
eXp REALTY
LUXURY
LUXURY 26
the evolution of elite.

I SUCCESS STORIES

II ELEVATE YOUR BRAND + MARKETING

III SUPERCHARGE YOUR PRODUCTION

IV SIGN + SELL MORE LUXURY LISTINGS

V COMPETE WITH CONFIDENCE

VI GROW + THRIVE IN LUXURY

VII THE SMARTER MONEY

SUCCESS STORIES

Tina Caul grew from $70M to $440M after coming to eXp.

"I was with KW for over two years and was struggling with growing my team – we never exceeded $70M in volume. My first year with eXp I grew to $134M in volume and now, three years later, we are passing $400M. One key to our success is the open collaboration that eXp Luxury offers. It's brought me more relationships with top luxury agents all over the world. I have been able to exchange ideas at a high level which have helped my business grow."

EXP LUXURY COUNCIL MEMBER



SUCCESS STORIES

Ed Kaminsky scaled from 5 agents to 30 agents within one year.

"I was able to learn from others who had done it before, thanks to the mass collaboration among agents within eXp. Everyone was opening their playbooks – it was something I did not expect, and to me this is the greatest thing about eXp. And thanks to eXp Luxury's global advertising program, we're able to compete with any luxury brand for the biggest listings in our market."

EXP LUXURY COUNCIL MEMBER





THE AGENT EXPERIENCE

“The innovation, collaboration, and financial model offered by eXp Luxury is second to none.”

“Joining eXp Luxury has allowed me to focus on running my businesses, pouring into my people and clients, all while netting a greater profit and eliminating undue stress! It also has allowed me to recruit more talented team members and agents - my retention is at an all time high, which is not always the case in our business. The journey has truly gotten me excited again, and given me a renewed passion for the industry as a whole, as well as helped me and my business improve. We are stronger and wiser now….and having a lot more fun!! “

Jana Caudill

EXP LUXURY COUNCIL MEMBER

Since joining eXp Luxury, I've transformed into a true entrepreneur, expanding my luxury team across multiple states in turn providing me with the ability to serve clients on a global scale.

Pete Middleton

EXP LUXURY COUNCIL CO-CHAIR



SUCCESS STORIES

“eXp Luxury empowers me to be a real estate entrepreneur, not just a real estate salesperson.”

“I was a founding agent for Compass in NE Florida, and before that, I was with Sotheby’s for 8 years. All of the traditional luxury brokerages put me in a box: a box on branding, on growth, on how I ran my business. eXp allows me to run my business the way I want to, and build lasting value for myself and my brand, not just the brokerage. With the new Luxury Division, I am saving over $20,000 real dollars from what I was spending just a year ago for the same exact marketing tools and platforms.”

Janie Coffey

EXP LUXURY COUNCIL CO-CHAIR



SUCCESS STORIES



"eXp Luxury helped me sell a $12.47M listing by using its tools and marketing materials."

— SCOTT MURRAY



"Thanks to Janie Coffey & eXp Luxury coaching I have recently secured a $5.6 million dollar oceanfront listing."

— KITTY COLE



"I have been blown away by the assets, tools, and amazing systems that we all have access to!"

— ANDRE LAFOUNTAIN



"Our experience with eXp Luxury has been transformative—its marketing tools have elevated our brand and expanded our reach to high-net-worth clients."

— LAUREN MCLANE



"Once I explained our targeted marketing and dedicated luxury service, the sellers were immediately sold."

— SEAN WILLIAMS



"Since joining eXp Luxury, my luxury business exploded. I had several listings and collaborations with my friends in eXp Luxury."

