



Agent Attraction Pledge

I, _____, agree to attract credible, ethical and productive real estate professionals who are aligned with eXp Realty's culture and core values by pledging to:

eXcel in my commitment to abide by the terms of the Independent Contractor Agreement, eXp's Policies and Procedures, and the Agent Attraction Success Strategy.

eXpand and support the sustainability of eXp by focusing my efforts to provide world-class Realtor services to my clients with the ultimate objective to list and sell real estate properties.

eXhibit eXp's core value of transparency by instructing others that earning revenue share and commissions comes from hard work and dedication and is not guaranteed. I will create realistic eXp expectations to prospects by never implying that someone is assured to make money by simply joining eXp.

eXtend my personal sphere of influence by working with my own prospects and I pledge to never incentivize, poach, interfere with or attempt to entice another Agent's prospects to name me as their sponsor. I will encourage prospective eXp Realty Agents to be loyal to and identify their sponsor as the eXp Realty Agent and broker who introduced them to and most influenced them to join the company.

eXpress a "team before self mentality" by offering a helping hand to fellow Agents knowing that I am part of an amazing company and that I, and all other Agents, play a key role in the long-term success and sustainability of eXp.

eXecute legal and compliant advertising practices including observance of laws and regulations guiding activities of mass solicitation. I pledge to contact only those individuals that I have a pre-existing relationship with or those that have opted-in to being contacted in that manner.

eXemplify lofty eXp standards of ethical business practice and culture by subscribing to the highest level of integrity and professionalism in my personal and professional life and by embodying the nine core values of eXp.

eXercise and increase my skills and abilities as an eXp real estate eXpert through continual education, goal setting, and increased personal knowledge of the ICA, eXp's Policies and Procedures, and the Agent Attraction Success Strategy.

(Agent Signature)