REAL AGENCY

A GUIDE FOR UK ESTATE AGENTS

REVENUE SHARE, EXPLAINED

How eXp pays you a share of the commission earned by the agents you bring in, what it costs them (nothing), and what it is worth.

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01

THE DEFINITION

Revenue share is a percentage of the gross commission earned by the agents in your organisation, paid to you monthly, for as long as you and they stay active with eXp.

You do not employ those agents. You do not manage them, take a cut of their fee, or sign anything with them. They join eXp and name you as their sponsor. From that point eXp pays you a percentage of the commission they invoice, every month, on every deal they do.

It carries on for as long as both of you remain active eXp agents. Stop being an agent and it stops. That is the whole arrangement.

THREE WORDS WORTH KNOWING

Sponsor. The agent named by a joining agent as the person who brought them in. There is one sponsor per agent and the choice is made once, at the point of joining.

Gross commission. The fee an agent invoices before any split. Revenue share is a percentage of that figure, not of what the agent takes home.

Cap. The point in an agent's year at which they stop paying eXp a split and keep 100%. It falls at £80,000 of gross commission, which is £24,000 paid to eXp. Revenue share on that agent stops at the cap too.

02

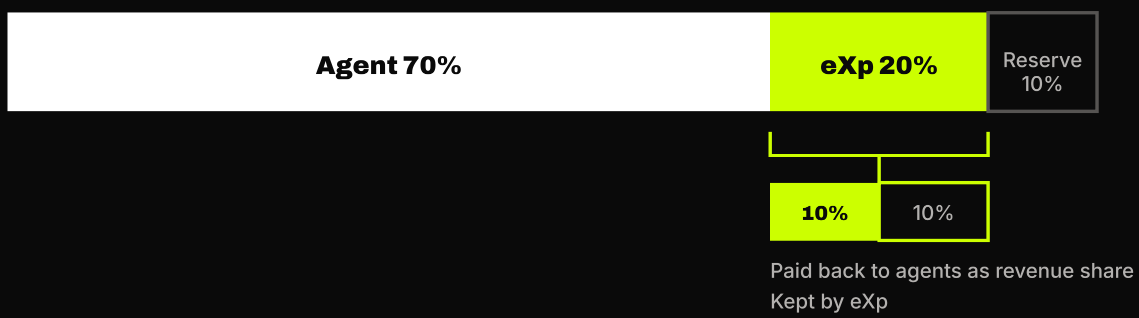
THE SOURCE OF THE MONEY

Revenue share is paid out of eXp's own share of the commission. It does not come out of the sponsored agent's pocket.

On every deal at eXp, the agent keeps 70%. eXp takes 20%. The remaining 10% is held as a reserve, which covers the cost of trading across borders: exchange rates, banking and services bought from the United States.

WHERE EVERY £100 OF COMMISSION GOES

Before the agent caps. Revenue share is paid out of eXp's 20%.



Roughly half of what eXp keeps is redistributed to the agents who help the company grow. Across all seven tiers, 10% of all gross commission revenue is paid out as revenue share.

THE LINE TO REMEMBER

Naming a sponsor costs the joining agent nothing. Not a fee, not a split, not a deduction. They earn exactly what they would have earned without you.

eXp pays the people who bring agents in rather than spending the same money on advertising. This is the single most important thing to be able to say in a recruitment conversation.

