



Your business is as unique as you are; you control the way you sell real estate, search for new clients, and attract prospective agents. Your personal and professional conduct determine your success and establish your brand.

As your partner in success, eXp Realty has carefully crafted guidelines that each of our agents must adhere to throughout their agent attraction activities. These ground rules have been put in place to protect your business, our community, eXp's brand, and our ability to sustain an even playing field for all of our agents.

Use this helpful checklist to compare your own agent attraction activities against our lineup of prohibited practices and execute course corrections where necessary. While this list is not comprehensive, it covers many of the major, potentially harmful practices that you as an agent must avoid in order to remain in compliance with your Independent Contractor Agreement and eXp's Policies and Procedures. Are you ready to put these into practice in your attraction journey?

When in doubt, do the right thing. If you have any second thoughts about whether or not you should take a particular action related to agent attraction, reach out to [compliance@exprealty.net](mailto:compliance@exprealty.net) and we will assist you in your attraction efforts.

If an agent is found participating in the practices included in this checklist, eXp Realty's leadership may determine that it is in the best interest of the company to take action that may include mandatory corrective education, restitution, or severance from eXp.

## Attracting and Sponsorship

### Interference

When an agent makes the decision to join exp Realty based on the influence of a current eXp agent, there should be ZERO interference by other eXp agents from that time forward. This includes efforts to coerce or otherwise unethically convince a prospective agent to change sponsorship or change their intended sponsorship declaration.

 **Prospective Agent Intent**

It is common for prospective agents to research our opportunity in numerous ways before making their decision to hang their license with eXp Realty. Their research may include reading articles, watching videos, browsing social media posts, and visiting websites. Individuals who are investigating the possibility of joining eXp may also reach out to more than one current eXp agent in order to identify what they believe is the best fit for them and their business. It is their right to do so.

As an agent whose business-building activities include bringing new members into the eXp family, it is sometimes difficult to know if you are the only person they have spoken to about the eXp opportunity. Early on in the process is the best time to learn of their intent and discover if you and your prospect are on the same page regarding potential sponsorship. As mentioned in [Agent Attraction Best Practices Guide](#), you should always ask a new agent prospect if they have been speaking with anyone else about the eXp opportunity before continuing with your attraction efforts. If they are already actively engaged in the attraction process with another agent, encourage them to continue their discussion with the eXp agent that they have been working with.

**Disparagement of eXp Agents**

Agents may not criticize, belittle or otherwise speak negatively of their fellow eXp agents in an effort to convince a prospective agent to change sponsorship or their intended sponsorship declaration.

**Improper Incentives**

Agents should never encourage or attempt to persuade a prospective agent who is presently working with another eXp agent to change sponsorship or their intended sponsorship declaration by offering improper additional incentives or compensation. Examples include cash gifts, promises of “capped status”, credit towards cap, fee waivers, free or discounted coaching, or other financial offers to a prospective agent in exchange for a commitment to name you as their sponsor.

To be clear, agents may offer services such as coaching, training, and additional support to individuals considering eXp as a benefit of joining their team. However, those same benefits are considered inappropriate when used as a means to persuade prospective agents to change their intended sponsorship declaration.

**Paid Services**

The use of recruitment companies or other similar third-party services to send emails, place phone calls, deliver text messages, write private messages on social media, etc. is not allowed in the agent attraction process. Real estate agents who hang their license with eXp are the only individuals authorized to present the eXp opportunity to prospective agents.

Compensating individuals who are not currently agents or brokers affiliated with eXp Realty to invite or attract prospective agents to eXp Realty is not allowed. This includes the use of virtual assistants for any attraction-related purpose other than setting up appointments for you to present the opportunity to prospects.

You should always advocate for prospective eXp Realty agents to identify their sponsor as the eXp Realty agent who most influenced them to join the company. The sponsor may not necessarily be the first person they spoke with about eXp Realty. If they continue to demonstrate interest in eXp and want to continue the conversation with you, then that is their choice and it is up to you if you wish to continue the attraction process with that particular agent prospect. If you feel comfortable (and with your prospects' consent), reach out to the other agents they have spoken to and let them know about your mutual decision to continue the agent attraction process together.



