

# eXp Realty

---

Jennifer Lamont and  
Daniella Cautius  
Sponsorship



WHY  
CHOOSE

eXp<sup>®</sup>  
REALTY

eXp Realty redefines expectations in real estate by emphasizing flexibility, resources, customer service, and training, all crucial for industry success.

eXp Realty attracted us with its commitment to innovation and professionalism. As a proponent of education and exemplary client service, we haven't encountered a company that matches eXp Realty's dedication to training.

eXp Realty provides invaluable resources, including direct access to a managing broker, equipping agents with the necessary expertise and support. In our two decades of sales experience, no other organization has prioritized agent growth and success as deeply as eXp Realty.

A standout feature of eXp Realty is the immediate availability of resources and networking opportunities. Unlike other brokerages, there's no delay in accessing essential support, which heavily influenced my decision to join. The diversity of agents at eXp Realty create a collaborative environment, fostering a sense of belonging akin to a supportive family.

At eXp Realty, I'm able to grow my career under my brand, with the organization's unwavering support. I'm confident I'll have the tools and resources needed to provide exceptional client service. Ultimately, my commitment is to my clients' best interests, and eXp Realty empowers me to fulfill that promise.



# YOUR SPONSORS

Jennifer Lamont  
Realtor®  
519-386-8184  
jennifer@lamontgroup.ca

Daniella Cautius  
Realtor®  
905-703-5888  
daniellacautius@gmail.com



# Meet Jennifer and Daniella

Welcome to our sponsorship program. We are excited to show you how partnering with us can revolutionize your real estate career. With over 30 years of combined sales experience and more than 12 years in the real estate sector, we bring a rich reservoir of knowledge to the table. Having worked with various brokerages and teams, we have navigated the highs and lows of the industry, gaining invaluable insights along the way.

In our collaboration, we've developed a system designed to alleviate the common stresses and confusion that agents face. Our goal is to create a supportive and collaborative environment where we genuinely cheer for your success. We understand the importance of feeling supported while also having the independence to grow. That's why we teach you the ins and outs during your first month, and then guide you through our comprehensive mentorship course, which lasts for three months. After that, you'll be equipped with the tools you need to soar on your own, with continued access to us every week.

Family is at the heart of who we are. Daniella is a proud mom expecting her second child, and she cherishes her adorable little boy and supportive husband, who inspires her to achieve her goals and dreams. Jenn is a mother to two boys aged 14 and 16, and her husband plays an integral role in both personal and business planning—his support is invaluable.

Daniella's compassionate nature, coupled with her talent for creating compelling marketing materials, and years of experience in a diverse array of transaction types, will help you stand out in the competitive real estate landscape. Jenn's extensive background in sales training and education, honed over 23 years, equips her to provide you with the insights and strategies you need to excel.

Together, we form a dynamic duo, merging our strengths in sales negotiation, business planning, and real estate expertise. We are committed to ensuring that you have the resources necessary for success. You can trust that you're in capable hands. Join us, and let's embark on this journey together—your success is our priority!

# Sponsorship Benefits

As a valued sponsor or co-sponsor with Jennifer Lamont and Daniella Cautius, exclusive benefits are as follows:

## **One Month of Training and Support**

Enjoy complimentary training and support to create and launch your eXp Realty platforms, helping you kickstart your journey in real estate.

## **Full Access to Real Estate E-books**

Gain access to our extensive library of buying and selling e-books at no charge.

## **One-Time Free Design Creation**

Our marketing team will provide a one-time free design for your signs and business cards to ensure you stand out.

## **Social Media Cross-Promotion**

Our social media team will promote your profiles across platforms to enhance the visibility of your newly created eXp profiles.

## **Mentorship Training Course**

Benefit from complimentary access to our three-month mentorship training course, valued at \$5,000, available to agents outside our sponsorship program.

## **Weekly Mastermind Calls**

Join our weekly mastermind calls every Wednesday evening from September to May. (Note: calls are paused during June, July, and August).

## **Trial Access to New Courses**

Be among the first to access new courses during their trial periods for free.

## **Admin Support**

Our dedicated admin team is available behind the scenes to assist you during the busier months for an additional fee.

## **Our Commitment**

At eXp Realty Port Elgin, we strive to ensure that every individual under our sponsorship feels seen, heard, and valued. We are committed to cheering you on and supporting you every step of the way. Join us and experience the difference! We guarantee you will love the experience.

# eXp Commission Structure

eXp Realty agents operate on an 80/20 commission split, meaning they keep 80% of their commissions, while the brokerage keeps 20%. This split applies until an agent reaches their annual cap, which is \$16,000. Once the cap is reached, agents keep 100% of their commissions for the remainder of their anniversary year minus a small transaction fee.

Here's a more detailed breakdown:

- Initial Split: 80/20 (agent keeps 80%, eXp Realty keeps 20%).
- Commission Cap: \$16,000 per anniversary year.
- Post-Cap: 100% commission for the remainder of the anniversary year (agent keeps 100% of commissions).
- Transaction Fees: After capping, agents pay a capped transaction fee, which is \$250 per transaction until they've paid a total of \$5,000 in capped transaction fees, after which it reduces to \$75 per transaction.

eXp Realty agents pay a \$139 monthly cloud brokerage fee, and have a \$199 start-up fee. There are also transaction fees, including a \$29 broker review fee and a \$17 risk management fee per transaction.

Detailed breakdown of eXp Realty Canada Fees:

- Start-up Fee: \$199
- Cloud Brokerage Fee (Monthly): \$139
- Broker Review Fee: \$29 per transaction
- Risk Management Fee: \$17 per transaction

# eXp Icon Benefits

To achieve Icon status within eXp Realty, agents must first reach their capped split of \$16,000, and then close an additional 20 transactions beyond that. They must also meet the required threshold of cap transaction fees, which is \$250 per capped transaction, totalling \$5,000. Beyond production, agents can earn additional awards and recognition by participating in company events and giving back to the agent population.

Key Benefits of ICON Status:

## **Stock Awards:**

ICON agents can earn up to \$16,000 in EXPI stock, aligning their success with the company's growth. This includes potential additional stock awards for attending eXp events.

## **Recognition and Exposure:**

ICON status provides enhanced visibility within the eXp network and the broader real estate industry.

## **Professional Development:**

ICON agents have opportunities for leadership and personal growth within the eXp community.

## **Long-Term Earning Capacity:**

The ICON Incentive Program can help agents maximize their earnings through the company's revenue share model. This program opens up all 7 levels for a 13-month period, potentially boosting monthly payouts.

## **Cultural Impact:**

ICON agents are recognized as leaders who uphold eXp Realty's core values and positively impact company culture. This can include hosting trainings, being involved in mentorship programs, and participating in eXp-approved events. These activities can earn agents additional awards and recognition, including stock awards.

**exp<sup>®</sup>**  
**REALTY**  
**BROKERAGE**