

## ICON Program Overview

eXp Realty US - Residential

eXp Realty US Residential celebrates all our agents while highlighting those who achieve exceptional sales volume and exemplify our core values. The ICON Program is an incentive based award reserved for those agents who meet or exceed the minimum production during their [Capping Period](#).

### Table of Contents:

1. ICON Status Benefits
2. [ICON Status Production Requirements](#)
3. [ICON Cultural Commitment Award Requirements](#)
4. [Shareholders Summit and EXPCON Events Attendance](#)
5. [ICON Agent Award Issuance Plan](#)
6. [Definitions](#)
7. [FAQs for the ICON Agent Award](#)

### 1. ICON Status Benefits:

- Receive **up to** \$16,000 ICON Stock Awards
- Membership to the private ICON Agent Workplace group
- Receive ICON badge in eXp World
- Inclusion in the monthly ICON Mastermind
- Inclusion in ICON agent press release
- Receive ICON logos for marketing purposes
- Company recognition via an announcement posted in Workplace and recognition in Friday Leadership Meeting
- ICON frame available to use in Workplace
- Recognition at the annual EXPCON Awards Gala
- Receive an ICON Production Trophy
- Invitation to ICONic events at both Shareholder Summit and EXPCON events
- Recognition in SUCCESS Magazine

ICON can earn up to \$16,000 USD Stock Awards:

- ★ \$8,000 USD by meeting the [ICON Status Production Requirements](#),
- ★ \$4,000 USD by meeting the [ICON Status Cultural Requirement](#) and
- ★ \$2,000 USD per event for attending [Shareholders and EXPCON events](#)

## 2. ICON Status Production Requirements:

Agent Type	Option 1		Option 2		
	Cap \$16K	Cap Fee \$5K	GCI \$500K	10 Closed Transactions	ICON Qualifying Fee
Individual Agent	X	X	X	X	X
<a href="#">Full Cap Team Member</a>	X	X	X	X	X
MIT Lead (+ \$40K Team production)	X				

Any agent paying a full company cap achieves ICON status the month after the production requirement is met. (See additional requirements for Mega Icon Team leads below).

Per Capping Period, agent must meet **ONE** of the following production requirements:

1. Paid eXp Realty company cap of \$16,000 and capped status transaction fees of \$5,000 [How to Track ICON Status](#)

**OR**

2. Annual gross commission income (GCI) of \$500,000 or more with a minimum of ten (10) closed transactions and payment of an [ICON Qualifying Fee](#). Agent will continue to pay capped status transaction fees until company cap resets on cap reset date.

*Example: Agent surpassed \$500k in GCI and has closed 10+ transactions in the month of June.*

*Agent's cap resets on August 1 and capped transaction fees paid as of June 30 are \$3,600.*

*Agent has two options:*

- 1) *Agent can pay the \$1,400 ICON Qualifying Fee to be recognized as a July ICON. Agent will continue to pay capped transaction fees until cap resets on 8/1.*
- 2) *Agent may also choose to wait and see what the ICON Qualifying Fee would be at the end of July and be recognized as an August ICON if they do not hit the \$5k in capped transaction fees as of 7/31.*

**Mega ICON Teams**, have a production requirement of \$56,000 and are eligible for consideration for ICON status when **BOTH** of the following are met during the team lead's capping period.

1. Team Leader has paid the eXp Realty annual cap \$16,000

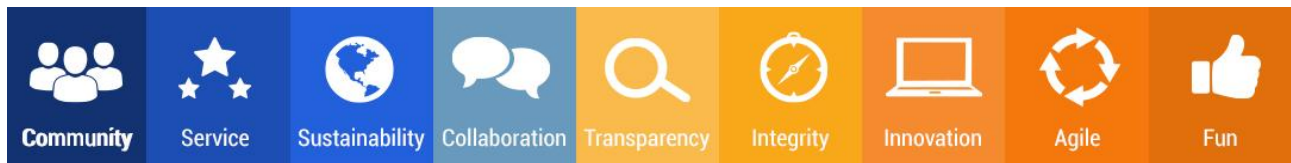
**AND**

2. The remaining \$40,000 must be met by the collective contributions of all team members' company caps. The team members' company dollar is totaled for the team lead's capping period.

A representative of the ICON Program will notify qualified agents of their ICON status by the 10th of the month following achievement of the production requirement. If you believe you have qualified for ICON status and have not received an email notification by the 10th of the following month, please email [iconaward@exprealty.net](mailto:iconaward@exprealty.net) to inquire.

ICON Orientation is held monthly. Please reference the eXp education and events [calendar](#) for time and location. This is for current ICONS and those aspiring to ICON status. Here you will learn about the qualifications, benefits and responsibilities of being an ICON. Attending in person allows you to ask clarifying questions. If this time does not work for your schedule, you can access the slide deck [here](#).

ICON agents, both first-time and repeat ICONS, will be interviewed by a current member of the ICON Vetting Committee in the month of ICON recognition. The purpose of completing the interview is for the ICON to receive their badge in the World. The goal of the interview is to confirm the candidate operates in alignment with eXp Realty's core values.