## Advertisement and Communication

### Laws and Regulations

All activities related to agent attraction that violate any law, rule or regulation on a national, state/provincial, and local level are prohibited.

Mass communication for the purpose of agent attraction through email, telephone, text message, or other channels is not allowed. eXp Realty and its agents must abide by the communication laws and ethical practices for the countries in which they operate such as the Telephone Consumer Protection Act (TCPA) in the United States.

This includes adherence to all regulations governing do not call lists, no contact email lists, and the use of third-party callers, robo-dialers, virtual assistants, spoofing and the avoidance of other similar practices

### Social Media and Search Engine Ads

Agents are not permitted to create and execute their own paid advertising campaigns through

social media, search engines, or display ad networks for the purpose of agent attraction. Agents are permitted to create and execute their own organic (social media content posted without paid or boosted promotion) social media campaigns for the purpose of agent attraction.

### Employment Ads and Job Listings

Independent eXp agents may not use job sites, online classifieds, or employment-related search engines for the purpose of agent attraction. A [registered team](#) (Standard, Mega Icon, etc.) may advertise positions of paid employment to build their support or transactional staff, as well as create and publish employment ads and job postings seeking to add agents to their registered sales team provided the ad is for a specific agent position on their team.

Agents are prohibited from advertising under false pretenses by offering what appear to be positions of employment with eXp Realty. Using headlines, titles, or descriptions that would reasonably lead someone to believe that you are an employee or an official representative of eXp Realty is misleading

and is not allowed. All marketing content related to agent attraction should be submitted to [compliance@exprealty.net](mailto:compliance@exprealty.net) and your state/provincial broker for review and approval.

### Comparative Advertisements

eXp agents are not allowed to create comparative advertisements highlighting characteristics that demonstrate a competitors' inferiority to eXp Realty. This type of content is inconsistent with our culture, core values, and is considered disparagement which is prohibited by our Policies & Procedures.

*Please also refer to the checklist item "Disparagement" in the following section.*

### Unsolicited Outreach

Individual prospecting through "cold calls" and other similar practices are subject to federal, state/provincial, and local regulations. Using social media to contact people directly without their consent is prohibited (subject to the terms of each platform's user agreement).

Utilizing assistants to recruit or present the eXp opportunity is prohibited. eXp agents may work with assistants to place calls to lists already scrubbed against a national do not call registry in order to make appointments for the agent to present the eXp opportunity. Assistants must clearly identify who they are representing, provide opt-out instructions, and present a viable contact number.

Agents are prohibited from sending bulk, mass, or unsolicited email or text communications within the eXp Realty email exchange or through outside channels. This includes the use of third-party services, social media messenger services, or

direct messages which may generate a negative perception of eXp Realty.

## Professionalism and Community

### Disparagement

Disparaging or speaking negatively about eXp Realty, eXp Realty agents and brokers, eXp Realty employees and its leadership is prohibited. Criticizing and belittling competing companies or any other agent outside of eXp Realty is also prohibited.





### Accurate Information

Agents are not allowed to falsify, or encourage a prospective agent to falsify any information submitted to eXp Realty.

### Income Claims

Agents may not make or post income claims except as authorized in official eXp literature. This includes any claims pertaining to revenue share for agent attraction. Do not share copies of revenue share checks or screenshots from eXp Enterprise on social media or during presentations. Agents sharing income-related content must refer prospects to our [average income disclosure](#).

### Online Identification

Agents may not use, in any professional profiles, whether online or otherwise, titles which would reasonably lead someone to believe that they are an employee or representing themselves as an employee of eXp Realty. Correctly identify yourself as an agent and independent contractor with eXp.

Use of the letters eXp in a domain name, YouTube channel name, Facebook page, Twitter handle or any type of profile identification on other social media platforms is prohibited. Exceptions to this policy must be approved by eXp Realty. This helps maintain eXp's brand integrity and your status as an independent contractor.

Agents must include the following disclaimer when using social media platforms, websites, or blogs to promote eXp Realty: "Opinions are my own and not the views of eXp Realty."