



AGENT ATTRACTION GUIDES AND SCRIPTS

Updated August 2019

**BEST PRACTICES
AND PROCESSES**

by Pablo Galvez

INTRODUCTION

This guide was prepared as a basic outline of the procedures and best-practices we have learned since joining eXp Realty. Please ensure you ALWAYS follow the Agent Attraction Pledge as the official guidelines.

COLLABORATION

One of the **core values** of eXp Realty is collaboration. We would appreciate YOU sharing with US what we can do to make this document better and improve our ability to help grow eXp Realty as a company and build our revenue share.

5-STEP PROCESS

1. **Introduce** agents to eXp Realty
2. **Invite** them to learn more in person
3. **Present** the eXp model and answer questions
4. **Assist** interested agents in joining
5. **Support** their efforts in agent attraction

DO'S + DON'T'S

- DO follow a process from start to finish (don't skip steps)
- DON'T just send people a video to watch and hope they will join
- DO invite agents to learn about eXp
- DON'T be salesy
- DO reach out to every agent you know and have done business with
- DON'T spam every agent with eXp
- DO create a plan for supporting the agents you sponsor
- DON'T leave agents high-and-dry after you attract them to eXp
- DO use these scripts and dialogues for your own attraction efforts
- DON'T use them in order... the process is fluid and dynamic

80%

ENERGY + ENTHUSIASM

Accounts for over 80% of your ability to attract agents.

50%

REVENUE SHARING

eXp took in over \$500M in revenue in 2018 and distributed about \$250M to agents!

LEAD GENERATION

It's important to remember that Agent Attraction is optional and the pace at which you choose to participate in Agent Attraction with eXp is up to YOU.

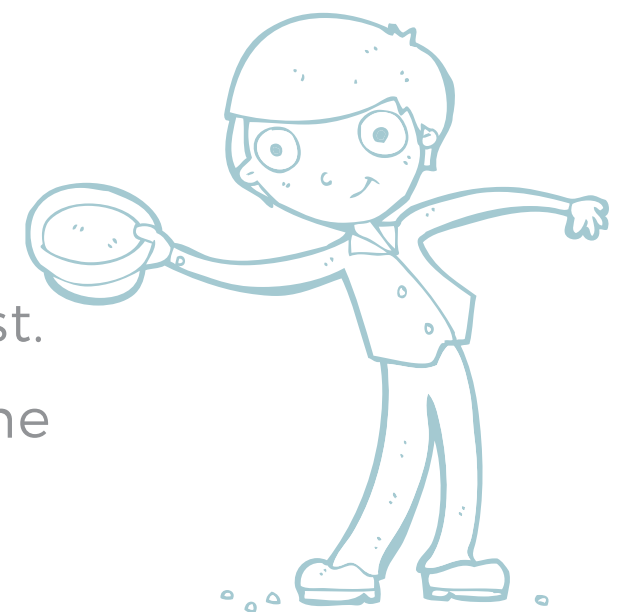
Some may treat this like a separate business - a "side hustle" - others will simply attract naturally over the course of their routine real estate business.

If you choose to participate in massive agent attraction to build your revenue share... consider treating it similar to your real estate business. Prospect, Lead Follow Up, Appointments, etc. For most agents, setting a schedule will be critical to balance your real estate and attraction efforts. Set aside time for lead generation, follow-up, appointments, and agent support.

Remember that Selling isn't Telling - ask questions to understand agent's business and what is important to them. **You're not trying to sell them on anything**, you are introducing agents to eXp and providing the information they need to make a decision on IF eXp is right for them.

PRO TIPS

John Tsai: If I haven't connected in a long time... it starts with "how have you been?" and just a "touch point" to reconnect first. Starts more on a personal note. Then in a few days following he follows up with the "business opportunity" - depending on the interaction he may get right into it or may just stay more personal at the beginning.



Gregory Genge: Starting a meaningful conversation first... not just jumping into a "sales call". People hate to be sold but they have needs - so *discover their needs* and how eXp can help.

Gene Fredrick: Key is to not handle objections, don't talk about commission splits or fees, don't try to tell agents all about eXp over a phone call or text. Set an appointment for a webinar or personal meeting.

