



***Rich Kim, Founder of TRK Realty Team Merges
With Innovation - Joins eXp Realty Brokerage!***

For immediate release - Toronto, January 19th, 2021 (<http://trkrealityteam.com/>).

RICH KIM, Real Estate Broker and founder of TRK REALTY TEAM - formerly known as, TEAM RICH KIM - and REGINA MUMFORD, founder and Broker of Record of the former WESTEND REALTY, announce a merger of their two companies to create a GTA-wide leader in cloud-based real estate services. KIM and MUMFORD will combine their networks and 35 years of expertise in real estate to better serve their investor, residential, pre-construction and commercial clients throughout the GTA. They will also provide virtual mentorship and coaching services, to foster agent support and development.

Together, they have joined eXp Realty Brokerage, one of the fastest-growing global real estate companies with more than 41,000 agents in the United States, Canada, the United Kingdom, Australia and recently, India and France. KIM and MUMFORD are excited to be a part of what is being referred to as the “agent-centric” brokerage of the future, breaking new ground in the trillion-dollar real estate industry!

Powered by VirBELA, an immersive technology platform that was acquired by eXp World Holdings in 2018, eXp Realty Brokerage offers an alternative to the traditional profit-sharing brokerage model with a Revenue Sharing Plan and the proprietary Agent Stock Equity Plan. Participants are also able to receive a

portion of their compensation in the company's stock, EXPI, which is listed on the NASDAQ exchange.

The unique compensation elements of eXp Realty Brokerage, create an attractive source of recurring income and capital growth opportunities for independent professionals that were previously not available in the real estate industry. Moreover, agents no longer have to shoulder the overhead costs and lead generation add-ons of a traditional brick and mortar organization. As KIM and MUMFORD indicate, "The eXp Realty Brokerage model appeals to us in totality. It gives us and our agents the innovative, cutting edge cloud-based tools and training, needed to succeed in today's competitive and increasingly virtual market."

About Rich Kim



RICH KIM has over 18 years of experience in real estate and is the Real Estate Broker and owner of TRK REALTY TEAM, where he specializes in residential, commercial and land investments. KIM became licensed and joined REMAX in 2002, where he received the 'Hall of Fame' Award in 2007 - the youngest ever at a brokerage to receive that award. In addition, KIM has consistently been a part of the 'Platinum Club' and in 2017, was recognized with the prestigious, 'Lifetime Achievement Award'.

KIM formed TEAM RICH KIM in 2010 and in 2018, officially launched TRK REALTY TEAM, as a sub-brand under REMAX. In 2020, KIM launched RAINMAKERS GLOBAL GROUP and TRK Realty Academy - specializing in supporting, coaching and mentoring new agents and brokers.

About Regina Mumford



REGINA MUMFORD has 16 years of experience in real estate sales and over 30 years of personal experience, investing in real estate, both in Canada and abroad. Since she arrived in 1989, MUMFORD has worked towards turning her Canadian dream into reality. MUMFORD began her Canadian career at a local small business, where she was eventually promoted to Chief Operating Officer. During her time, MUMFORD helped the company grow to over 165 employees and successfully IPO. In 2004, MUMFORD left the company and decided to return to her first passion, real estate!

During her first year at ROYAL LEPAGE REAL ESTATE SERVICES, MUMFORD won a 'Sales Achievement' Award. In 2006 and 2007, she also received the 'President's Gold' Award and subsequently, the 'Sales Achievement' and 'Master Sales' Award in 2008 and 2009. MUMFORD has continued to enjoy doing what she loves and most importantly, supporting and guiding her clients to achieve their real estate goals!