

THE **AGENT ATTRACTION SYSTEM**

The proven system to build a sustainable eXp organisation through attraction, relationships and consistent action.

STARTER BOOKLET

For new Real Agency members

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WELCOME TO REAL AGENCY

You already know how to sell houses. This booklet is about something most agents never get taught: how to turn the network you already have into a second income that keeps paying long after the deal is done.

It's short on purpose. Read it in one sitting, then start the actions on page 13. You don't need to be an expert — you need to be consistent.

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THREE TYPES OF INCOME

Ask most agents how they make money and they'll describe one thing: commission. It's a good living — but it has a ceiling, and that ceiling is you. There are only so many valuations, viewings and deals one person can do in a week.

The agents who build real wealth think in three layers, not one.

ACTIVE INCOME

The commission you earn from selling. It's real money — but it stops the moment you stop working. Holidays, illness, a quiet month: the income drops right along with you.

RECURRING INCOME

Money that arrives every month whether or not you list a single property. At eXp this is revenue share — and unlike commission, it doesn't ask for your time twice. You'll see exactly how it works on page 8.

ASSET INCOME

Something you build that has value beyond you: an organisation of agents, equity in the company, a business that could one day run — or even sell — without you being in every deal.

WHERE THIS BOOKLET COMES IN

It's about the second and third layers — the ones that build freedom. You keep doing what you're already good at, and add a layer underneath it that compounds quietly over years.

ATTRACTION, NOT RECRUITING

Forget everything the word "recruiting" makes you picture. You're not chasing anyone or pitching strangers. You're simply becoming the person other agents think of when they start wondering whether there's a better way to work.

TRADITIONAL AGENCY

WORK

→ **GET PAID**

STOP

→ **INCOME STOPS**

Linear. It only pays while you push.

AGENT ATTRACTION

WORK ONCE

SUPPORT PEOPLE

CREATE RECURRING INCOME

BUILD AN ASSET

Compounding. It pays while you sleep.

THE REAL AGENCY WAY

ATTRACTION
NOT PRESSURE

RELATIONSHIPS
NOT PITCHING

EXPOSURE
NOT SELLING

COMMUNITY
NOT COMPETITION

Consistency wins. One genuine conversation a week, every week, builds something a frantic month of cold pitching never will.