— MANUEL FURTADO



We are

- AUSTRALIA
- BRASIL
- CANADA
- CHILE
- COLOMBIA
- DOMINICAN REPUBLIC
- DUBAI
- ECUADOR
- FRANCE
- GERMANY
- GREECE
- HONG KONG
- INDIA
- ISRAEL
- ITALY
- JAPAN
- KOREA
- MEXICO
- NEW ZEALAND
- PERU
- POLAND
- PORTUGAL
- PUERTO RICO
- SOUTH AFRICA
- SPAIN
- TÜRKIYE
- UNITED KINGDOM

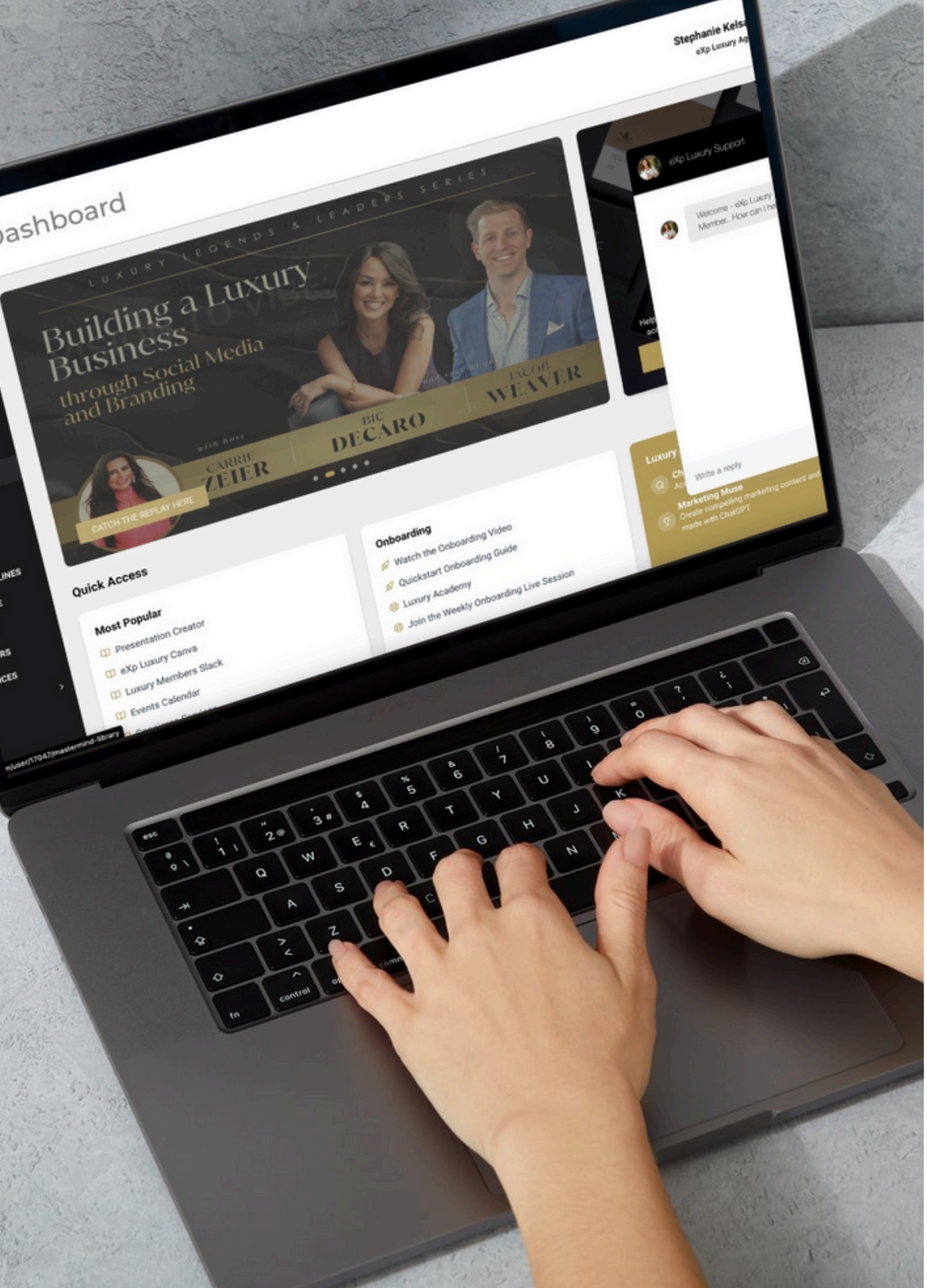
GLOBAL.

eXp Luxury's singular global reach creates a true competitive advantage for our members,

- Direct access to 27 global markets
- More exposure for listings
- More clout with clients
- More networking opportunities



Bespoke Brand. Amplified Marketing.



