



Grow Ethically, Succeed Confidently

Agent attraction is a **powerful way to grow your business**, expand your network, and contribute to eXp's success. However, **how you attract agents matters just as much as who you attract**. The process must be ethical, professional, and fully compliant with eXp's policies, industry regulations, and legal requirements.

Missteps in the attraction process—whether intentional or not—can damage your credibility, violate eXp's policies, and create an unfair environment for other agents. Unauthorized recruitment tactics, misleading information, and sponsorship interference can lead to serious consequences, including **corrective education, restitution, loss of sponsorship privileges, or even termination** from eXp Realty.

Beyond formal consequences, failing to follow best practices can weaken your influence, strain relationships with prospects and peers, and create unnecessary conflicts that can hinder long-term success.

Agent attraction at eXp is more than recruitment—it's **about building relationships** with transparency and trust. Following the rules ensures that every agent joins with a clear understanding of the opportunity and an informed sponsor choice. Ethical attraction strengthens collaboration and fairness, giving every agent an equal chance to succeed.

This guide outlines **prohibited practices** that can disrupt the attraction process, harm your business, and damage eXp's reputation. By understanding what's not allowed, you can make smarter choices, stay compliant, and grow ethically.

Use this guide to evaluate your approach, **make informed decisions, and prevent costly mistakes** that could affect your success at eXp. For any questions or clarification, contact compliance@exprealty.net for guidance.



Prospective Agent Intent

Prospective agents explore eXp Realty in many ways before making a decision. They may read articles, watch videos, browse social media, and visit websites to **fully understand the opportunity**. Many also speak with multiple eXp agents to determine the **best fit for their business goals**—and that is their right.

As an agent involved in attraction, it's important to **clarify their intent** early in your conversation. Ask upfront if they have already spoken with another eXp agent about joining. If they are actively engaged in the attraction process with someone else, encourage them to continue that discussion. This approach ensures transparency, fairness, and **respect for the attraction process** while preventing unnecessary conflicts.

A prospective agent's sponsor should be **the person who most influenced their decision to join eXp**, not necessarily the first agent they spoke with. If an agent expresses continued interest in working with you, that is ultimately their choice. However, with their consent, you may consider reaching out to any other eXp agents they have spoken with to ensure clarity and professionalism in the sponsorship process.

Sponsorship Done Right

To ensure fairness, compliance, and a positive experience for all agents, eXp has clear non-negotiable guidelines for **sponsorship**. These rules are in place to protect your business, maintain eXp's reputation, and uphold a level playing field for every agent.

Respect Sponsorship Decisions

When an agent chooses to join eXp and selects a sponsor, that decision must be honored. Attempting to coerce, pressure, or persuade a prospective agent to switch sponsors is strictly prohibited. If an agent is already engaged in sponsorship discussions with another eXp agent, you should encourage them to continue that conversation rather than interfering. This respect for the sponsorship process fosters trust, collaboration, and ethical growth within eXp.

Keep It Professional

Sponsorship should be built on leadership, trust, and mentorship, not negativity or competition. Speaking poorly about other eXp agents, brokers, or teams in an effort to sway a sponsorship decision is not allowed.



Sponsorship interference is absolutely prohibited at eXp Realty. If another agent is attempting to undermine your attraction efforts or persuade a prospect to change their intended sponsor, it's essential to address it immediately. Integrity and fairness are the foundation of a professional and ethical agent attraction process, and we are committed to maintaining a level playing field for all agents. If you experience interference, questionable tactics, or need clarity on best practices, reach out to compliance@exprealty.net for support.



Disparaging fellow agents damages credibility, weakens collaboration, and violates eXp's core values. Instead, focus on what makes you a great sponsor—your mentorship, training, and support. Agents join eXp because they see value in their sponsor's leadership, not because of negative comparisons.

No Improper Financial Incentives

Sponsorship should be built on genuine relationships and aligned business goals.

Offering cash, fee waivers, reduced caps, free coaching, or any other perks in exchange for sponsorship is strictly prohibited. However, once an agent has officially joined under you, it's appropriate to provide training, coaching, or mentorship as part of the value you offer as a sponsor. The key distinction is that support should be for your agents' growth—not a tactic to recruit or persuade prospects to switch sponsors. Using incentives to sway agents from another sponsor is unethical and harms community trust.