### **ICON Production Award Issuance plan:**

Upon review and approval of production achievement, the ICON will be granted \$8,000 in publicly traded eXp World Holdings common stock which vests after three years. Stock will be issued and released as long as ICON Agent remains licensed exclusively and continuously with eXp Realty at the three year vesting mark.

Shares will be added to the monthly company release at the end of the month ICON is recognized with the closed market share price of the 15th of the month. If the 15th falls on a weekend, the date used will be on the Friday prior.

*Example: If an agent qualifies for ICON status with a closing on August 5th, they will be recognized as a September ICON and their shares will be granted with a date of September 15th (or the previous Friday if the 15th is on a weekend). Stock will reflect in Shareworks at the end of their achievement month. Their ICON benefit period will run from September to September.*

### **3. ICON Cultural Commitment Award Requirements:**

The ICON has the ability to earn an additional \$4,000 of publicly traded eXp World Holdings common stock by satisfying the cultural commitment requirements during their ICON Benefit Year.

Community is one of our core values. Successful agents giving back to our agent population feed into the proverbial “rising tides lift all boats” philosophy.

ICONS have the option to contribute to our agent population by actively serving in one of the three designated cultural commitment opportunities. The option chosen will be the Cultural Commitment that is tracked. The cultural commitment tracking begins **after** the agent has achieved ICON Status and **during** the [ICON Benefit Year](#).

#### **Cultural Commitment Opportunities:**

1. Certified Mentor through eXp University Mentor Program
  - Apply at [eXp University Mentor Program](#) and serve 12 months as a mentor
  - [Mentor Program Knowledge base](#)
2. ICON Instructor through eXp University
  - Submit the [ICON Instructor Application](#)
  - Complete ICON Instructor Certification class
  - Teach six 45-minute classes within the ICON Benefit Year
3. ICON Panelist/Moderator
  - Participate as a Panelist or Moderator at least 6 times within the ICON Benefit Year.  
Options:
    - 1) ICONversations
    - 2) Monthly ICON Mastermind
    - 3) ICON Team Talk
    - 4) Recorded Zoom Panel

Once ICON status is achieved, ICONs receive a Cultural Commitment selection form. Specific instructions will be provided based on the opportunity selected.

#### **ICON Cultural Award Issuance plan:**

On the 12-month anniversary of the original ICON award grant date, a final audit will be completed to verify if the ICON agent has met the cultural requirements to earn the additional stock award.

Cultural Stock award will be posted in your Shareworks account at the end of your 12 month benefit period. This stock award has a two-year vest period. Stock will be issued and released as long as ICON Agent remains licensed exclusively with eXp Realty at the two-year vesting mark.

*For example, if an agent's ICON benefit period runs from January 2020 to January 2021, their cultural requirement will be reviewed in January 2021. If they have met the requirements, they will be granted stock dated 1/15/21 which will be in their Shareworks account at the end of January 2021.*

#### **4. Shareholders Summit and EXPCON Events Attendance:**

The ICON has the opportunity to earn the remaining \$4,000 of publicly traded eXp World Holdings company stock by attending the eXp Shareholder Summit and EXPCON **after** ICON status is achieved and **during** the ICON Benefit Year. The \$2,000 of stock will be issued for each event attended.

Should ICON status be earned by a domestic team, the attendance requirement is such that at least one member of the domestic team has verified attendance at each event. For virtual events, domestic team members' participation can be combined to verify attendance.

If the event is in-person, ICONs must purchase the full price event ticket to qualify for the event attendance stock awards.

If the event is held virtually, specific guidelines will be provided on how to qualify for the event attendance stock award.

#### **ICON Event Attendance Award Issuance plan:**

Upon attendance verification, shares will be issued at the end of the **following** month of the event. The closed designated market share price is based on the 15th of the event month. If the 15th falls on a weekend, the date used will be the Friday prior. This portion of the award is available with no vesting period.

**5. ICON Agent Award Issuance Plan:**

Stock Award	Stock Value	Granted	Issued	Vesting period	Notes
Production Achievement Award	\$8,000.00	15th of the ICON recognition month	After a set vesting period has elapsed	3 years	Available in Shareworks end of ICON month
Cultural Commitment Award	\$4,000.00	On 12-month anniversary of ICON Award Grant Date	After a set vesting period has elapsed	2 years	Cultural requirements are satisfied during ICON's 12-month Benefit Year
EXPCON Attendance Award	\$2,000.00	The grant date is the 15th of the event month	The month following verification of event attendance	No vesting period	Eligible after ICON status is achieved and during ICON Benefit Year.
Shareholders Summit Attendance Award	\$2,000.00	The grant date is the 15th of the event month	The month following verification of event attendance	No vesting period	Eligible after ICON status is achieved and during ICON Benefit Year.

