

LET'S TALK ABOUT... COPYCAT COMPANIES

What are the benefits of eXp compared to the other companies that are copying the model?

When someone has success with an idea, there will always be others who want to piggy-back on their success. You open a lemonade stand and one of the other kids in the neighbourhood will pop up a lemonade stand too if they see you making money. Remember when KFC hit a homerun with fried chicken? It was huge and companies came out with all kinds of fried-chicken-based franchises. Then it was repeated with Chinese food, juice franchises, Korean BBQ, then Bowls, etc.



In 2008, an engineer and entrepreneur named Elon Musk released an all-new electric car. He named it Tesla and had the idea that Tesla could somehow succeed in the American automotive industry despite no other automotive company succeeding in the 70 years prior. Most people scoffed at the idea and many predicted it would be a huge failure. Tesla presented a disruptive model – eliminating the dealerships, selling direct to consumer, eliminating advertising to sell cars but providing referral incentives to owners who referred others to buy a car.

When eXp started, it was scoffed at, and many predicted it would be a failure. Brokers were quick to tell people that they would fail if they left the “big brands”. eXp and Tesla both introduced controversial, disruptive concepts to their industries. Even when Tesla began seeing sales success in 2014 and 2015, the narrative was that the other “big” companies would simply create electric cars and put Tesla out of business.



Eventually other small manufacturers were formed to compete directly with Tesla and some investors jumped over thinking they could replicate what Tesla did.

Success breeds copycats. If it were that easy, everyone would be a success. The reality is very few people know the amount of effort and grit required to create a company like eXp Realty or Tesla and even fewer have the capabilities to replicate that success.

True success comes from innovation and disruption, not from copying an existing model.

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There are certain things you can ONLY receive with eXp Realty so we will highlight a few talking points.

1. **Proof of Concept:** It took eXp over 10 years to get to grow to where they have. Through their own words, in many aspects of the company they were “building the airplane in the air” and experienced many growing pains along the way. Any disruptive model or technology is going to require tremendous efforts from the leaders in order to make it work. A company cannot simply provide revenue share, stocks, and a similar fee structure and create what eXp has created for its agents... there is much, much more to it than that. Just the fact that there are copycat models coming out now, we see it as validation that eXp’s original business model is proven to be successful; however, the model itself is only part of our proven success.



2. **Stock Opportunities:** When eXp first went public they did so on a secondary exchange but didn’t raise capital to grow. Instead, the leaders identified the need to grow the company with sound financial fundamentals. Have you ever seen someone driving a supercar, living in a big, flashy house, wearing gold watches... but they are broke and borrowed money in order to create that image? eXp leaders identified how important it would be to not take on debt, to grow strategically, and acquire businesses and assets which is why the stock has done well and continues to be a solid investment. All analysts have pointed to EXPI as a solid growth stock choice and after years of growth they are profitable, worth several billions of dollars and carry zero debt. *Who would you rather be associated with? The understated Billionaire or the YouTuber who financed a flashy lifestyle?*



3. **International Growth and eXpansion:** eXp is open in over 20 Countries around the world and all Provinces and States in Canada and the USA. This combined with over 70,000 Agents means you have more opportunities!

- a. Receive referral leads from our massive network of agents
- b. Promote your listings to a much larger network of international agents
- c. Better growth potential for your organization as you can attract internationally in more countries

eXp Continues International Expansion!



4. **Visionary Leadership:** The leaders of eXp continue to have massive amounts of “skin in the game” with large equity positions, they have a vested interest in the growth of the company and long-term sustainability. Their leadership and vision has been the key to our growth and with plans to exceed 500,000 agents worldwide, we are only at the beginning of what can be a revolution in the real estate industry.

5. **eXp Metaverse (The World):** Creating a company that operates “in the cloud” like eXp and fosters a culture of collaboration isn’t as easy as it sounds. We all know that “belly to belly” is better than Zoom calls, but we also see trends in social media that the Metaverse is allowing people to collaborate in new ways across great distances. When eXp had the forethought to acquire the VR company Virbela – creator of the original eXp World, they saw it as a unique way for eXp agents to communicate with their peers, conveyancing, the brokers, and leadership. Today we are seeing an explosion in “meta” and virtual worlds, something that is exclusive to eXp and fosters our culture and community unlike any other technology. eXp Metaverse is the “glue” that brings our community of agents and leaders together.



6. **Revenue Share:** While other companies will try to copy the revenue share model with some tweaks. It reminds me of the movie *Something About Mary* where Ben Stiller is driving a hitchhiker who claims he is starting his own company. “You heard of this thing 8-minute abs? This is going to blow it out of the water! 7-MINUTE ABS! Think about it... which would you pick?!” We all know that it takes work but someone is always willing to sell you something that seems easier. When Ben Stiller says, “...until someone comes up with 6-minute abs... I guess you’re in trouble then.” The revenue share model was very carefully created with exact numbers in order to make it sustainable. If it isn’t sustainable then it won’t last and if it can’t last, then what good is it? Be leery of companies promoting a “better” revenue share system. I can almost guarantee that there will need to be changes to their revenue share system in the future to remain sustainable.



7. **Future Growth:** One of the narratives I’ve heard is that if you join one of these copycat companies you can “get in on the ground floor” and get on the rocket-ship of growth as they catch up to eXp. Well, eXp has been such a disrupter and leader in the industry, we ARE on the ground floor still! As we grow to 100,000 agents, then 500,000 agents, then over 1 million agents worldwide, you have to ask yourself who you want to align with – the leader or the followers?

Focus on what you LOVE about eXp – the community, the collaboration and energy, the opportunities for you, your clients, and your future.