MISSION STATEMENT

EXIT Realty Corp. International was founded and built on a belief in the potential of the human spirit. We are dedicated to building a family of thriving, empathetic, well-trained and well-equipped real estate professionals who enjoy abundant and prosperous lives and who are trusted advisors to the communities they serve.

EXIT empowers people to live their why. Real estate is our how.

LEADERSHIP COMMITTED TO **YOUR GROWTH**

Founded in 1996 by Chairman, Steve Morris, EXIT Realty Corp. International is at the forefront of a paradigm that has changed the landscape of the real estate industry. Joining Morris at the helm is Co-Chair, Tami Bonnell, CEO of the US Organization, Craig Witt and CEO of the Canadian Organization, Joyce Paron, and together they head up an unrivaled leadership team, strategically situated across the continent to help regions, brokerages and associates achieve their highest potential.

When you become a part of EXIT Realty, you join an organization with an ongoing commitment to creating the most highly trained and skilled professionals in real estate. Unmatched sales training designed to remove and eliminate inhibitions and anxieties, effective, stackable technology for the real world as well as a unique, empathy-oriented, single-level residual Formula fostering an environment of mentorship and wealth-creation, are the tools you need to position yourself for absolute success.

MOST **IMPACTFUL TRAINING SYSTEMS** IN REAL ESTATE

EXIT Realty believes that good agents are born and great agents are trained. To that end, we've created MIND-SET Training Systems coupled with a variety of hands-on workshops, spaced learning and web-based programs to appeal to the way you learn best.

TOPICS INCLUDE:

- **Ambassador Training**
- **Field Day Workshop**
- **Path to Deliberate Creation**
- **DISC Personality Profiles 101**
- **Business Planning, Lead Conversion, Prospecting**

Associates can elevate their real estate career with the EXIT Master Real Estate Advisor (EMREA) Designation. EMREA is an exclusive mark of excellence showcasing commitment to professionalism, consumer trust, and extraordinary results. This designation is a pathway to delivering exceptional client experiences, boosting production, and earning national recognition.



"Good Agents are Born; Great Agents are Trained."

- Steve Morris
Founder & Chairman



EXIT REALTY: **A POWERFUL** IDEA

"Nothing is more powerful than an idea whose time has come. In real estate that idea is EXIT."
- Steve Morris, Founder & Chairman

EXIT Realty Corp. International has a unique ingredient; one that has revolutionized the real estate industry. Known as the EXIT Formula, this extraordinary earnings generator has been specifically engineered to enhance the return on invested time for brokers and salespeople alike.

Here's how EXIT's Formula of single-level residual income works:

EXIT agent John introduces Mary to his broker and she is recruited as a salesperson, which is called sponsoring at EXIT. As Mary's transactions close, her sponsor, John, receives a bonus, equivalent to 10% of the gross commission on every deal Mary closes (up to $10K/year*). This doesn't impact Mary's commission at all as the bonus is generated as a thank you from EXIT Realty Corp. International. Not only is EXIT's Formula perpetual, but it's also portable. New members can be sponsored into any EXIT office across North America. If Mary introduces Bob, she receives a residual based on Bob's production, but John does not because sponsoring is single-level only.

When you take a break or retire from real estate, your 10% Sponsoring Income converts to a 7% Lifestyle Income, and if something should happen to you, your 10% Sponsoring Income or 7% Lifestyle Income converts to 5% Legacy Income.

Could you do anything with this?
Contact us for a confidential conversation at (888) 668-3948 or exit@exitrealty.com

*payment of sponsoring income is based on EXIT receiving the corresponding Company Development Fee.

Connect with us @exitrealtycorp | joinexitrealty.com

Read about us issuu.com/exitachiever | realestateindustryleaders.com

ENJOY ALL THIS WHEN YOU JOIN EXIT

WELCOME PACKAGE

EXIT sends you an associate welcome package containing resources and materials to get you out of the gate quickly including, *Born To Be Exceptional,* and *Accelerated Farming; The Advertising System That Never Fails,* both written by Founder & Chairman, Steve Morris.

MEMO (MANAGING EXIT'S MOMENTUM ONLINE)

EXIT's central database and secure, online engine behind the EXIT Formula tracking every EXIT listing and transaction, every closing, every region, brokerage and agent and every sponsorship (through retirement and death) across the continent. MEMO feeds appropriate information to EXIT's Resource Center, exitrealty.com and select third party sources to ensure data integrity.

EXIT'S RESOURCE CENTER (RC)

The online members only area of exitrealty.com accessible only by our associates. You can access all of EXIT's technology, marketing and business tools, fresh content, best practices, on-demand learning and training resources. You can also view your own production and the production of the people you've sponsored.

EXIT REALTY CONNECT APP

A centralized hub for consumers, clients, and EXIT associates, providing immediate access to pricing, photos, listing and neighborhood information on homes for sale. Consumers can save favorites/searches, share with friends or family on social media, and invite others to download the App and merge saved properties and searches. Clients can connect with EXIT associates, associates receive notifications of consumer property searches and leads as well as access EXIT's key technology and RC content while on the go.

EXITREALTY.COM

EXIT's corporate website featuring home, office and agent search. Leads from exitrealty.com on EXIT listings are emailed directly to the listing agent and leads on properties listed by other companies are emailed to an EXIT brokerage determined by a detailed algorithm based on the best one able to help the consumer. Both are available at no additional cost.