## 6. Definitions

Term	Definition
Capping Period	Capping Period is a 12-month timeframe during which the company dollar paid on transactions counts towards the agent's company cap. The only time the Capping Period would not be the same as the Anniversary Year is when agents have a Cap Deferment or any similar adjustment on file. Cap Deferment delays the start date of an agent paying company cap on their transactions. Capping Period for agents with Cap Deferment starts on the Cap Reset Date. Otherwise, it starts on the Join Date in the first year with the company.
Anniversary Year	<p>Your ICON status is determined by your production during your anniversary year, which is based on your hire date.</p> <p>Example: If you were hired on 7/10/19, your anniversary year would be 8/1/19-7/31/20. Your anniversary date will always round to the first of the following month.</p>
ICON Benefit Year	<p>The ICON benefit year is defined as the 12-month period following ICON status achievement.</p> <p>Example: If you are recognized as a January 2020 ICON, your ICON benefit year would be January 2020 to January 2021.</p>
ICON Qualifying Fee	ICON Qualifying Fee is equal to \$5,000 less capped status transaction fees paid
Mega Icon Team (MIT)	Team consists of a full-cap team lead and 10+ team members at a quarter cap. The team must achieve \$56,000 in company cap annually to qualify for ICON status. For questions on the MIT team structure, please contact the Agent Transitions department.
Full Cap Team Member	A team member, who would otherwise qualify for a reduced cap, but has a signed Full Cap Election Form on file. For questions on the election, please contact the Agent Transitions department.

## 7. FAQs for the ICON Agent Award

### **How do I sign up to become an ICON Agent?**

The ICON Agent Award is not a program you sign up for, but rather a production award that is earned.

### **When will I be notified I have achieved the production requirement for ICON status?**

Agents will be notified by email at their exp.com address between the 7th and the 10th of the month following achievement of production requirements.

**Example:** If you achieve the production requirement in February, you will be considered and recognized as a March ICON. You would be notified of your achievement between the 7th and 10th of March.

### **When will I be recognized publicly as an ICON?**

eXp will issue a press release and post an announcement in Workplace at the end of the month you are recognized or the beginning of the following month.

### **Can I apply production at my former brokerage to eXp Realty to help me achieve ICON status?**

Our ICON Agent Award is a production award that must be earned here at eXp Realty. Production completed at a former company does not apply to the requirements for the award.

### **Can my buyer's agents be ICONs?**

The production requirement to become eligible for ICON status is to pay in the full company commission cap (currently \$16,000) plus the \$5,000 transaction fee cap. Agents on a reduced cap are not eligible to earn the ICON Agent Award.

### **When do I satisfy the cultural requirement of "Giving Back"?**

The cultural commitment requirement begins *after* the agent has achieved ICON status and will be tracked during their ICON benefit year.

### **Can I pay the company commission cap upfront so I can become an ICON faster?**

Every agent must pay their cap by contributing 20% of their Gross Commission Income per transaction. You are not able to pay more or out of pocket.

### **Can I pay the balance owed for the \$5,000 transaction fee cap if I don't meet that requirement prior to my cap reset date?**

This is a production award. We do not allow you to pay out of pocket for the balance of transaction fees owed to meet the \$5,000 transaction fee cap. Production must be met organically. The only time this is allowed is when an agent has met or surpassed \$500,000 in GCI with a minimum of 10 transactions. We provide the option for these agents to fulfill the complete cap after achieving the \$500,000 in GCI and 10 transactions. Please note that agent will continue to pay transaction fees when the option to pay the Qualifying Fee is taken.



**What fees are included for ICON purposes?**

In the ICON Program, we look at total capped transaction fees paid during the agent's capping period. We do not differentiate based on the source of the deal. If you paid capped transaction fees, the fees are counted for ICON qualification purposes.

We do not set or apply fees, we merely report on them. For specific questions regarding your fees beyond what we have outlined below, please reach out to your payment processing team.

**Can I opt to pay the full fee on a transaction if I haven't received the full commission?**

No, fees are split in direct proportion to the commission split. If you split the commission 50/50, you will pay half of the fee. If you receive a 30% referral from another eXp agent, you will pay 30% of the fee.

**If I represent both sides of a transaction do I pay the full \$250 transaction for each side of the transaction?**

One of the generous benefits eXp Realty offers to its agents is the ability to represent two sides of the transaction and only pay one transaction fee. The transaction fee is per transaction not per side, therefore the single transaction fee will be split between both sides.

**Do personal transactions count towards ICON production?**

A personal transaction pays a \$250 capped transaction fee which counts towards your capped transaction fees. No company dollar is paid on personal transactions. If you have capped, you will pay the capped transaction fee or 20%, whichever is less.

**How do I track my ICON Status?**

1. Log into Enterprise
2. On the left side of the screen begin by clicking on **My Business** and then **My Agent Profile**
3. Once you are in your profile, scroll down to the middle of the screen and click on the **Capping Information Tab**. There you will see your **Capping Period Start** and **End Date** as well as how much you have paid in towards your **Company Cap** and **Transaction Fee Cap**.

**What fees are included in the Fees Paid section on my Dashboard in Enterprise?**

The fees paid on your dashboard are all fees paid in a transaction which include broker fees, risk fees and transaction fees. This amount is not a representation of your ICON status.