THE LUXURY DASHBOARD

Everything At Your Fingertips.

- Listing Campaigns
- Design Center
- Bespoke Branding
- Education & Networking
- Vendors & Partners
- Support Center

Unparalleled
Luxury Advertising.

Deploy an elite array of global luxe advertising effortlessly - and impress the most discerning sellers.

- Mansion Global
- James Edition
- Robb Report
- Unique Homes
- Barrons
- Haven
- MarketWatch
- Wall Street Journal
- Luxury Estate
- UPMKT
- 60+ International Sites
- and much more..

INCLUDED WITH PREMIUM MEMBERSHIP







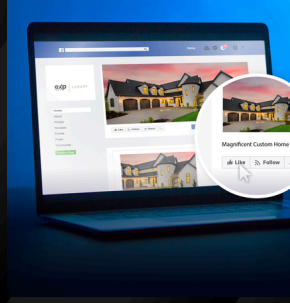


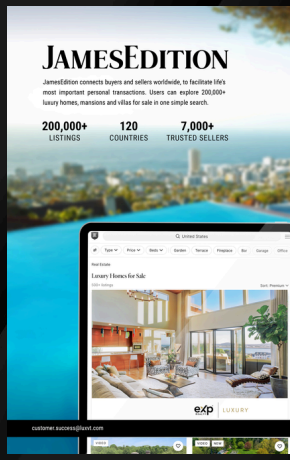




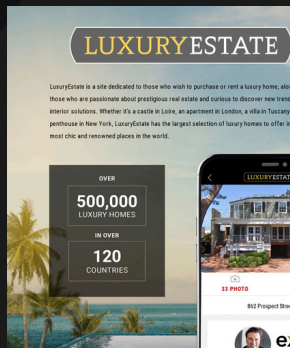












Custom
Ad Campaigns

Craft your own campaign with bespoke upgrade options, with pre-negotiated discounts and effortless one-click launch.

- DIGITAL
- PRINT
- RETARGETING
- GLOBAL
- LOCAL
- NICHE

INCLUDED WITH PREMIUM MEMBERSHIP



NEW IN 2026

Luxury Agent Websites

- LOFTY EDITION
- BOLDTRAIL EDITION
- LOVABLE EDITION

Showcase your brand with Luxury Agent Websites — choose CRM-connected power from Lofty or BoldTrail, or an elegant, design-driven site built with Lovable.