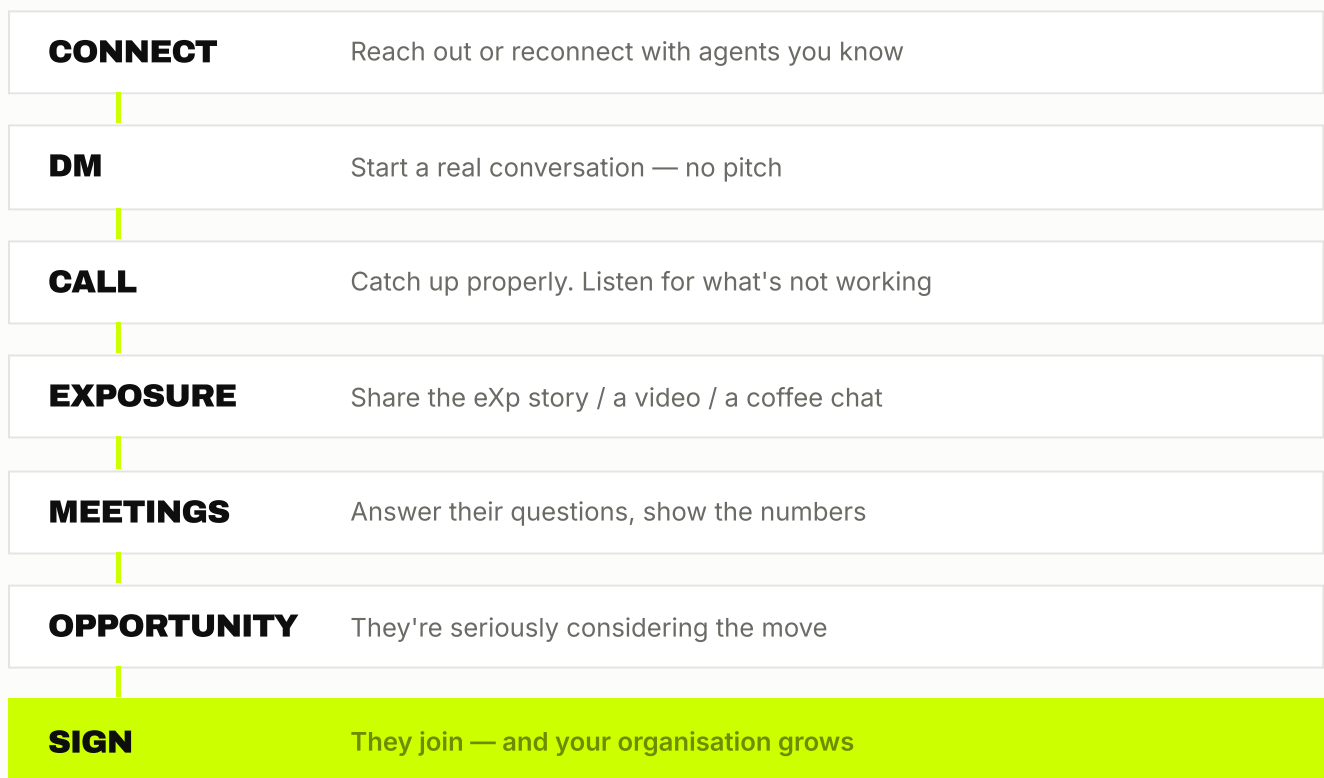
THE REAL AGENCY WAY

The Real Agency Way is simple to say and hard to beat: put almost all of your energy into relationships, and only a sliver into the opportunity itself. We think of it as 95% relationships, 5% opportunity — but the ratio matters less than the mindset behind it.

Most agents get this backwards. They lead with the pitch and wonder why nobody bites. You're going to do the opposite. Your job isn't to convince anyone of anything. It's to become known, become trusted, and be the first name an agent thinks of when they finally decide something has to change.

Get that right and the opportunity almost sells itself — because by the time you mention it, they already trust you. That's the whole game.

THE FUNNEL



The maths: 1 exposure a week × 50 weeks × a 10% conversion ≈ 5 new agents a year. Repeat for three years and you've built something real.

SHOW UP—THE POWER OF EVENTS

You can build a lot from your phone. But nothing — no DM, no post, no clever message — beats being in the room. Agents join people they've looked in the eye. The fastest-growing organisations are built by people who consistently show up and bring others with them.

You don't need a stage or a crowd. A coffee, a kitchen-table chat, a handful of agents on a Zoom — that's an event. Start small and stay consistent.

GO TO THESE

EXPMASTERMINDS & UK EVENTS

Already organised for you. Turn up, learn, and bring a guest.

EXPCON & THE NATIONAL CONFERENCE

Big-energy days that make the opportunity real for a guest.

LOCAL AGENT MEETUPS

Wherever agents in your patch already gather — be a familiar face.

HOST YOUR OWN

"EXPEXPLAINED" CATCH-UP

Invite 2–3 curious agents for a relaxed coffee or Zoom. Walk them through the model, no pressure.

SMALL-GROUP BREAKFAST OR LUNCH

Book a table for 4–6. Let agents meet each other — community sells itself.

LOCAL MASTERMIND

Run a monthly session on a real topic (listings, social, fees). Lead with value; attraction follows.

COFFEE ONE-TO-ONES

The simplest event of all. One agent, one honest conversation, every single week.

THE GOAL IS NEVER TO PITCH

Whatever you host, the goal is never to pitch. It's to let people experience the community and decide for themselves. Invite, host, follow up — then do it again next month.

BE REAL — PEOPLE BUY PEOPLE

Here's the truth most marketing gets wrong: people don't follow brands, they follow people. Agents won't join eXp because of a logo or a list of features. They'll join because of you — and you can only attract people by being genuinely, visibly yourself.

So don't perform. The polished "this changed my life!" highlight reel actually pushes people away — it reads like a pitch, and everyone's seen a hundred of them. What pulls people in is the raw, honest version: the wins and the hard days, the doubts as well as the breakthroughs.

THE HIGHLIGHT REEL

- Only the wins
- "Best decision ever!"
- Everything's perfect
- Feels like a pitch

PEOPLE SCROLL PAST.

THE REAL YOU

- Wins and tough days
- Honest lessons
- What's actually changed
- Feels like a friend

PEOPLE LEAN IN.

SHARE THINGS LIKE

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|---|--|
| <ul style="list-style-type: none"> ➤ Why you really moved — the honest reason, not the brochure version. | <ul style="list-style-type: none"> ➤ A hard week, and what you learned from it. |
| <ul style="list-style-type: none"> ➤ Something you got wrong, and what you'd do differently. | <ul style="list-style-type: none"> ➤ A small win that genuinely made you smile. |
| <ul style="list-style-type: none"> ➤ What being your own boss has actually changed at home. | |

BE REAL, BE CONSISTENT, BE EASY TO REACH

You're not building an audience of fans. You're building trust with a handful of agents who will one day be ready to talk.

REVENUE SHARE, SIMPLY

This is the part most agents get wrong, so read it twice. Revenue share is paid by eXp out of the company's own cut. It does **NOT** come out of the other agent's commission. Nobody earns less because someone is earning revenue share on their deals.