JOINEXITREALTY.COM

This intuitive, mobile-friendly site is engineered with a specific goal: to generate quality agent, franchise and region leads to grow EXIT Realty. It shares EXIT's mission, differentiators, milestones, and value proposition with anyone considering franchise or region ownership, making a switch from another brand, or beginning a career in real estate sales, while tracking the audience's journey.

ONBOARDING TOOLS

Both broker/owners and agents have access to digital onboarding tools, success plans and guides which serve as both a path to follow to integrate you into the EXIT culture and familiarize you with EXIT's tools and resources, as well as an on-demand knowledge base.

MARKETING CENTER

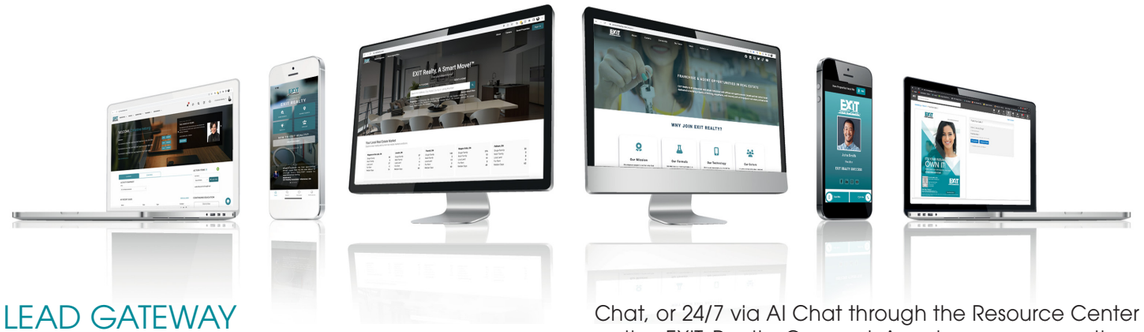
From digital to print to smart marketing technology, our Marketing Center and Marketing Kit helps each associate get connected, gain visibility, and generate leads. We provide a suite of branding tools so that every associate can make a lasting impression within their local market. Our Expert Marketing Suite® (flyers, virtual tours, property websites and more) and EXIT Ad Center (automated advertising via Facebook, Instagram and Google) are specifically designed to maximize listing and branding exposure so associates can stay ahead of the competition.

PROPERTY SPOTLIGHT

Buyers can scan your Property Spotlight** QR code or click your URL for a complete picture of your listing. They can view days on market, property features, room details, photos, points of interest, convenient commute calculations, neighborhood market statistics, nearby homes for sale, and real-time home values in the area.

DIGITAL BUSINESS CARD (DBC)

Your Digital Business Card QR code never changes. It always takes people to your personal contact page, is easily shareable, and keeps you accessible. With 1-click be instantly saved as a contact, share featured listings, nearby listings, your social media, your personalized sponsoring page, and your office location and details.



LEAD GATEWAY

Turn your blog, buyer guide, market update, or any digital resource you create into a lead generator. Lead Gateway is your dashboard where you can easily turn your content into a lead magnet. Simply give your asset a name, provide the URL, and a special message. If your goal is high quality leads, leave the lead capture toggle ON and a lead form appears for anyone who accesses your content from the QR code. If your goal is mass access, turn the lead capture OFF, so when they scan your QR code they get directed instantly to the content.

OPEN HOUSE CHECK-IN

Replace paper sign-in sheets for good! Use your Open House Check-In QR code to collect visitor contact information and to create a seamless digital experience for guests.

AGENT AND BROKERAGE WEBSITES

Every associate and brokerage automatically receives a beautiful, customizable website included as a benefit of your EXIT Membership at no additional cost. Choose from several templates which feature your photo, bio and contact information, your listings as featured properties,** a "Join EXIT" section including a Residuals Calculator to aid in your sponsoring efforts, the ability to add pages, meta keywords and description and more.

ONLINE TRAINING & COACHING

Training is provided by way of monthly webinars, Techinars and Zoom meetings presented by a variety of EXIT's top-producing associates and leaders. These valuable sessions provide best practices, tips and techniques. Recordings are available on-demand in the Media Library under Training in the Resource Center.

COMPREHENSIVE SUPPORT

A support representative can be reached Monday to Friday, 10 hours a day, by phone, email, text, Live Chat, or 24/7 via AI Chat through the Resource Center or the EXIT Realty Connect App to answer questions and provide training on all of EXIT's programs, tools, resources, and technology.

EXIT MARKETPLACE

The EXIT Marketplace provides EXIT associates with an exclusive selection of companies whose products and services can help to maximize your business. Our Premier Partners and Approved Suppliers are carefully reviewed and selected based on credibility in their industry, special pricing and/or unique offers as well as their ability to fill a niche for EXIT.

THE EXIT ACHIEVER

The EXIT Achiever is the exclusive corporate publication of EXIT Realty Corp. International. This comprehensive branding, sponsoring, and social media tool is made available to all EXIT associates as well as the public and crosses all marketing borders.

BEYOND REAL ESTATE

A portion of every transaction fee received by EXIT Realty Corp. International is allocated to charity. Through the Spirit of EXIT Charitable Program, EXIT offices and associates can raise money for local, approved, registered charities and apply to EXIT's head office to have those funds matched from the company's pool of funds.

DIGITAL PRESENTATIONS

Our branded digital presentations are thoughtfully designed to help you easily start - or restart a conversation with sellers, buyers, and recruiting prospects. The suite includes a customizable Seller's Guide, Buyer's Guide, Listing Presentation, and Sponsoring Package, all professionally designed and ready to send in just minutes.

**Available when your brokerage completes MLS® paperwork allowing us to import IDX data