No Third-Party Recruiting Services

Only licensed eXp agents are authorized to present the eXp opportunity. Hiring outside recruiters, virtual assistants, or third-party services to cold call, email, text, or direct message prospects is not allowed. Assistants may schedule meetings, but they cannot engage in agent attraction efforts. Sponsorship should always be a personal, professional, and ethical process, ensuring that every agent makes an informed decision based on direct interactions with their sponsor.

In summary, sponsorship must be fair, ethical, and transparent. Never interfere with another agent's attraction efforts, persuade a prospect to switch sponsors, or offer financial incentives to gain sponsorship. Avoid negativity, third-party recruiters, and dishonest tactics, as they undermine trust and violate eXp's core values. **Follow the Golden Rule**—treat others with the same professionalism and respect you expect.

Advertising and Marketing

All advertising and marketing efforts for agent attraction must align with eXp's policies and legal requirements, ensuring transparency, accuracy, and fairness. Misleading, deceptive, or non-compliant advertising practices are strictly prohibited and can result in disciplinary action, including termination. Agents must follow federal, state, and local laws, including the [Telephone Consumer Protection Act](#) (TCPA), the [Telemarketing Sales Rule](#) (TSR), and the [CAN-SPAM Act](#), to ensure all marketing efforts respect consumer privacy and avoid unlawful solicitation.

No Paid Online Advertising

Paid online promotions for agent attraction are strictly prohibited. Agents may not run social media ads, Google Ads, YouTube Ads, or job postings to recruit agents. Job boards and classifieds may only be used by **registered teams** for actual paid support roles, such as transaction coordinators. If advertising an **agent role** within a team, it must clearly state it's a team position, not direct employment with eXp.

No Mass Outreach

Unsolicited mass outreach for agent attraction is not allowed. Agents cannot use auto-dialers, robo-texts, ringless voicemails, or AI-driven messaging without prior express written consent. Third-party companies or virtual assistants may not send recruitment messages on an agent's behalf. Any flyers, email campaigns, videos, or presentations must be approved before use.

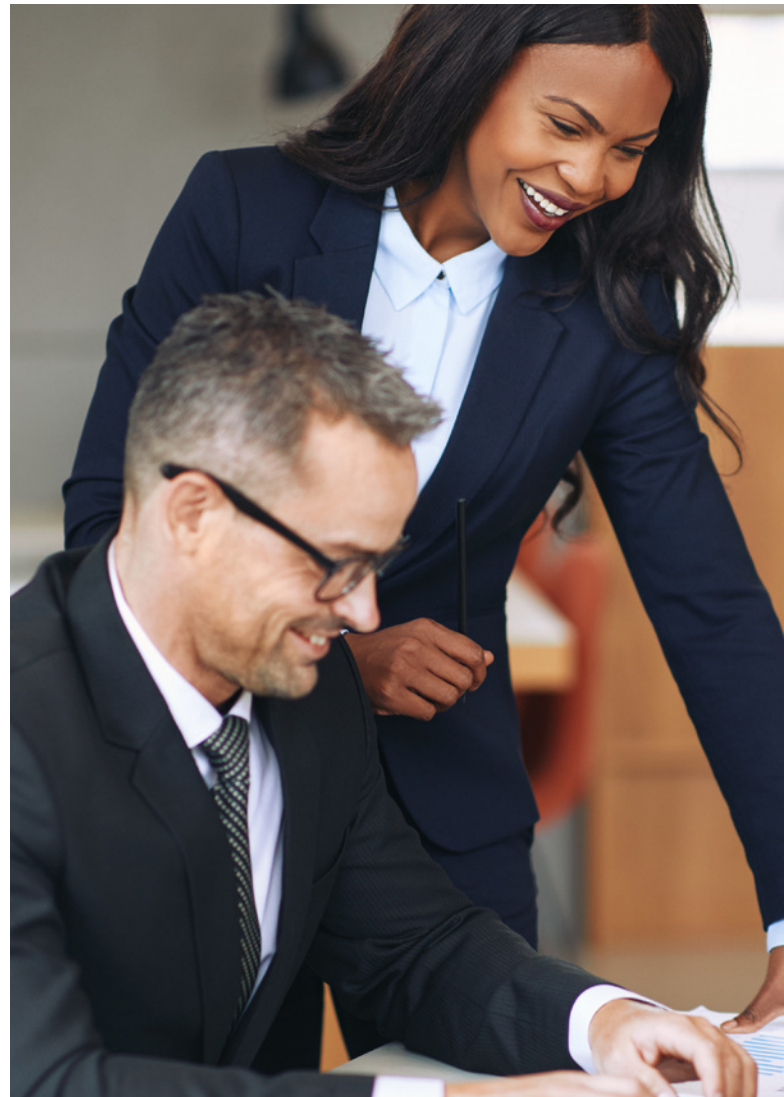
No Comparative Advertising

Negative or misleading comparisons to other brokerages are prohibited. Agents cannot create ads or posts that disparage, criticize, or imply superiority over competitors.