STEP 1 A £10,000 FEE IS SPLIT

£7,000 70% To the agent	£2,000 20% eXp's company dollar	£1,000 10% Reserve*
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*Reserve covers the cost of doing business overseas — FX, banking, US services.

STEP 2 EXP'S £2,000 COMPANY DOLLAR SPLITS

£1,000 50% Kept by the company	£1,000 50% Into the revenue share pool
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So the revenue share pool is roughly half of eXp's company dollar — which works out at about 10% of the original fee. That pool is shared among the agents who helped grow eXp: the agent's sponsor, and the people above them, across seven tiers.

WHAT THIS MEANS FOR YOU

When you bring an agent in and help them succeed, you earn a slice of that pool on every deal they do — paid by eXp, not by them. One capping agent you sponsor is worth a guaranteed £1,400 to you that year, for as long as you're both active.

WHAT THE NUMBERS LOOK LIKE

These are illustrations, not promises — your results depend on your effort. But they show how the seven tiers stack up as your organisation grows. (A "capping" agent is one doing enough business to hit their annual cap.)

WHAT EACH TIER PAYS (PER CAPPING AGENT / YEAR)

TIER 1	TIER 2	TIER 3	TIER 4	TIER 5	TIER 6	TIER 7
£1,400	£1,600	£1,000	£600	£400	£1,000	£2,000

AS YOUR ORGANISATION GROWS



Illustrative revenue share, based on capping agents across your tiers. Not guaranteed.

YOUR FREEDOM NUMBER

Here's the question that makes all of this real: how much recurring income — arriving every month, whether you work or not — would genuinely change your life?

£1,000 PCM

£3,000 PCM

£5,000 PCM

£10,000 PCM

£20,000 PCM

WORK IT BACKWARDS

My Freedom Number (per month)	£
That's per year (× 12)	£
Roughly how many capping agents (÷ ~£1,400 Tier 1)	
At ~5 new agents a year, years to get there	

WRITE THE NUMBER DOWN

A goal you can see is a goal you'll work toward. This single figure is what every action in the next section is quietly building toward.

THE 90-DAY PLAN

You don't build an organisation in a weekend. You build it with a simple rhythm repeated over three months — then you keep going.

MONTH 1 RECONNECT	MONTH 2 EXPOSURE	MONTH 3 FOLLOW UP
› Build your list of 100+ agents you already know › Reconnect — genuine catch-ups, no pitch › Aim for your first 1–2 exposures	› Keep reconnecting — the funnel never stops › Move warm chats into real conversations › 1 exposure every week, logged	› Follow up — most join 2–6 months after first exposure › Run second meetings; show the numbers › Ask everyone for referrals

A full 90-Day Connect Programme expands every week of this — ask your sponsor for it.

YOUR WEEKLY SCORECARD

What gets measured gets done. This rewards consistent activity, not just results — because the activity is what you control. Fill it in every Friday.

ACTIVITY	W1	W2	W3	W4
New LinkedIn connections				
New Instagram connections				
DMs sent				
WhatsApp messages				
Calls made				
Conversations				
Exposures				
Meetings				
Events attended				
Posts published				
Inbound enquiries				
Agents signed				

REVENUE SHARE FORECAST £ _____ /YEAR

START HERE — FIRST 7 DAYS

Don't try to do everything. Do these seven things, one a day, and you'll have a working system by next week.

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| DAY 1 | Brain-dump every agent you know into one list. Don't pre-judge — "they'd never leave" is exactly who to write down. |
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| DAY 2 | Add sources: old deals, business cards, previous offices, referral partners. Aim for 50+ names. |
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| DAY 3 | Set up four labels: Hitlist, Working Hot, In Process, Nurture. Sort your list. |
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| DAY 4 | Send 10 genuine reconnect messages. No pitch — just "how are you, let's catch up." |
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| DAY 5 | Book one coffee or call with someone warm. Listen more than you talk. |
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| DAY 6 | Publish one post about your journey as a self-employed agent. Story, not sales. |
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| DAY 7 | Fill in your scorecard. Plan next week. Notice you've already started. |
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THE REAL AGENCY PROMISE

BUILD RELATIONSHIPS.

CREATE OPPORTUNITIES.

HELP PEOPLE SUCCEED.

THE INCOME FOLLOWS.

That's the order, and the order matters. The income is the last line because it's the consequence of the first three — never the goal you chase directly. Get the relationships right and everything else follows.

MY COMMITMENT

- › I will show up consistently, even when it's slow.

- › I will lead with relationships, not pressure.

- › I will help others succeed before I ask for anything.

- › I will take action every single week.

SIGNED

DATE

WELCOME TO REAL AGENCY.

Now turn to page 13 and start.