CONVERSATION STARTERS

The following are some conversation starters, points of discussion and helpful guides for beginning a conversation with an agent about eXp Realty. Wondering where to start?

"Start with a compliment!"

"I love your marketing materials"... or "I've always respected your opinion... would you be able to check out an opportunity for me?"

Some examples of texts you can send:

- "Hi ____, do you have a minute for a call? I have a business opportunity that I would love to hear your opinion about and see if it makes sense to work together on."
- I know you do great business in the city... I would like your opinion on something
- "I really appreciated working with you on that deal on Pender Street... I can tell that you're a professional agent."
- What brokerage are you with right now?
 - What do you like best about it?
 - What could use some improvement?
- How are you finding the market right now?
 - How is your business this year?
 - Where are you getting your business from?
- Does your current company provide leads?
 - How is that working for you?
- What are your long-term goals in the next 3 years? 5 years?
- What is your exit strategy? Retirement Plan?
- Have you heard about eXp Realty before?
 - Yes! Who have you heard about it from? Have you had conversations recently about it? [either redirect to their Sponsor or move on]
 - What have you heard? Were you introduced to the entire business model or just a few aspects of it?
- What objections did you have? Why didn't you join?
- Would you be open to a new opportunity in real estate?
- Have you ever wondered what it would be like if the best agents in your office got together to share their listing presentation, sales techniques, and business tips with you? Imagine having the best agents in North America share their best practices with you on a weekly basis?!
- You're a Rockstar! And I know that YOU will never leave ____ but who do you know that would be interested in advanced technology, shares in the company, reduced operating cost, and additional passive income?



SETTING THE APPOINTMENT

When introducing a new agent to eXp Realty it is important to not spend time explaining eXp in the initial conversation but to set an appointment so you can explain the model properly. Better to be brief with the initial conversation and focus on setting up a time for a one-on-one meeting. Alternately, invite agents to an event like a lunch-and-learn or Friday Mastermind Webinar.

"IF I COULD, WOULD YOU?"

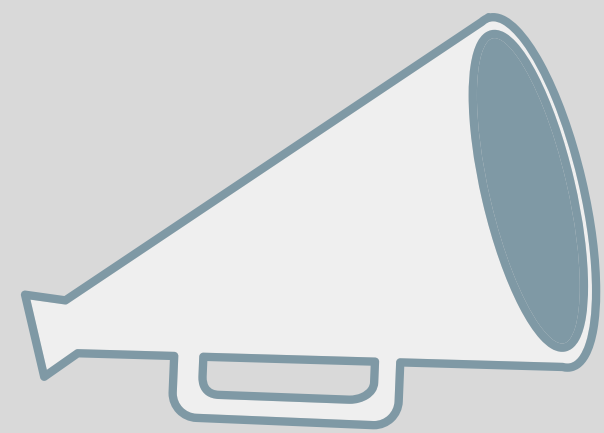
A powerful script is "If I could _____, would you _____?" Once you have taken the time to listen to the agent and find out what challenges they are facing in their business, their real estate brokerage, or their life... take this opportunity to ask them, "If I could, would you?". For example, if an agent expresses that they are very busy maintaining their real estate business and really don't have the time to meet with you to hear about eXp Realty, you could respond with, "If I could show you how you can free up hours in your day using the eXp model, would you be open to a 30 minute conversation about it?"



3 YESES

Closing for an appointment, just like in real estate sales, is guiding the prospect into saying YES more than once - ideally 3 times. "If I could ____, would you ____?" YES. "Great, if I send you a quick video to watch before our meeting would you be able to watch it today some time?" YES. "Excellent, I'll call you tonight at 7pm - will you have it watched by then?" YES.

OBJECTIONS TO AN APPOINTMENT



"I DON'T HAVE TIME TO WATCH A VIDEO"

IF I COULD SHOW YOU A WAY TO SAVE DAYS/WEEKS AND FREE UP MORE TIME IN YOUR BUSINESS COULD YOU INVEST 15 MINUTES TO WATCH A SHORT VIDEO THAT COULD CHANGE YOUR LIFE?

I understand, we are all busy. Why don't we meet for coffee/meeting/etc. to start a conversation about it. [set up a time to meet]. If I send you a link to the video would you be able to watch it before we meet so we can save some time? It's only 15 minutes.

