



Agent Attraction Universal Pledge

Company Guidelines

The Agents and Brokers of eXp Realty and its Agent Advisory Council (“AAC”) have expressed their support for the establishment of best practices, standards and guidelines concerning tactics, messaging and approaches to attracting real estate professionals to eXp Realty. Sustainability is one of the fundamental and core values of eXp Realty and it is the collective intent of the Agents and Brokers of eXp Realty to attract credible, ethical and productive real estate professionals who are aligned with eXp Realty’s culture and core values.

The Agents, Brokers and Leadership of eXp Realty have an obligation to our Company and to each other to uphold the integrity of the agent attraction process and to ensure that attraction practices are in line with our 9 Core Values. Practices that are lacking in integrity and quality can discredit and/or harm the reputation of the Company and, in certain cases, can result in personal liability to the Agents and Brokers of eXp Realty.

I, the undersigned, as a member of the Agent and Broker community of eXp Realty, desiring and intending to safeguard the company of which I am a current or prospective owner hereby acknowledge, agree and pledge to do the following:

1. Abide by the following **BEST PRACTICES:**
 - a. To strive to become a more successful real estate agent, recognizing that nothing attracts like success and that the more success I have at selling real estate the more likely I am to attract high quality agents;
 - b. To always seek to represent and present the eXp Realty business model with the highest degree of professionalism, integrity and accuracy;
 - c. To seek to attract serious and productive professionals into the Company who fit well culturally with the Company and its core values;
 - d. To support my fellow Agents and Brokers in their agent attraction efforts if asked;
 - e. To encourage prospective eXp Realty Agents to be loyal to, and to identify as their sponsor, the eXp Realty Agent and Broker who introduced them to and most influenced them to join the Company;



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- f. To pursue eXp Realty Agent Attraction Certification offerings by completing a certification course in eXp World that the company offers in order to achieve proficiency in understanding the eXp Realty business model and opportunity before presenting the business model and opportunity to others, including in any public presentations;
 - g. To provide support and assistance to those professionals who I attract into eXp Realty throughout the course of their career with eXp Realty;
 - h. To utilize only those marketing materials which are approved by eXp Realty;
 - i. To enthusiastically engage in agent attraction activities provided that no reasonable person would deem my activities detrimental to eXp Realty, the eXp Realty brand, or the reputation of eXp Realty or the reputation of fellow Agents within eXp Realty¹;
 - j. To be a contributing and engaged member of the eXp Realty community and to encourage the same from those I attract;
 - k. To abide by the Terms of Service of any Social Networks or Online Advertising Platforms where attraction efforts are taking place; and
 - l. To abide by the Articles set forth in the National Association of REALTORS® Code of Ethics.
2. I further acknowledge, agree and pledge not to engage in the following **PROHIBITED PRACTICES** for my own benefit and protection, and for the benefit and protection of eXp Realty and of my fellow Agents and Brokers:
- a. Sending bulk or mass email communications, within the eXp Realty email exchange or outside, which may generate a negative perception of eXp Realty;

¹Examples of activities that would reasonably be deemed detrimental to the brand include sending harassing, excessive or threatening communications; posting or commenting excessively in social media groups not intended for agent attraction.



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- b. Any activity which violates any law, rule or regulation, including but not limited to, the terms of service of any social networks; Federal Trade Commission ("FTC") rules; real estate license law; Securities and Exchange Commission ("SEC") laws and rules; and Do-Not-Call and anti-SPAM laws;
- c. Disparaging or speaking negatively, on social media or otherwise, about eXp Realty, my fellow eXp Realty Agents and Brokers and/or eXp Realty staff, employees and/or leadership;
- d. Disparaging or speaking negatively about the competition or any other agent outside of eXp Realty in any form or fashion;
- e. Making cold calls without first reviewing the Do-Not-Call registry;
- f. Making or posting income claims, including any income claims pertaining to Revenue Sharing² and/or posting copies of revenue share checks on social media;
- g. Making, sharing or posting stock projections or offering opinion or commentary on the performance of eXp World Holdings, Inc. stock³;
- h. Engaging with or encouraging individuals who are not agents or brokers affiliated with eXp Realty to recruit or attract agents to eXp Realty;
- i. Encouraging agents to change sponsorship or change their intended sponsorship declaration, including by offering incentives that are in addition to and outside of the benefits of the eXp Realty business model. Agents should **NEVER** encourage or suggest to someone that they change their sponsorship or sponsorship intentions and incentives should **NEVER** be used to entice or persuade an agent to join a particular Agent or group, including me or my own, vs. another Agent or team at eXp Realty⁴;