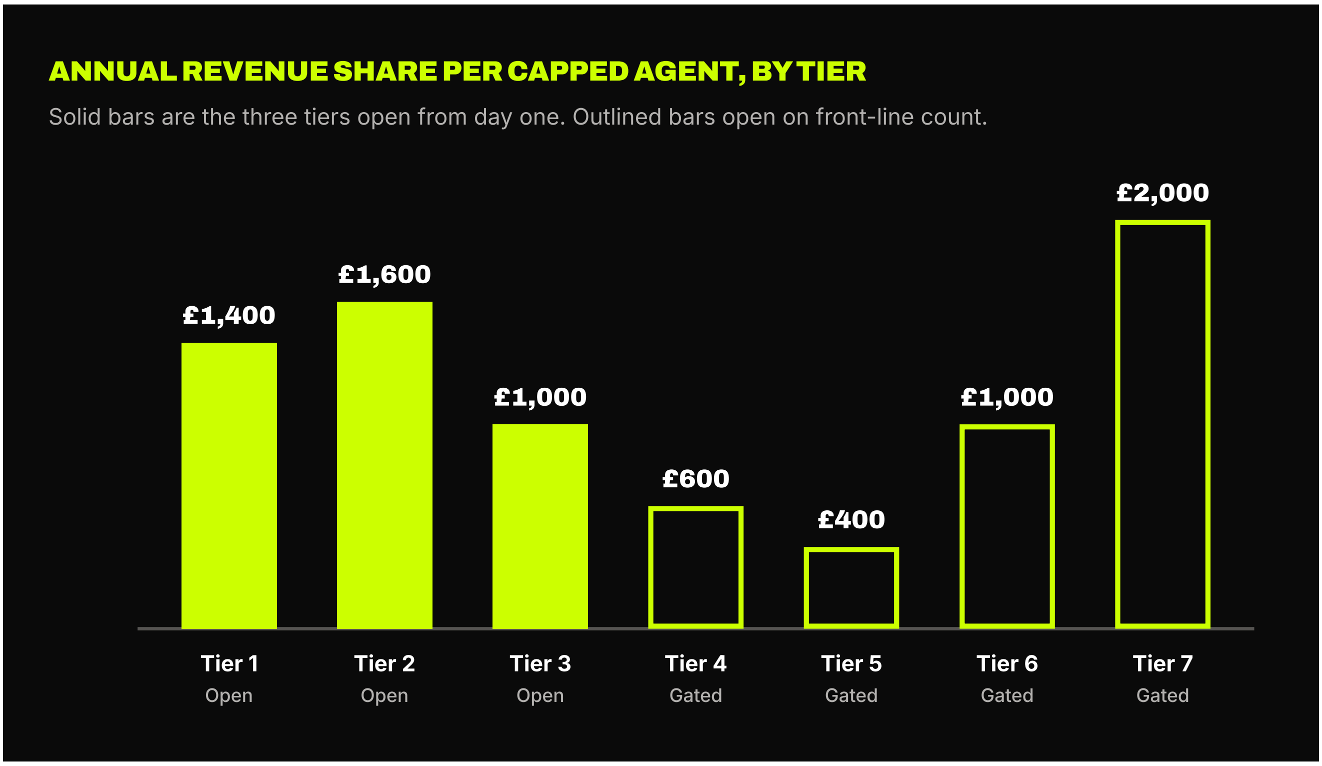
03

THE SEVEN TIERS

Each tier pays a fixed percentage of the gross commission invoiced by the agents at that depth, up to each agent's £80,000 cap.

Tiers one to three are open from the day you join. Tiers four to seven open as the number of qualifying agents on your front line grows.

TIER	% OF GROSS COMMISSION	MAXIMUM PER CAPPED AGENT, PER YEAR	FRONT-LINE QUALIFYING AGENTS NEEDED
TIER 1	1.75%	£1,400	Open from day one
TIER 2	2.00%	£1,600	Open
TIER 3	1.25%	£1,000	Open
TIER 4	0.75%	£600	5 to 9
TIER 5	0.50%	£400	10 to 14
TIER 6	1.25%	£1,000	15 to 20
TIER 7	2.50%	£2,000	30 or more
TOTAL	**10.00%**	**£8,000**	All seven tiers open



Each bar is the tier percentage applied to one agent's £80,000 cap. An agent invoicing less than the cap generates proportionally less.

04

THE CASCADE

The agents you sponsor sit on your tier one. The agents they sponsor sit on your tier two, and so on down to seven.

Everyone at eXp has the same opportunity. The agents you bring in have their own reason to attract agents, because they earn on the people they sponsor exactly as you do. That is why an organisation keeps deepening without you doing the recruiting.

Tier two pays more than tier one. A capped agent on your front line is worth up to £1,400 a year. The same agent sitting on your tier two is worth up to £1,600.

ONE SPONSOR, FOUR TIERS DEEP

Each agent sponsors two. You earn on every level, at the rate for that depth.

You		
Tier 1	1.75%	2
Tier 2	2.00%	4
Tier 3	1.25%	8
Tier 4	0.75%	16

Across all seven tiers a single capped agent in your organisation is worth up to £8,000 a year. That is the 10% of gross commission revenue eXp pays out in total, spread across the seven people above that agent.

05

THE THIRTY THRESHOLD

Thirty front-line qualifying agents is the exact point at which tier seven opens.

Tier seven is the biggest tier of the seven, at 2.5%. It pays more than tier one and more than tier two. It is also the deepest, which means it holds the most agents once an organisation has been growing for a few years.

Thirty on the front line turns a three-tier organisation into a seven-tier one. Below five front-line agents, only tiers one to three pay you anything. At thirty, all seven pay.

WHAT THE THRESHOLD DOES

The agents at tiers four to seven are already trading while those tiers are closed. They simply pay you nothing until your front-line count reaches the threshold, at which point that tier starts paying on the agents already sitting in it.