INCLUDED WITH PREMIUM MEMBERSHIP
SOME OPTIONS MAY HAVE ADDITIONAL COST



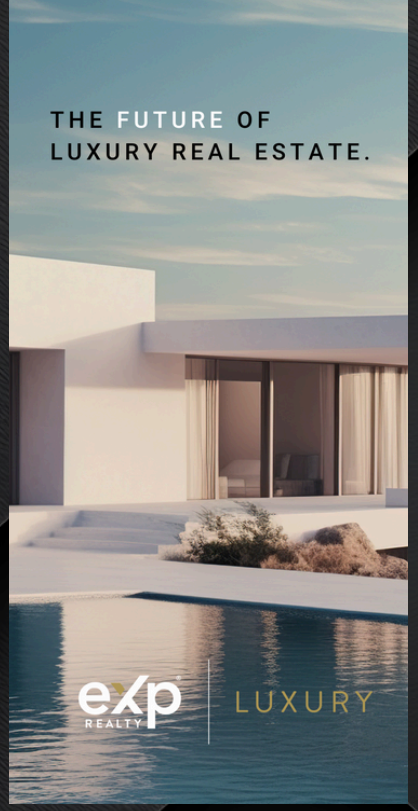
Canva

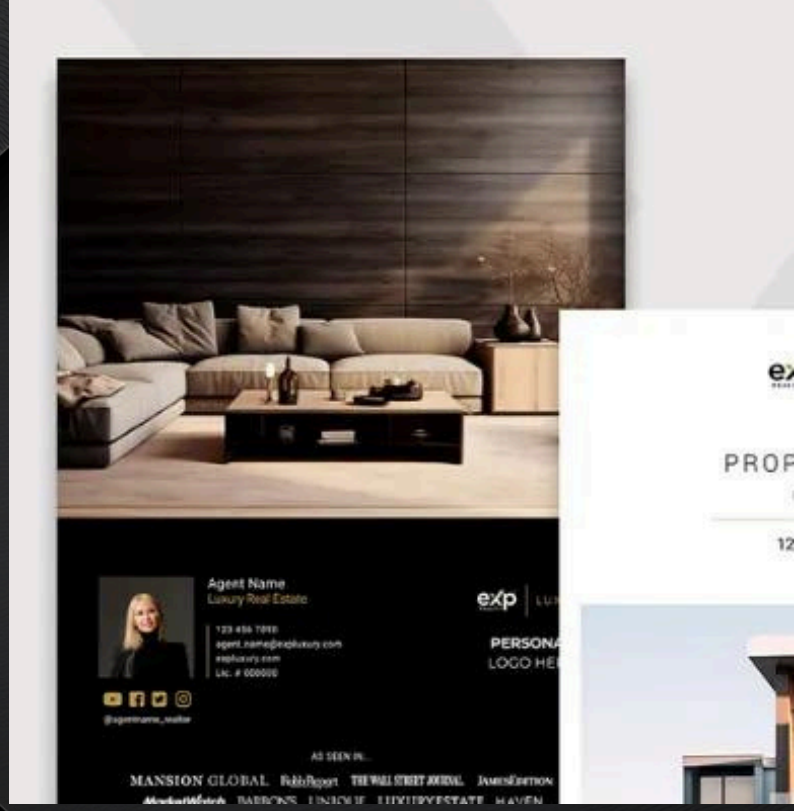
Luxury Design Center

Access templates and resources for bespoke luxury collateral, with effortless deployment for print, mail social and more.

- Signage
- Presentations
- Mailers
- Brochures
- HTML Email
- QR Codes
- Social Graphics
- Business Cards
- Stationery
- Open House
- Reports
- Catalogs

INCLUDED IN ALL MEMBERSHIP PLANS

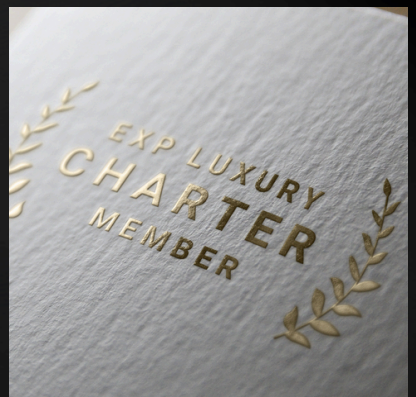














Extraordinary Presentations

- Instant Presentation Creator
- Premium Editable Templates
- Concierge Design Service
- Premium Book & Box Options

