrity” as you communicate the eXp opportunity to others. Avoid all discourteous, deceptive, misleading, illegal, or unethical conduct and practices in your marketing and promotion of eXp’s opportunity.
- eXp Realty has created a vast library of [marketing materials](#) and tools that are available for you to use as you attract new agents. All eXp-branded sales, promotional, and marketing materials are pre-approved and should be used throughout the course of the agent attraction process. Many of these tools allow customization that enable you to add an individualized flavor to your advertising and communication.
- If you choose to create customized content as part of your agent attraction campaign, you must submit agent-created content to your state/provincial broker and to [compliance@exprealty.net](mailto:compliance@exprealty.net) for approval prior to use. If you have any doubt about the content you have created, reach out to the Agent Compliance department whose officers will be happy to help you resolve your concerns in a quick and decisive manner.

- Agents are permitted to create and execute their own organic (social media content posted without paid or boosted promotion) social media campaigns for the purpose of agent attraction. eXp agents must abide by the terms of service of any social network, online advertising platform, or other communication channel where attraction efforts are taking place.
- Agent attractors are encouraged to create web content posted to approved websites, blogs, and other online communities that strengthen their ability to attract prospective agents. All content related to agent attraction must adhere to the guidelines set forth in the ICA and eXp's [Policies and Procedures](#).

## Community

Together we are stronger. At eXp, as a well-known observation states, we believe that “a rising tide lifts all boats.” That is to say, as the company grows and individual agents flourish, it is a collective benefit to all of our community. It is our duty to work together in a cooperative spirit as we build toward a strong and sustainable future.

These best practices will bring a community focus to your individual agent attraction activities:

- Members of the eXp Realty community should strive to support and encourage fellow agents in their attraction efforts. Among our core values are the concepts of “Community” and “Collaboration.” Remember, we are all on the same team and we should endeavor to cooperate with each other instead of competing with or taking from other eXp agents.
- Speak well of eXp Realty, fellow agents, brokers, and eXp staff. Promoting positivity will strengthen your own mindset and improve your ability to create lasting relationships that are the very foundation of successful agent attraction. Avoid gossiping, spreading rumors, and speaking negatively about others as this simply reflects on your own character and will weaken your ability to attract new agents.
- Set an example for your fellow eXp agents and your prospective agents by actively contributing to and being an engaged member of the eXp Realty community. Encourage the same community-building traits from agents you sponsor and collaborate with.

