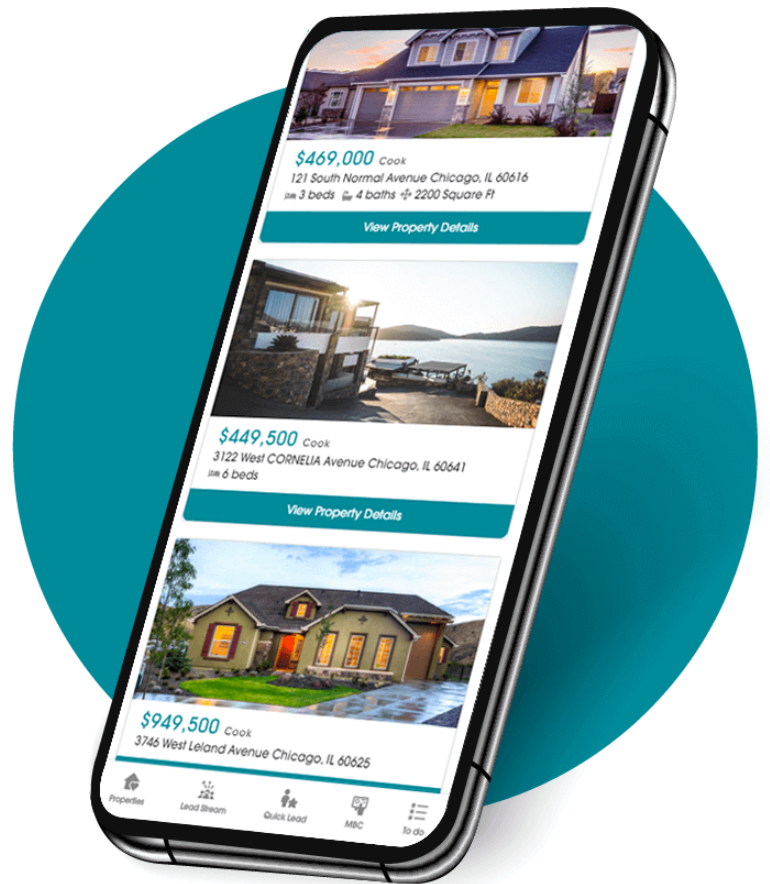




WHITEPAPER

EXIT Realty: Live Your "Why"





Re-Setting Goals

In sports, the goal is winning games. In real estate, the goal is selling property. Just as there are teams that drive their players to win at all costs, there are real estate companies that push their agents to sell at all costs. In both cases, individual and even team happiness is sacrificed in hopes of achieving financial success.

EXIT Realty is different.

EXIT Realty believes in putting people first, knowing that success will follow. Instead of making a real estate career the center of an agent's life, EXIT allows agents to put their own "why" at the center, and lets them make real estate the "how." By providing people with the tools to live a rewarding life, via a rewarding career-- instead of the reverse--, EXIT Realty Corp. International has been disrupting the real estate industry since 1996.

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Unprecedented Times

As every real estate professional knows, the last two years have been a whirlwind. The market had been recovering steadily since the real estate “bubble” burst in the late 2000s and triggered a recession. Then the COVID-19 pandemic reached the United States and Canada and crashed the market again -- only for it to rebound as quickly, leaping to highs unseen in [over a decade](#).

With interest rates [cut to the lowest levels in history](#), people [leaving larger cities](#) in droves, millennials suddenly turning from forever renters into the [largest share](#) of buyers in the country, the monthly supply of property hitting [historic lows](#), and the average price of property climbing to [new heights](#), the real estate industry is seeing an unprecedented boom.

That surge in business comes as real estate professionals also have had to cope with the tremendous stresses of the pandemic. Most real estate companies have treated it as business as usual, pushing their agents to take advantage of the situation-- after all, if business is booming, what else matters?

EXIT Realty thinks its people matter. As the scope of the pandemic first became clear, EXIT announced a [_](#) for all associates to ensure their broker/owners and agents were supported throughout the crisis.

The \$50 million stimulus package gave all of EXIT’s professionals:

- Personally branded lead generation technology, providing every agent’s clients with the ability to text for information on any listing for sale on the MLS.
- Free training and coaching from the company’s exclusive international trainers on sales and marketing, leadership, growth strategies, and more.
- Continued education on technology and best business practices.
- A program focused on employees’ mental and emotional health, including meditation and affirmations.

Tami Bonnell, Co-Chair of EXIT Realty Corp. International, explains that the agent and broker support program represents what the company is all about: “EXIT Realty recognizes that a person’s emotional, physical, and spiritual well-being are the keys to their overall quality of life.”

By focusing on quality of life, EXIT is ensuring that its people emerge from these times richer, and not just financially.



Supporting Communities

EXIT Realty brings that same goal to the communities where its professionals live and work. EXIT contributes a portion of every transaction fee it receives to its charitable fund -- [\\$6 million](#) as of year-end 2020. Through the Spirit of EXIT Dollar-for-Dollar Matching Program, EXIT offices and associates can raise money for local charities and apply to EXIT to receive a matching amount from the EXIT charitable fund.

