



A Guide to Building Growth, Energy & Community at eXp Realty

Better. Faster. Stronger. *Together*

WELCOME

Mission Statement

The Culture Center exists to empower leaders, inspire collaboration, and accelerate growth. It is not an office. It is a growth hub — a place agents are proud to come to, where energy is high, collaboration is constant, and leaders are created.

Our Beliefs

- We are a personal development company disguised as a real estate company.
- You must build the person before you build the business.
- Every agent is expected to become a leader, speaker, and coach — not just a producer.
- We believe in servant leadership and paying it forward.
- We believe in financial freedom and developing Investor Agents.





DEFINE YOUR BELIEFS

Before you pick a space or schedule events, you need a **foundation**

- Write down the **values** your center will live by.
- Keep them simple, inspiring, and **actionable**.
- Use them daily — in meetings, events, and how you celebrate your people.

CHOOSING THE RIGHT LOCATION

- **Size dictated by funding:** Start with the transaction/culture fees you can consistently collect. Don't overshoot.
- **Inspiring design:** It must look and feel like a growth hub, not a corporate office. Hire design help if needed.
- **Energy matters:** Create spaces that encourage collaboration, recognition, and learning.

BUILDING MEMBERSHIP

- Start with your Organization + Invite existing eXp agents who feel isolated in virtual-only settings.
- Remember: even agents outside your line add value. With co-sponsorship, they can become part of your growth.
- Require a signed Membership Agreement.
- Recognition: celebrate wins loudly and often.
- Leadership Councils: Coaches Council, High Council, Leadership meetings monthly.
- Shared leadership: leaders create leaders, empower others to teach, lead/run events.

SIGNATURE EVENTS & TRAINING

These events create rhythm, energy, and culture. Use our calendar as a framework, but scale to your size.

- Monthly Alliance Rally (Tony Robbins style, recognition + training + recruitment)
- Basic Training (Week 1) – contracts, eXp tools
- Coaches & Council Meeting (1st Wednesday) – ICONs, cappers, influencers
- Advanced Training (Week 3) – tech, social, AI
- Bootcamp (Every other Month) – 3-day “Connect, Cultivate, Close” intensive
- Mini Bootcamp + Fiesta (Alternating Months, Week 4) – one-day foundation + Spanish networking
- Rockstar Lunches – celebrate top agents
- Momentum Fire – high-energy flagship events 3x/year
- Fun & Social Events – bowling, Wekiva Island, karaoke, Christmas Party,

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- Weekly live classes from top producers.
- Free Alliance Bootcamp.
- Downtown Orlando address & office access.
- Staff support (manager, assistants)
- Access to Inspiration Hall & podcast studio.
- Exclusive contests, leads, and marketing support.
- Masterminds (local & global).
- Monthly rallies, special events, cruises, and VIP experiences.

DOWNLOAD FAQ



Vendor Partnerships

Culture Centers should be funded at zero cost.

- Partner with exclusive vendors (title, insurance, mortgage, inspectors, builders, etc.).
- Pick partners that match your culture and add to your events.
- Sponsorship = event budget, branding, and speaking opportunities.
- Always integrate vendors into the culture — not just as check writers, but as true community members.

Scaling Beyond You

- Build systems where leaders raise new leaders.
- Encourage agents to teach classes, run councils, and lead events.
- Use culture centers to create recruitment leverage through co-sponsorship.
- Talent Development Teams (mentorship)

Funding Structure

- eXp now collects & disburses culture fees directly from closings.
- Fees are deposited into the Culture Center Leader's bank account for expenses.
- Zero cost when managed correctly with transaction fees + vendor partners.



[DOWNLOAD MENTORSHIP AGREEMENT](#)

THE SUPER CULTURE CENTER PROGRAM



The first-ever Super Culture Center
(Alliance + Figueroa Team)
is the model we're building for future leaders.

Learn the playbook firsthand.

→ www.culturecenterplaybook.com ←