How about joining on our weekly Zoom call - it's on Friday at _____

AGENT IS AVOIDING MY CALLS/TEXTS

NEXT! THIS ISN'T ABOUT TRYING TO SELL PEOPLE ON SOMETHING... THINK OF IT AS OFFERING THIS OPPORTUNITY TO CHANGE PEOPLE'S LIVES. NOT EVERYONE IS GOING TO BE OPEN TO SOMETHING NEW. REMEMBER WITH eXp REALTY WE ONLY WANT PEOPLE WHO WANT TO BE WITH US..

IT TAKES TIME...

SOME OF THE MOST SUCCESSFUL eXp REALTY AGENTS WHO ARE NOW MAKING INCREDIBLE AMOUNTS OF REVENUE SHARE WERE ONCE A "HARD NO" WHEN INTRODUCED TO eXp REALTY. KEEP FOLLOWING UP AND UNDERSTAND THAT IT CAN TAKE 1 WEEK FOR SOME TO MAKE A DECISION WHILE FOR OTHERS IT CAN TAKE 6 MONTHS OR LONGER.



**Become a resource for those wanting to join
eXp Realty and people will find you!**

PREQUALIFY

THERE IS NOTHING WORSE THAN AN APPOINTMENT WITH AN UNQUALIFIED PROSPECT

In order to ensure the Agent is properly introduced, schedule a one-on-one meeting, a video call, or invite the Agent to attend a Webinar or Lunch & Learn. Before meeting, prequalify the Agent by asking some deeper questions to understand more about the Agent and how eXp can help address their short or long-term needs.

Write down the answers to these questions so when you meet with the Agent you can customize your message to the items the prospect mentioned to you were important to them.

EXAMPLE QUESTIONS

- How much are you currently paying for your website, CRM, Electronic Signing, Coaching/Training?
- What type of incentive programs does your brokerage have?
- what's important to you in a brokerage and broker manager?
- What do you like and dislike about your current company?
- what do you wish your current brokerage had that they don't currently?
- If I showed you that you can retire in next 5 years and gave you an easy to follow plan, would you do it?
- If I can show you that you can retire early and have residual income coming in every month, would you consider joining Exp?



FOUR PILLARS OF EXP

1. CLOUD OFFICE

The disruptive technology used to create one of the most collaborative working environments for over 20,000 agents means the elimination of the traditional bricks & mortar offices. This greatly reduces company overhead and allows the company to be more nimble, technology adapt, and service agents better. The cloud-office also creates unparalleled training opportunities from top agents throughout North America.

2. AGENT EQUITY PLAN

eXp offers agents an opportunity to be owners in the company - this has several advantages; agents feel a sense of pride in their company as an "owner" rather than working "for" a company. Agents are awarded shares in the company for meeting production goals providing an opportunity to build a retirement fund. Option to purchase shares at a discount as an eXp agent.

3. TECHNOLOGY + LEAD GEN

The company was founded by a Technology expert and is constantly embracing the latest tools and tech for it's agents. From the top lead-generating websites available to every agent, to next-level client management CRM systems with artificial intelligence follow-up, to all the tools necessary for agents to thrive in today's changing world.

4. REVENUE SHARE

Because of the unique cloud-office structure, eXp is able to distribute company revenue back to it's agents in the form of revenue sharing.

This not only contributes to the explosive growth the company has seen since 2016 but also offers agents a way to augment their real estate sales business with passive income distributed monthly. There is no limit to the amount you can make with revenue share!

PRESENTING

THE APPOINTMENT

The meeting/appointment is to present the eXp slide presentation and answer questions about eXp Realty. There are several known ways of doing this:

- **Personal one-on-one or small group meeting**
- **Lunch & Learn presentation**
- **Webinar**

Avoid using restaurants or serving loud food like bags of chips. Restaurants (even a private room) will be distracting, there are servers coming in/out disrupting your presentation.



PRESENTING THE EXP MODEL

Keep it simple... bring up the eXp slide deck from join.exprealty.com and walk the prospect through the various aspects of the eXp model. Answer questions in the end if possible, stay on track and keep it to 30 minutes if possible. *Do NOT make up your own presentation unless you have it approved by eXp Marketing.*

Some agents have had success sitting with their prospect and watching an eXp Explained video together. This can be effective if you aren't comfortable presenting or don't have the technology to present well.