Marketing must be fact-based, ethical, and focused on eXp's benefits. Misrepresenting eXp's model, revenue share, or agent benefits is strictly prohibited.

Marketing Requires Approval

All **agent-created** agent attraction marketing materials must be reviewed and approved. Violations may result in corrective action, penalties, or removal from eXp. If unsure, agents should contact compliance@exprealty.net before publishing any materials.





Upholding Integrity and Compliance

Disparagement Prohibited

Agents must not speak negatively about eXp Realty, its agents, brokers, employees, or leadership. Criticizing or belittling competing companies or agents outside of eXp is strictly prohibited. Maintain professionalism by promoting eXp positively without disparaging others.

Prohibition of False or Misleading Information

Falsifying or encouraging the falsification of any information submitted to eXp Realty is strictly prohibited. All details provided during the attraction process must be truthful and accurate to maintain compliance and integrity.

Unauthorized Income Claims Forbidden

Agents may not share or post income claims unless they are part of official eXp literature. This includes revenue share earnings, commission checks, or screenshots from eXp Enterprise on social media or in presentations. Any discussions about income must refer prospects to [eXp's official average income disclosure](#) to ensure transparency and avoid misleading claims. A more comprehensive list of "dos and don'ts" related to sharing income-generating aspects of the eXp opportunity can be [found here](#).

Misrepresentation of Employment Strictly Forbidden

Agents must accurately represent their role as independent contractors. Using job titles or professional profiles that imply employment with eXp Realty is prohibited. Additionally, agents cannot use "eXp" in domain names, social media handles, or YouTube channels without prior approval. To protect eXp's brand integrity, agents must include the disclaimer: "Opinions are my own and not the views of eXp Realty."

Agent Attraction Prohibited Practices Checklist

✓ Respect Sponsorship & Professionalism

- ☐ Honor an agent's sponsorship choice—no pressuring or interfering.
- ☐ Do not make negative remarks about other eXp agents, brokers, or teams.
- ☐ Focus on your value as a sponsor, not criticism of others.

✓ No Financial Incentives or Interference

- ☐ Do not offer cash, reduced caps, free coaching, or other perks to secure sponsorship.
- ☐ Do not attempt to persuade an agent to switch sponsors after they've joined.
- ☐ Report any sponsorship interference to compliance@exprealty.net.

✓ Prohibited Recruiting & Marketing Tactics

- ☐ Only licensed eXp agents may present the opportunity—no third-party recruiters.
- ☐ No online paid ads, misleading job postings, or deceptive marketing for attraction.
- ☐ Mass communications for the purpose of agent attraction is prohibited. This means agents are not allowed to mass email, text, or use auto-dialers without written consent.

✓ Truthful & Compliant Communication

- ☐ Do not falsify information or misrepresent eXp's business model or revenue share.
- ☐ Avoid income claims (e.g., posting commission checks or earnings screenshots).
- ☐ Do not imply employment with eXp or misuse the "eXp" name in domains or social handles.

✓ No Disparagement or Misleading Comparisons

- ☐ Do not disparage eXp, competitors, or other agents in conversations or ads.
- ☐ Focus on eXp's benefits, not negative comparisons.
- ☐ Ensure all attraction-related marketing materials are approved before use.

✓ Stay Ethical & Transparent

- ☐ Always follow federal and state laws, including TCPA, TSR, and CAN-SPAM.
- ☐ Conduct attraction efforts with honesty, fairness, and professionalism.
- ☐ When in doubt, ask Agent Compliance for guidance.

Now that you know what not to do, take the next step by exploring our [Agent Attraction Best Practices](#). You can also check out some [key questions to ask prospective agents](#) during the attraction process. Stay ethical, stay compliant, and best of luck out there!

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