INCLUDED IN ALL MEMBERSHIP PLANS



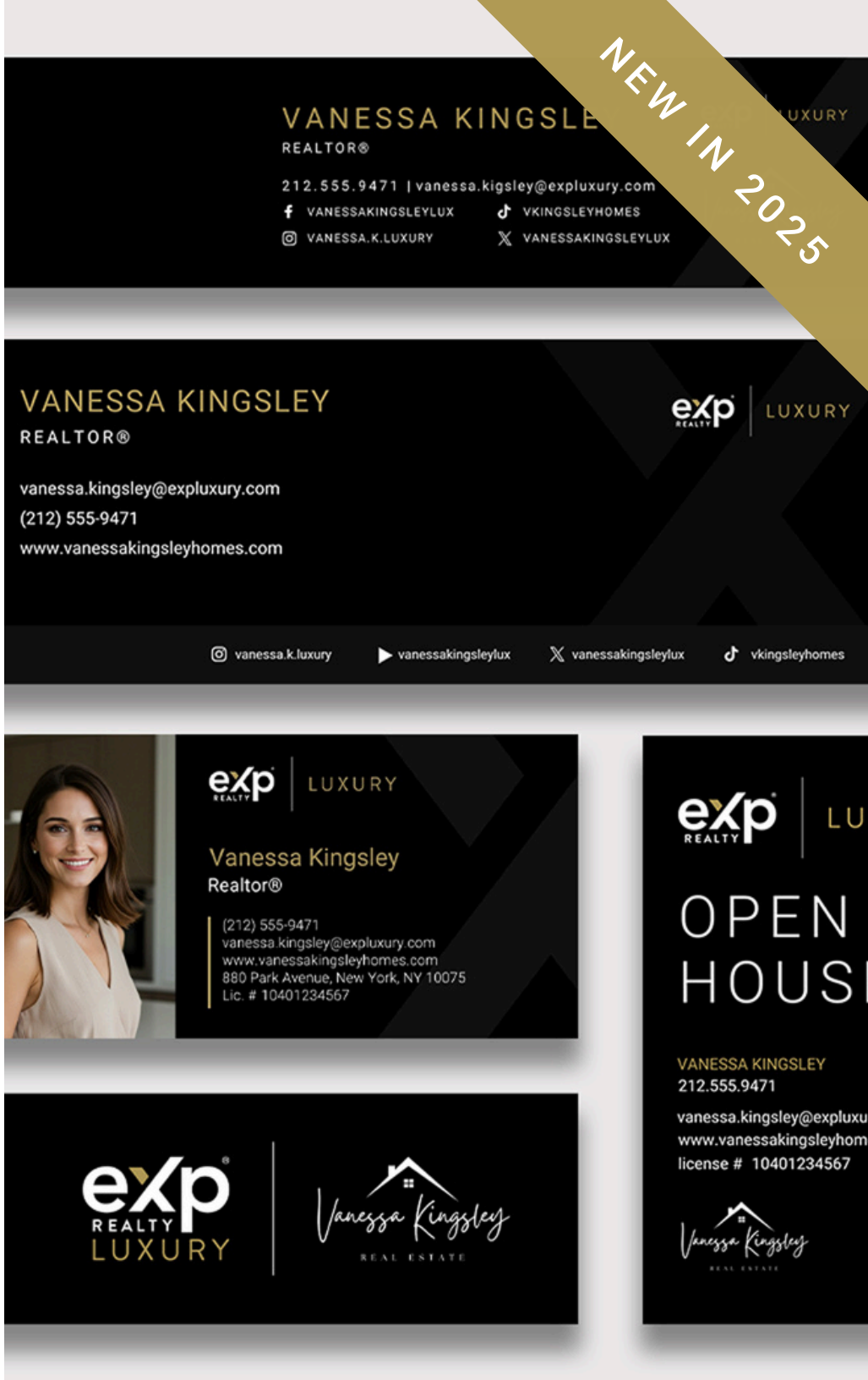


Concierge
Brand Onboarding

New members enjoy a suite complimentary brand assets custom tailored to you, and editable within your Canva dashboard.