KNOW YOUR STUFF

It's important to know about eXp Realty so you can present well. Attend weekly group sessions and visit explore.exprealty.com to keep up to date.

EXAMPLE QUESTIONS

Try to avoid asking "what do you think?" after the presentation. Instead, here are some example questions to ask following the presentation:

- What did you like best about the model?
- After seeing about the company... on a scale of 1-10... 10 being "I would like to join eXp now", and 1 being "I have no interest at all"... where do you think you are right now?

FOLLOW UP

It's no secret that more deals in real estate are lost due to poor follow up. It's no different with Agent Attraction! We recommend calling the prospective agent **THE SAME DAY** as you're meeting/presentation. If you presented in a larger group, a group message is fine. Leaving the follow up to the next day is too long.

Avoid using restaurants or serving loud food like bags of chips. Restaurants (even a private room) will be distracting, there are servers coming in/out disrupting your presentation.

EXAMPLE QUESTIONS

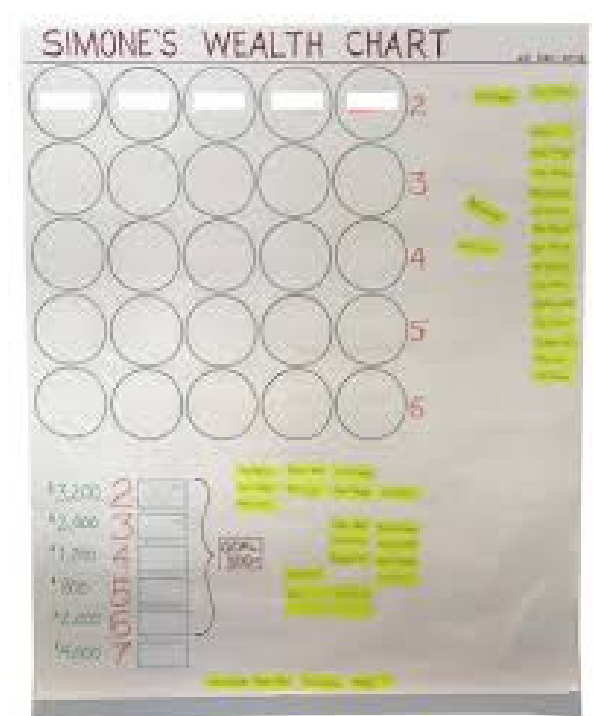
Try to avoid asking "what do you think?" after the presentation. Instead, here are some example questions to ask following the presentation:

- What did you like best about the model?
- After seeing about the company... on a scale of 1-10... 10 being "I would like to join eXp now", and 1 being "I have no interest at all"... where do you think you are right now?



WEALTH CHART

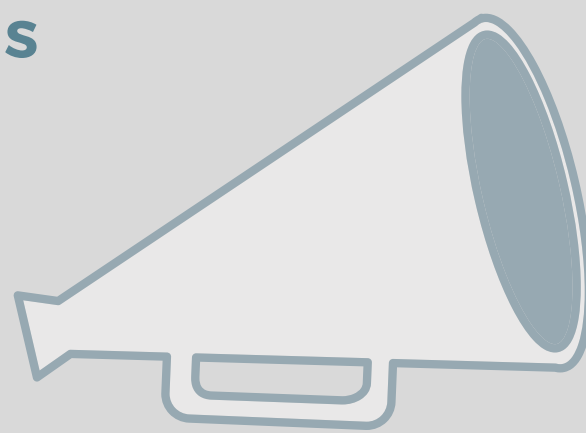
If you haven't seen the Rob Flick Wealth Chart... watch **this video on YouTube** and create YOUR Wealth Chart ASAP! This will help keep you on track with the agents you've spoken to who are interested in joining eXp and where your numbers are at in relation to your goal.



VALIDATION CALL (3-WAY)

If you feel that the agent you are attracting to exp could benefit from a validation conversation with an existing eXp agent, set one up. Determine who would be best to speak with the agent, ensure you are also on the call, and ensure the prospective agent has been presented the slide deck in its entirety.

