

ROAD TO SUCCESS

Destined to become the **BIGGEST AND MOST PRODUCTIVELY SUCCESSFUL** real estate company in North America!

1996

- EXIT launched on September 3rd and the first Canadian district sold on November 26th

1997

- EXIT's first franchise sold in Thornhill, ON on February 17th
- first residual paid
- registered to do business in the U.S.

1998

- first annual convention held in St. Catharines, ON
- expansion into the U.S.
- first U.S. franchise sold in Saint Petersburg, FL on September 3rd
- first retirement residual paid

2001

- Tami Bonnell appointed as President of the US Organization and Joyce Paron appointed as President of the Canadian Organization
- first beneficiary residual paid

2002

- CEO and Founder, Steve Morris, appeared on the cover of National Relocation and Real Estate Magazine
- launch of proprietary software, MEMO
- sold over half of the regional rights by population in under 365 days

2003

- appeared in REALTOR® Magazine survey of top real estate franchises

2004

- surpassed 10,000 agents recruited

2005

- built first corporately sponsored Habitat for Humanity home in West Palm Beach, FL

2006

- publication of Steve Morris' book, Born to Be Exceptional
- Steve Morris named one of Real Estate's 25 Most Influential Thought Leaders by REALTOR® Magazine

2007

- Steve Morris appeared on the cover of REM Magazine (Canada)
- RISMedia Power Broker Forum ranked Tami Bonnell among the Top 8 Most Influential Women in Real Estate
- launch of the EXIT Success Card
- launch of first uniform North American billboard campaign "EXIT Realty is Growing!"
- named #1 New National Real Estate Franchise Brand by the Swanepoel Trends Report

2008

- named one of the Top Trendsetters of 2007 by the Swanepoel Trends Report
- named one of the industry's Top 10 Titans of 2007 by the Swanepoel Trends Report
- Steve Morris named one of the Top Newsmakers of 2007 by the Swanepoel Trends Report
- Swanepoel poll ranked Tami Bonnell and Joyce Paron among the 100 Most Influential Women in Real Estate

2009

- launch of Teal is the New Green initiative
- launch of MIND-SET Training Systems

2010

- named one of real estate's most recognizable brands by the 2009 Swanepoel Trends Report
- awarded Distinguished Honoree Medal by the International Business Awards, the Stevies®, in the category of Most Innovative Company in North America
- surpassed \$200 million paid in single-level residuals
- Tami Bonnell named as a finalist in the category of Best Executive - Service Businesses - more than 2,500 employees by the 7th Annual Stevie® Awards for Women in Business
- pledges to Habitat for Humanity reached \$2 million with 16 homes having received full corporate sponsorship

For those who **WANT THE VERY BEST!**