- LOGO LOCKUP
- SOCIAL COVERS
- EMAIL SIGNATURE
- SIGNAGE
- BUSINESS CARD

INCLUDED WITH PREMIUM MEMBERSHIP



Single Listing Websites



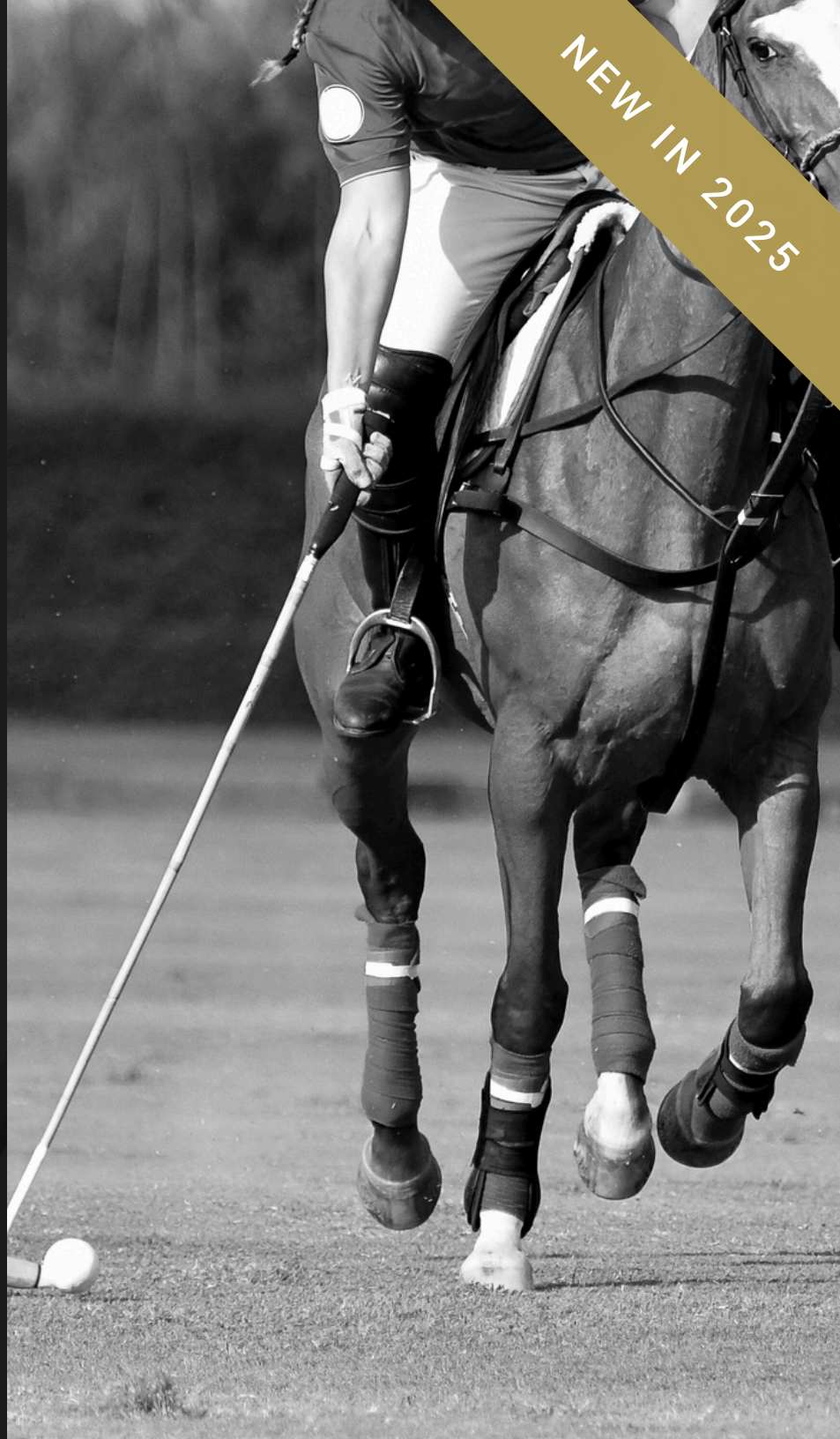
INCLUDED WITH PREMIUM MEMBERSHIP

Sports
& Entertainment

eXp Luxury is proud to introduce this exclusive new opportunity for agents serving athletes, entertainers, and high-net-worth clients.

- Certification & specialized training
- Elite agent & industry network
- Distinctive S&E branding tools
- Education, exposure, collaboration

**AVAILABLE WITH PREMIUM MEMBERSHIP ONLY.
ADDITIONAL FEES APPLY.**



NEW IN 2026

PR Desk

Your hub for building a powerful personal brand through media and storytelling. Access tools and education to craft your voice, elevate your expertise, and spotlight your most remarkable listings and achievements.

- PRESS RELEASE CENTER
- EVENT & LISTING SUPPORT
- AGENT & LISTING MEDIA KITS
- THOUGHT LEADERSHIP TOOLKIT

INCLUDED WITH PREMIUM MEMBERSHIP



New Homes
Marketing Studio

End-to-end branding, advertising and lead generation campaigns tailored to luxury new construction.

