



Sharing the eXp opportunity is more than just recruitment—it's a chance to build meaningful relationships, expand your business, and create lasting impact. But success in agent attraction isn't just about numbers; it's about ethics, professionalism, and alignment with eXp's **core values**.

This guide gives you the tools, strategies, and best practices to confidently attract and sponsor agents while staying compliant and upholding the highest standards. When you lead with transparency and authenticity, you create a positive experience for both yourself and the agents who join you on this journey.

Professionalism: Setting the Standard for Success

As an eXp Realty agent, professionalism isn't just a standard—it's a responsibility. You represent yourself, the company, its brand, and thousands of fellow agents. Reliability, competence, and ethical behavior in agent attraction build trust and credibility, driving long-term success. Follow these best practices to uphold professionalism in your attraction efforts:

✓ **Lead by Example** – The most effective way to attract top talent is by demonstrating success through consistent production. Agents are naturally drawn to high performers—those who actively close deals, maintain a strong pipeline, and leverage smart business strategies. By focusing on growing your own success first, you establish credibility and become a magnet for motivated professionals who want to learn from and work alongside top-producing agents.

✓ **Follow the National Association of REALTORS® Code of Ethics** – Upholding **ethical standards** protects consumers, fosters respect among colleagues, and ensures that prospective agents experience fairness and professionalism throughout the recruitment process.

Agent Attraction Resources

Maximize your success in agent attraction with these carefully curated resources designed to keep you informed, compliant, and effective.

Know the Rules

Understanding the guidelines is key to protecting your business and ensuring a level playing field for all agents. Review [eXp's Policies and Procedures](#) on Agent Attraction to stay compliant and informed.

Growth Resources

Growth & Attraction Toolkit – Access tools and guides that will empower you to jumpstart your business and grow through attraction and revenue share.

Revenue Share Toolkit – Get all the resources you need to talk about the eXp opportunity, including presentations, videos, and FAQs.

Join eXp Realty – Share this link with prospective agents to explore eXp's business model and access tailored introductory presentations.

Join the Conversation!

eXp Agent Compliance Slack Channel – Stay updated on the latest compliance guidelines, resources, and best practices.



✓ **Represent eXp Realty with Accuracy and Integrity** – Always be truthful and transparent when presenting the eXp opportunity. Clearly explain its benefits and avoid making commitments you can't fulfill as a sponsor. Set expectations on how you'll support your revenue share group—whether through mentorship, training, or collaboration—so they see your value beyond recruitment. Being upfront builds trust and lasting relationships.

✓ **Engage in Attraction Activities that Strengthen eXp's Reputation** – Build meaningful relationships through one-on-one conversations, host informative meetings, and use eXp-approved marketing content to share the opportunity. Your actions should always reflect positively on the company.

✓ **Follow the Golden Rule** – Treat others with the same professionalism and respect you expect in return. **Collaboration** is a core eXp value—remember that all agents have equal opportunities for growth and success. Support your colleagues rather than competing against them.

By embodying professionalism in every interaction, you not only attract quality agents but also contribute to a culture of trust, respect, and shared success within the eXp community.

Strategic Sponsorship Principles

One of eXp Realty's biggest advantages is that agents can attract and sponsor others while earning revenue share. The Revenue Share Program rewards qualified agents with a percentage of the revenue from real estate sales generated by those they sponsor. This makes agent attraction a valuable opportunity for growth.

Follow these best practices to ethically and effectively sponsor agents:

✓ **Identify the Right Sponsor** –

Prospective agents should name the eXp Realty agent who **most influenced** them to join, not necessarily the first person they spoke with. Remember, sponsors, team leaders, and mentors serve different roles.

✓ **Respect Existing Conversations** –

Before continuing a discussion with a prospective agent, ask if they've already spoken with someone about eXp. If they have, encourage them to reconnect with that agent and give them the opportunity to clarify who they feel is the best fit to support their growth at eXp.

✓ **Attract High-Quality Agents** – Focus on professionals who align with eXp's culture and core values. Share how these values shape our daily work and success.

✓ **Provide Ongoing Support** – Sponsorship goes beyond recruitment. Commit to mentoring and supporting agents throughout their careers at eXp. Your leadership directly impacts their success and strengthens our community.

By following these principles, you'll build a thriving revenue share team while maintaining professionalism and integrity.



Clear Conversations : 10 Questions to Guide Successful Agent Attraction

Asking the right questions helps you build trust, understand motivations, and ensure a great fit for eXp Realty. Use these 10 key questions to clarify your agent prospects' goals, expectations, and existing connections within eXp.

Click to access the full guide [10 Questions to Ask Your Prospective Agents](#)



Advertising and Communication

Effectively attracting agents starts with authentic storytelling and clear communication. A compelling personal endorsement, backed by accurate and transparent information, helps prospective agents understand the real benefits of joining eXp Realty.

✓ **Lead with Integrity & Transparency** – Always represent eXp truthfully, avoiding misleading or unethical claims. Upholding eXp's core values ensures a trustworthy and professional approach.

✓ **Pre-Approved Marketing Materials** – eXp provides a library of branded marketing tools, including sales materials, presentations, and social media assets. These resources are pre-approved and customizable to help you share the opportunity while maintaining brand consistency. Access these assets through: <https://exptoolkit.com/canva>

✓ **Submit Custom Content for Approval** – If you create your own marketing materials, they must be reviewed by your state/provincial broker and submitted to compliance@exprealty.net before use to ensure alignment with eXp's branding and compliance guidelines.

✓ **Follow Social Media & Advertising Policies** – You're welcome to create organic social media content (unpaid and unboosted) to attract agents, but all posts must comply with the terms of service of each platform and adhere to eXp's Policies & Procedures.

✓ **Build a Strong Online Presence** – Leverage approved websites, blogs, and online communities to share valuable insights and engage prospective agents in meaningful ways.

Community: Growing Together for Collective Success

At eXp Realty, we believe a rising tide lifts all boats—when the company thrives, so do its agents. Agent attraction isn't about competition; it's about collaboration and shared success. By fostering a supportive community, we strengthen our network, enhance our reputation, and create lasting opportunities for everyone. Here are some best practices for a stronger eXp community:

- ✓ **Support Fellow Agents** – Encourage and uplift others in their attraction efforts. We're all part of the same team, and working together leads to greater success.
- ✓ **Promote Positivity** – Speak well of eXp Realty, fellow agents, brokers, and staff. A positive mindset not only enhances relationships but also makes you more attractive to prospective agents.
- ✓ **Lead by Example** – Actively engage in the eXp community, contribute value, and encourage the same from those you sponsor. Strong communities are built on trust, respect, and collaboration.
- ✓ **Avoid Negativity** – Gossip, rumors, and speaking poorly of others only weaken your influence and credibility. Choose to elevate, not diminish those around you.

Putting Best Practices into Action

Mastering agent attraction starts with integrity, professionalism, and a commitment to collaboration. By applying these best practices, you'll not only grow your revenue share group but also contribute to a thriving eXp community built on trust and shared success. The key to effective sponsorship is taking action—start implementing these strategies today in your conversations, marketing, and outreach efforts. You can learn more about [eXp's prohibited practices in agent attraction](#) to ensure you're attracting agents the right way. Stay informed, stay compliant, and build your business with integrity!

Last updated July 2025