OBJECTIONS



As mentioned earlier, do not handle objections during your first conversation with an agent. Objections are simply an unanswered question the prospect has.

Therefore, it is best to present the entire model first, then answer any questions or handle objections.

"SOUNDS LIKE A PYRAMID SCHEME / MLM"

"I thought that at first too...then I realized it is fundamentally a real estate company that grows by essentially giving referrals to agents for helping grow the company"

With a Franchise? Use the analogy of their current brokerage structure - Owner, International, Regions, Franchise Owner / Manager / Broker / Admin, Agents. Does this look like your company? eXp Realty was designed with the Agents at the top (draw in oval) with the company there to support the agents so the brokers, admin staff and corporate directors are all supporting the decisions of the Agents. By eliminating the traditional bricks and mortar expenses, eXp is able to distribute money to the agents who help the company grow.

It's definitely not an MLM as eXp Realty is publicly traded on the Nasdaq and they have rules that do not permit any MLM organizations on their exchange.

"I LOVE WHERE I'M AT NOW... NOT PLANNING ON MOVING"

Of course you do! A great agent like you should be happy where they are and eXp is only looking for happy agents! I'm not asking you to change brokerages... I simply want to show you what eXp Realty is about so you at least know what other options are out there. I certainly wasn't looking for this but once I saw it I couldn't "unsee" it!

"I WOULD LIKE TO SEE HOW YOU DO IN IT FIRST"

Awesome! I'll certainly keep you posted on my progress... as I'm excited about it! Fortunately, we have the advantage of knowing how others have done after switching to eXp Realty and with positive growth of about 1,000 net agents per month, we are all doing something right! What is your hesitation?

"NOT INTERESTED IN EXP... IT'S NOT FOR ME"

This usually means they have a deeper reason... ask questions to draw out the true objection. "What specifically isn't for you?" Remember, eXp isn't for everyone and **we are only looking for people who want to be with us!**

"I DON'T WANT TO LOSE FOCUS ON MY SELLING BUSINESS"

Understood... you mean the agent attraction component? Of course this is completely optional and a way of rewarding those who help the company grow but many focus on their production. Have you ever spoken to another agent who asked about the company you were with? Did they end up joining the brokerage because of you? Some people find it just comes naturally as you may have a passive conversation with someone about eXp Realty and they end up wanting to join the brokerage too. Either way, it's completely optional and you still participate in the Agent Equity Program with no extra effort!

"I NEED TO HAVE AN OFFICE"

Find out what it is about the office that is important to them - it could be that they have distractions at home, they like the community of an office environment, etc. "Sure, what is it specifically about the office you like? How much is that worth to you on a monthly basis? If I could demonstrate how you could have your own office in a similar location plus benefit from the other aspects of eXp Realty would you still consider it? Are there any other aspects of the eXp model that you see could be an advantage over your existing office space? For example, what if you wanted to move... but were limited by where your current office is?"

AGENT ATTRACTION GUIDE + SCRIPTS

"I NEED THE NAME/BRAND OF _____"

Sure, that was pretty important years ago when people used to hire a RE/MAX agent" but now days the relationship is with the individual agent and with the reach of the internet it's about the relationships that agent has and their skills as a marketer....

Let me ask, have you ever lost a listing to an agent who wasn't with _____? If a top agent from eXp Realty (like John Tsai) were to go up against a mediocre agent from _____ in a listing presentation, who do you think would win? The strength and conviction of the agent along with their marketing is going to win listings.

eXp Realty has attracted many of the top _____ agents throughout North America including _____ and _____... most have said their biggest regret not coming over sooner.

It comes down to value... if you feel you are getting more value from the brokerage you are with then this may not be for you but if you watch the presentation, and you still think you're better off where you are, no problem.

"I'M PAYING LESS FEES AT MY COMPANY"

Compare fee structures if agent is confused about how it compares to their existing fees. [keep in mind it isn't just about the fees but the entire package - think about the four pillars]. Discuss what the business could look like in 5, 10, and 20 years in the future.

"Agent, if you were with Exp from day one, can you imagine how much stock options you'd own once capped and you hit icon. \$16,000 in stocks x 19 years compared to all that fee with RE/MAX, you paid is gone..!!!

Being with eXp is like being a homeowner instead of being a renter.