²The FTC has very specific rules and guidelines for making income claims. Agents should never make any income claims during presentations. Hypothetical income examples which may be contained in Company-approved and Company-issued marketing materials and which are used to explain the Revenue Sharing Program, and which are not misleading or exaggerated, may be presented to prospective agents, provided such earnings examples are clearly and conspicuously identified as hypothetical.

³The SEC has many rules and regulations regarding the discussions about, or even the presentation of, stock projections and the consequences for violating those rules can be severe.

⁴Examples would include gifts, promises of "capped status", credit towards cap, fee waivers, free or discounted coaching, or other financial offers to a prospective agent or a group of prospective agents in exchange for a commitment to make a particular sponsorship declaration.



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- j. Encouraging agents to list you as a sponsor instead of someone they have been speaking with by claiming that since you are in the revenue share line of the other eXp Realty Agent, they benefit anyway. The model and Front-Line Qualifying Recruits (FLQR) structure makes this statement misleading;
- k. Using third-party callers, systems or services to blast phone calls to individual agents;
- l. Falsifying or encouraging a prospective agent to falsify information submitted to eXp Realty;
- m. Advertising under false pretenses and/or offering in advertising or posts what appear to be positions of employment with eXp Realty, and/or advertising which is otherwise misleading;
- n. Advertising on job placement or posting websites, other than for the purposes of building your direct team of agents or transactional staff. The solicitation or recruitment of potential licensed real estate professionals by current licensed real estate professionals of eXp Realty by way of job postings on third-party internet employment sites (e.g., Indeed, Monster, Glassdoor, LinkedIn, etc.) is prohibited. Any use of third-party employment websites by current licensed real estate professionals of eXp Realty to solicit or recruit human resources for unlicensed positions shall not contain any reference to eXp Realty;
- o. Using in any professional profiles, whether online or otherwise, titles which would reasonably lead someone to believe that I am an employee of eXp Realty or representing myself as an employee of eXp Realty⁵; and
- p. Using the eXp Realty branding, official images, logos or other intellectual property without approval from eXp Realty's marketing department⁶ or using the name "eXp" in any public website domain or social media page.

⁵Examples would include Recruiter, Recruiting Manager, Vice President of Agent Attraction, Growth Leader, or any other such term/title that may cause confusion as to the Agent's position with eXp Realty.

⁶eXp Realty Agents wishing approval for websites or videos should submit website links or web/video content to marketing@exprealty.com.



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3. I understand and acknowledge that the principles underlying this pledge are regarded by eXp Realty and its community of Agents and Brokers as integral to the Core Values and integrity of eXp Realty, and that, in the event that I violate this pledge by engaging in the Prohibited Practices set forth in Section 2, I will be subjecting myself to the following measures:
- First Known Occurrence - issuance of a written warning along with a corresponding written notification to my sponsor;
 - Second Known Occurrence - issuance of a second written warning with corresponding notification to my sponsor, and a \$1,000 payment to eXp Realty, which will be earmarked towards the #eXpAgentRelief Fund; and
 - Third Known Occurrence - subject to removal from eXp Realty.

Where the measures indicated above are meant to ensure the adherence to the Best Practices, 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 Agent-owners.

I understand that these Best Practices are my responsibility to maintain and uphold. If at any time I am made aware of an Agent who is not acting within these parameters, I may notify attractioncompliance@exprealty.com.

These Best Practices may be updated from time to time, and I acknowledge that I accept any updates as communicated to the eXp Realty Agent population by the Leadership Team.