FRONT-LINE QUALIFYING AGENTS	TIERS PAYING	MAXIMUM PER CAPPED AGENT, ALL OPEN TIERS
1 to 4	1, 2, 3	£4,000
5 to 9	1 to 4	£4,600
10 to 14	1 to 5	£5,000
15 to 20	1 to 6	£6,000
30 or more	All seven	£8,000

Read down the right-hand column: the last step, from six tiers to seven, is the largest single jump.

06

THE CONDITION

Revenue share is a share of commission actually invoiced.

An agent who has signed and onboarded but has not completed a sale generates nothing. That holds at any tier, however many tiers are open. Every figure in this guide assumes the agents in question are banking fees.

A front-line agent counts as qualifying while they bank at least £5,000 of gross commission every six months. An agent who falls below that stops counting towards the thresholds that open tiers four to seven, so the tier count can move down as well as up.

WHAT THIS MEANS IN PRACTICE

Signing thirty agents is not the same as having thirty qualifying agents. Helping the agents you have brought in get to their first completion is worth more than adding the next name to the list.

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STOCK

eXp World Holdings is a publicly listed company, and agents are given shares in it. Some of those awards go to the sponsor.

THE SPONSOR'S AWARD

£320 of EXPI shares each time an agent you attracted completes their first sale. It vests over three years.

THE AGENT'S OWN AWARDS

AWARD	VALUE	WHEN
First sale	£160 in shares	On completing their first sale with eXp
Capping	£320 in shares	On reaching the £80,000 cap
Attracting an agent	£320 in shares	After an agent they attracted completes a first sale
Agent equity commission	5% of commission	Optional. Take 5% of commission as shares at a 10% discount
ICON award	Up to £16,000 in shares	£8,000 on production, £8,000 for cultural contribution

All incentive stock vests over three years.

The ICON award is worth reading twice. Half of it is earned by training other agents and turning up to events, which is the behaviour that keeps an organisation healthy. eXp pays agents in equity for doing what a good organisation wants them doing anyway.

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A WORKED EXAMPLE

One organisation of 27 agents, in its second year, with six on the front line.

THE ASSUMPTIONS

- You have **6 front-line qualifying agents**. That opens tier four (the 5 to 9 band). Tiers five, six and seven stay closed.
- Below them sit **9 agents on tier two**, **8 on tier three** and **4 on tier four**. You sponsored none of these: your six did, and their agents did.
- Every agent invoices **£40,000 of gross commission** in the year. That is half the £80,000 cap, so the whole amount counts.
- Every agent is active and banking for the full twelve months.

THE ARITHMETIC

TIER	AGENTS	GROSS COMMISSION	RATE	REVENUE SHARE
TIER 1	6	£240,000	1.75%	£4,200
TIER 2	9	£360,000	2.00%	£7,200
TIER 3	8	£320,000	1.25%	£4,000
TIER 4	4	£160,000	0.75%	£1,200
TIER 5	0	£0	Closed	£0
TIER 6	0	£0	Closed	£0
TIER 7	0	£0	Closed	£0
TOTAL	**27**	**£1,080,000**		**£16,600**

Sixteen thousand six hundred pounds for the year, paid monthly, on deals done by 27 people, 21 of whom you have never sponsored. None of them paid a penny of it.

THE SAME ORGANISATION, CAPPED

If all 27 agents reached the £80,000 cap instead of invoicing £40,000, every figure above doubles: £33,200 for the year. That is the ceiling for this shape of organisation, not a forecast.

STOCK ON TOP

If the six agents on your front line each completed a first sale in the year, that is 6 × £320, or £1,920 of EXPI shares to you as sponsor, vesting over three years. Stock is separate from the revenue share table and is not included in the totals above.

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ACCURACY

Figures are from eXp UK, "Partnering your Estate Agency Business with eXp UK", June 2024, "eXp explained" September 2024, and the eXp revenue share calculator. Tier percentages, thresholds and stock awards are set by eXp and change from time to time. Confirm current terms before relying on any figure. Illustration only, not a projection of earnings.

Revenue share depends on agent production, retention, the growth of the organisation and eXp's qualifying requirements. It does not account for the costs of running an estate agency business. eXp makes no guarantee of financial success.

REAL AGENCY

BUILD THE ORGANISATION

Real Agency is a community of UK estate agents who are building this for themselves. We help agents understand the model, have the conversation properly, and support the people they bring in through to their first completion.

Everything in this guide is the mechanism. The work is the part that comes after.

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