- Website
- Lead Funnels
- Advertising
- PR & Socials
- Presentations
- Branding
- Renderings & Video
- Onsite Collateral

AVAILABLE WITH PREMIUM MEMBERSHIP. ADDITIONAL COSTS APPLY



COLLABORATE & THRIVE WITH THE BEST.

eXp REALTY | LUXURY



Online Events

MEMBERS ONLY

Luxury In Action: Tactics, Tools & Tech

Curated by Jeremy Collins & Janelle Winn

1st Wednesday Each Month

OPEN TO ALL AGENTS

Luxury Success Masterclass

Curated by Janie Coffey

2nd Wednesday Each Month

MEMBERS ONLY

Luxury Power Hour

Curated by Carrie Zeier

3rd Wednesday Each Month

OPEN TO ALL AGENTS

Luxury Legends & Leaders

Hosted by Carrie Zeier

4th Wednesday Each Month

***plus* Quarterly Summits & Certifications**

INCLUDED IN ALL MEMBERSHIP PLANS









eXp Luxury Academy

Access video recordings, coaching courses, bonus educational content and topical forums in our dedicated e-learning platform.

INCLUDED IN ALL MEMBERSHIP PLANS

Networking & Referral Groups

Connect and collaborate with other agents in the eXp Luxury Global Network for referrals, competitive strategies, team building and more.

INCLUDED IN ALL MEMBERSHIP PLANS



NEW IN 2025

90-Day Luxury Breakthrough Course

The 90-Day Luxury Breakthrough is an intensive, 8-session coaching program designed for both agents stepping into luxury real estate and seasoned pros ready to elevate their game.

- Master Your Branding
- Network With Affluent Clientele
- Build Lead Cultivation Systems
- Deliver Five-Star Experiences
- Raise Your Average Price Point

INCLUDED IN ALL MEMBERSHIP PLANS



Joining eXp Luxury: Membership Requirements

You can qualify for eXp Luxury Membership through past production OR by holding a luxury certification or credential.

If you do not yet qualify by production or accepted certificates, you can complete the online Luxury Certification Course to earn your qualification.

PRODUCTION REQUIREMENTS

Three (3) closed sides within the last 24 months at $1,000,000+ *

- OR -

Three (3) closed sides within the last 24-month period at 3x Average Sales Price of your local MLS *

OR

CERTIFICATION REQUIREMENTS

You may qualify with any of the following:

- eXp Luxury Certification
- Certified Luxury Home Marketing Specialist™ (CLHMS)
- Luxury Homes Certification from NAR



BRAND MEMBERSHIP

Your Gateway To Luxury Success

BRANDING | EDUCATION | NETWORKING

$95/month

Or $950/Year

- Certification Required
- One Year Commitment

PREMIUM MEMBERSHIP

The Evolution of Elite.

Our first major new feature release includes $1,000s in added value

AI WEBSITES | PR DESK | BESPOKE ADVERTISING

$250/month

OR $2,500/YEAR

- Certification or Production Minimums Required
- One Year Commitment



Which Membership Plan Is Right for You?

BRAND MEMBERSHIP:
For agents building their luxury presence through the eXp Luxury brand, education, collaboration, and marketing assets.

PREMIUM MEMBERSHIP:
For agents actively selling luxury, with powerful tools to showcase listings and impress sellers.

BRAND MEMBERSHIP

$95/Month

or $950 Annually (Save $190)

- Dedicated Luxury Dashboard
- Luxury Certification Course
- eXp Luxury Academy Access
- 90-Day Luxury Breakthrough Course
- Instant Presentation Creator
- Live Masterminds & Training
- Networking & Referral Groups
- Preferred Partner Benefits
- Agent Directory
- Canva Marketing Suite

OVER $4,000 VALUE

PREMIUM MEMBERSHIP

$250/Month

or $2,500 Annually (Save $500)

- Dedicated Luxury Dashboard
- Luxury Certification Course
- eXp Luxury Academy Access
- 90-Day Luxury Breakthrough Course
- Instant Presentation Creator
- Live Masterminds & Training
- Networking & Referral Groups
- Preferred Partner Benefits
- Agent Directory (Premium Position)
- Canva Marketing Suite (Premium Edition)
- Luxury Ad Syndication Package
- Single Listing Websites
- Luxury Agent Website
- Concierge Brand Onboarding
- eXpcon Luxury Member Galas
- Premium Advertising Options*
- PR Desk Access*
- New Development Studio Access*
- Sports & Entertainment Access*

OVER $12,000 VALUE

*These optional features may involve additional costs

YOUR FUTURE IN LUXURY IS CALLING.

Apply to join today:

join.expluxury.com


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