EXIT's teams have used the program to support a wide array of charities. In Horry County, South Carolina, [Help 4 Kids](#) provided more than 3,000 backpacks full of food for the families of school children in need. When the pandemic canceled the fundraisers that support Help 4 Kids, local

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broker/owner MaryAnne Dorio and her team of real estate professionals sounded a call to action. With matching funds from EXIT, they raised over \$10,000 for Help 4 Kids, ensuring the children of their community would not go hungry.

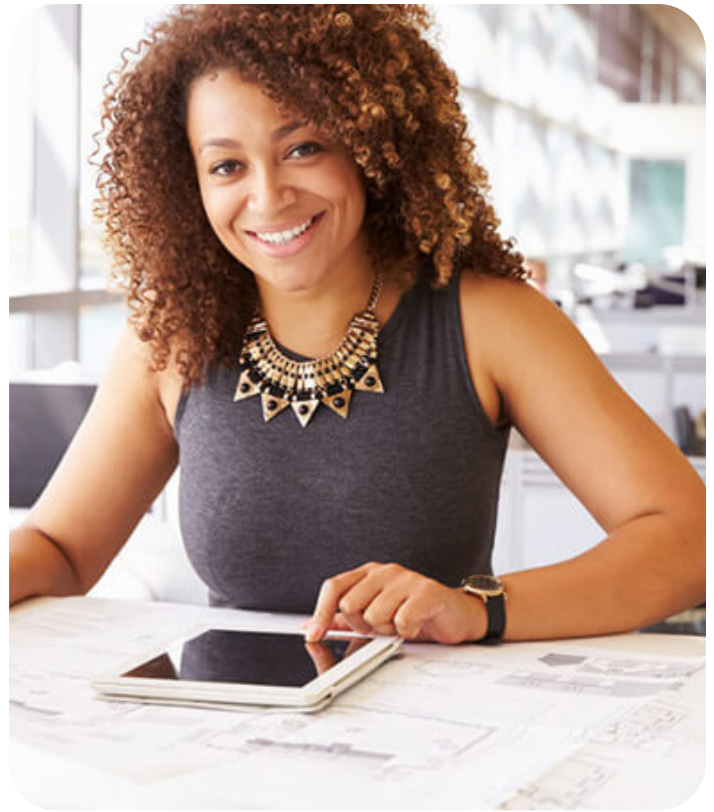
Over the years, EXIT's charitable pledges have also supported local efforts from Habitat for Humanity and the American Red Cross.

Financial Security

EXIT gives its people the tools and opportunities to improve their lives and communities, but it also understands the often trying nature of working in real estate and the potential for financial uncertainty. Real estate professionals often live sale to sale, so when the market experiences a downturn, making a living can be a challenge.

To ease the market's ups and downs, Founder and Chairman, Steve Morris, created the EXIT Formula, providing the opportunity for EXIT Associates to earn additional income through a process known as [Sponsoring](#). With Sponsoring, agents earn residual income by introducing other agents to EXIT. In this single-level system, the new agent earns their full commission on a sale, and then EXIT Realty Corp. International -- not the agent or brokerage -- pays the sponsor a bonus equivalent to 10% of that commission. For as long as the new agent stays with EXIT, their sponsor will continue to receive a bonus for every transaction they complete up to \$10,000 per recruit per year..

Sponsoring also means EXIT's professionals have security if they choose to take a break from the profession. In that case, the 10% sponsoring bonus automatically turns into 7% retirement benefits. For as long as the people they have sponsored continue working for EXIT and continue closing deals, the sponsor will



continue to earn 7% retirement residuals. In addition, when agents join EXIT, they designate a beneficiary, and all Sponsoring residuals automatically become 5% beneficiary benefits if needed, ensuring that the agent can provide for loved ones.

Because of this unique residual income formula, agents can much more freely choose when they want to work. With residual income, agents can take six months off to travel, visit family, or work with charities. EXIT has agents and brokers who build homes in Guatemala, spend extra time with their grandkids, retire early, and see the world, all while earning residual income as a thank you for helping to build the company.

With the unlimited earning potential of Sponsoring, EXIT offers real estate professionals a new way to do business -- and to live a full life.



People Helping People

With a company designed to support people and communities, it is no surprise that with EXIT, people support people.

In Texas, a group of women working with EXIT calls themselves the “Wolf Pack.” As women in real estate, they are mothers first, so they cover for each other, taking time off when needed so they never miss their kids’ events. The Wolf Pack have created a supportive and understanding workplace for each other where no transaction is just an individual win, but a win for the Pack.

EXIT is fortunate to have many military veterans on its team. They know the difficulties of coming back to civilian life, so EXIT is proud to see them help other service members start a real estate career with the company. Also, through Spirit of EXIT, they have the ability to raise money for veterans’ charities and causes, continuing to support and lift up other veterans in their community.

Live Your Why

The goal of real estate is successfully connecting people and property, but the financial aspect should not be the end-all-and-be-all. With a focus on individual well-being, the power to impact local communities, financial security from a residual income, and simply people helping people, EXIT Realty empowers its people to live their why, and real estate is how.

Learn more:

www.joinexitrealty.com