

US ICON PROGRAM CULTURAL COMMITMENT POINTS GUIDE



This document is for US ICONs to utilize to answer questions about all the different points-earning opportunities within the Cultural Commitment portion of the ICON Program.

To earn your \$4,000 in Cultural Commitment Stock, you must earn 20 points by the end of your ICON Cultural Benefit Year. If you have any questions, please see our Points FAQ Document or reach out to iconaward@exprealty.net.

[POINTS FAQ](#)



The following opportunities are tracked entirely by the ICON Team:

**Courses in Mindflash
(3 Points Each)**



Complete an educational course or certification in Mindflash: "ICON Orientation", "Public Speaking In eXp.World: Guide for eXp Agents", "ICON Instructor" (eXp U), or "Mentor Certification Curriculum."

**State-Level Support
(5 Points)**



State-based support of eXp and/or state agent population. Including but not limited to, teaching in a series, organizing, presenting, etc. Requirements will be discussed with, and approved by your state team beforehand.

**Attending an In-eXp.World
Mastermind or Panel Discussion
(2 Points)**



Attend an eXp-approved Mastermind or Panel Discussion (choose from any of the ones located here on the official [ICON Calendar](#)) and the ICON Team will credit your attendance

**Mentor Program Engagement
(20 Points)**



Active participation in the eXp Mentor Program will earn you 20 points, your full Cultural Stock Award. Learn more about the requirements to be a [Certified Mentor here](#). **Points are credited during the first month of active participation with the Mentor Program and earned at the completion of 6 months or the end of your Current ICON Benefit Year, whichever comes first.*

**Service on a Committee/Council
(20 Points)**



Participation on an eXp-focused committee or council - AAC, iHeart eXp, Luxury, or a One eXp Affinity Group. NOTE: If you serve on a committee not listed above, reach out to iconaward@exprealty.net for points consideration! **points are credited during the first month of active participation with committee/council and earned at the completion of 6 months or the end of your Current ICON Benefit Year, whichever comes first.*

**In-World or Recorded
Speaker/Teacher/Panelist
(5 Points)**



Participate in any of the following as a speaker, teacher, panelist, or moderator: ICONversations, ICON Team Talk, Monthly ICON Mastermind, ICON Google Meet Panels (sign up for all the aforementioned [here](#)), Monthly Mentor Mastermind, with eXp University (i.e. ICON Series, Level Up), sponsored by a One eXp Group, or on an eXp-sponsored podcast (i.e. Light Work, eXpansion).

**Day-of Volunteer (eXtend a
Hand/i Heart eXp/XCamp)
(5 Points)**



Volunteering to assist leaders at special events such as Shareholder Summit, eXpcon, and the annual eXp-organized iHeart eXp Community Day. NOTE: If you serve as a volunteer and an eXp-related event not listed above, reach out to iconaward@exprealty.net for points consideration!

If you are making relevant contributions to eXp and/or our agents, you can get points! Additional Opportunities exist and can be created. For anything not listed above please schedule an ICONsultation with a member of the ICON Team here.