

## Press Release Template Guidelines

The press release templates are for you to customize and share your news – whether about joining eXp or a professional achievement. Please note, this is not an official eXp Realty press release. The company typically does not provide quotes for press releases.

1. **Pick a template:** There are two versions – “Joining eXp Realty” and “Announcing a Professional Achievement”. [In order to edit either template, you will need to click File and then make a copy.](#)
2. **Fill in the blanks:** Replace the [bracketed] areas in the press release template with your information. The state doesn’t need to be there in all instances, but marketing will help you.
3. **Add Relevant Content:** Find ways to make the release interesting to the reader. If you intend to use the names of any other companies, or any registered trademarks, you will need to obtain written permission from the company or trademark holder to do so.
4. **Pick the timing:** Are you hosting a local event or speaking, is there a relevant local event, is there an event for the award recipients? Combining your announcement with other news can be more interesting to a reporter.
5. **Get approval from eXp marketing:** All releases must be pre-approved prior to distribution. Once approved, the release cannot be modified without additional approval for the modifications. Send questions and/or the completed template to [pressreleases@exprealty.com](mailto:pressreleases@exprealty.com).
6. **Turnaround time:** We will respond with questions or approval within two business days.
7. **Share the news:** There are a lot of ways to do this – email your local newspaper’s real estate or business editor, post it on your website and share via social media. When contacting local reporters, it is helpful to highlight your focus area and any community involvement.

**Copy/paste the following text into a Google or Word document before editing. Then send to [pressreleases@exprealty.com](mailto:pressreleases@exprealty.com) for approval.**

## FOR IMMEDIATE RELEASE

**Contact:** [Name, Title]

**Phone:** [XXX-XXX-XXXX]

**Email:** [XXX@XXX.com]

### **[First and Last Name] Joins eXp Realty**

[CITY, STATE] – [month day, year – e.g., June 28, 2017] – [First and Last Name] announced today that [he/she] has joined eXp Realty, the largest residential real estate brokerage by geography in North America, and the first and only real estate brokerage in all 50 U.S. states. [Last name] focuses on [primary city and surrounding communities] and has [list years of experience and specialties, if appropriate].

[If relevant, add rankings, honors or awards, deal volume, etc., e.g., Annie Agent is a former top-ranked Happy Homes agent and the leader of Seattle’s No. 1 selling real estate team in dollar volume and number of closed transactions in 2016 (Puget Sound Business Journal, January 2017)]. Agent closed 123 transactions for \$350 million in volume last year.]

[Quote from agent/broker about why they joined and/or their expertise.]

eXp Realty is the first cloud-based real estate brokerage and provides 24/7 access to collaborative tools, training and socialization for real estate brokers and agents through its fully-immersive, cloud campus environment. It is one of the fastest growing real estate brokerage firms in North America with more than 17,000 agents across 50 U.S. states, the District of Columbia and three Canadian provinces. As a public company subsidiary, eXp Realty uniquely offers real estate professionals within its ranks opportunities to earn company stock for production and contributions to overall company growth.

### **About [your name]**

[Insert your bio. Make sure to reference your social media accounts and/or website.] [Your name] is an independent contractor of eXp Realty and this is not an official release of eXp Realty, its parent eXp World Holdings, Inc. or any related subsidiary.

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## FOR IMMEDIATE RELEASE

**Contact:** [Name, Title]

**Phone:** [XXX-XXX-XXXX]

**Email:** [XXX@XXX.com]

**[First and Last Name] of eXp Realty Named  
[list achievement, e.g., top producing agent by Realtor Magazine]**

[CITY, STATE] – [month day, year – e.g., June 28, 2017] – [First and Last Name] of eXp Realty, the largest residential real estate brokerage by geography in North America, and the first and only real estate brokerage in all 50 U.S. states, announced today that [he/she] was named [X].

[Information about the honor]

[Quote from agent/broker about what this means to them and how they achieved it]

eXp Realty is the first cloud-based real estate brokerage and provides 24/7 access to collaborative tools, training and socialization for real estate brokers and agents through its fully-immersive, cloud campus environment. It is one of the fastest growing real estate brokerage firms in North America with more than 17,000 agents across 50 U.S. states, the District of Columbia and three Canadian provinces. As a public company subsidiary, eXp Realty uniquely offers real estate professionals within its ranks opportunities to earn company stock for production and contributions to overall company growth.

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**Phone:** [XXX-XXX-XXXX]

**Email:** [XXX@XXX.com]

## **[First and Last Name] of eXp Realty Receives ICON Agent Award**

[CITY, STATE] – [month day, year – e.g., June 28, 2017] – [First and Last Name] of eXp Realty, the largest residential real estate brokerage by geography in North America, and the first and only real estate brokerage in all 50 U.S. states, announced today that [he/she] received the company’s ICON Agent Award.

The eXp Realty ICON Agent Award recognizes agents who achieve certain production goals and represent a good cultural fit for the brokerage. At eXp Realty, our core values shape our culture, so we look at a number of factors such as how ICON agents make positive changes in our company and their local communities when awarding this honor.

[Quote from agent/broker about what this means to them and how they achieved it]

The eXp Realty ICON Agent Award provides each qualified ICON with up to \$16,000 in publicly traded eXp World Holdings, Inc. common stock upon the achievement of certain production goals within an agent’s anniversary year. The company’s cap is presently set at \$16,000. Through the program, ICONs effectively can earn up to their entire cap amount back in the form of stock. ICON agent qualification details are available on the [ICON Agent Award](#) page.

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