About Expert Partners

This is the first document in the EP Business Brain, the one every AI employee and every new hire reads before writing a word or taking an action for Expert Partners.

Version 1.1, October 22, 2026 (1.1 corrects Allison's title to Co-Founder and CEO, confirmed by Allison in the Operations Workspace), a draft built by HQ from the documentation already on hand (the Expert Partners, EPIC, and Don Hobbs brand canons, the Decision Log, and the My eXp PartnerSync Syncing Bible), waiting on Allison's read.

It was written ahead of Cal's order so the Operations Workspace stands on its foundation. Don's parts are marked Open and get filled when Don is ready.

This document is internal. Member counts, organization numbers, and anything about eXp Realty stay inside the business and never appear in Expert Partners public copy.

The spine

Expert Partners coaches, trains, markets to, and gathers the real estate industry. It was co-founded by Don Hobbs and Allison Gaddy, and it runs on one belief Don has carried for four decades.

The purpose of the business is to serve the life of the owner, so you can live freer.

Everything Expert Partners teaches flows from that, think bigger, build leverage, become a marketer instead of only a salesperson, build systems, grow yourself first, and create freedom.

We coach from the field, as operators with receipts, never from the sidelines. Hype and sideline motivation are the named enemy.

The name, and the line between Expert Partners and EPIC

Expert Partners is the parent company. Expert Partners LLC is the legal and operating entity, and Don's work, Gateway to Mastery, Think Big Live Big, 2020 Vision, his events, coaching clients, and training assets, lives under it.

The tagline is Think Big. Build Smart. It deliberately echoes Don's own line, Think Bigger. Build Smarter. Get Greater RESULTS., which belongs to him.

EPIC is the Expert Partners Inner Circle, the eXp Realty vertical inside Expert Partners, and it is never a synonym for Expert Partners. The line between them is hard.

Expert Partners sells to the whole real estate industry and is fully brand agnostic, so it never references eXp.

Agents don't join EPIC directly. They join eXp Realty and name one of our agents as their sponsor, and that places them in our organization and makes them EPIC. Out of roughly 90,000 eXp agents worldwide, only the ones in our organization are EPIC.

EPIC members are never sold to, and EPIC content can talk about eXp all it wants.

Every course belongs to Expert Partners, and EPIC members receive them free as part of their membership.

What the business does

Expert Partners sells coaching and training to the real estate industry.

The flagship course is Gateway to Mastery, which teaches agents to run a marketing-based business instead of a prospecting-based one, attracting clients instead of chasing them, through brand, niche, and marketing strategy.

Its price is being reset so Expert Partners can market it again. Until the new price is set, no number is written anywhere.

Around it sit agent coaching, broker and team leader coaching, marketing and branding strategy, speaking and keynotes, workshops and coaching communities, and recruiting and marketing systems built in partnership with NAEA and Jay Kinder's ecosystem.

The full list lives in Products and Offerings, the next Company Core document.

In development, an AI-driven, brokerage-agnostic offer built from Don's methodology and his step-by-step GPT system, designed so AI runs most of it.

Allison and AG Luxury are its first pilot. What the offer finally becomes is Open.

Who it serves, in three tiers.

The Market Leader, a high-performing team or brokerage leader doing roughly 100 to 300 or more transactions a year, who needs freedom through operational excellence and leadership leverage.

The Momentum Creator, roughly 25 to 100 or more transactions a year, building a first real business and needing predictable systems, team building, and early leadership, the current focus.

The Builder, 0 to 25 transactions a year, needing foundation, structure, and confidence.

Don's own audience is wider, anyone in the industry, agents, brokers, leaders, business owners, and brokerages of every size, and he coaches coaches.

Inside EPIC, the work is building and nurturing members, never selling. Membership is free with an EPIC sponsor and funded by revenue share.

Members get the full training library, daily coaching and office hours, concierge

onboarding, and the rest of the EPIC exclusives listed in the EPIC Brand Canon.

On October 21, 2026, the daily My eXp sync counted 703 active EPIC agents at levels 1 through 7. That number is internal.

Who runs it

Don Hobbs, Co-Founder and Chief Growth Officer.

He started at eighteen working beside Jim Rohn and a young Tony Robbins and was President of Jim Rohn Productions by twenty-five.

He co-founded Hobbs/Herder Advertising, pioneered personal branding for agents, and helped build the largest training company in the industry.

He is a Realtor Magazine Top 25 Most Influential People in Real Estate honoree, a former President of SUCCESS Enterprises and a SUCCESS Ambassador, and has appeared 44 times at the annual NAR convention across four decades.

His materials lead with the partnership and do not spotlight who is CEO.

Allison Gaddy, Co-Founder and CEO. She is the visionary and AI builder who expands what Don built.

She has been in real estate since 2004, holds a finance degree from DePaul and an MFA in producing from USC's Peter Stark Producing Program, joined eXp Realty in 2015 as agent number 641, and helped build and lead the organization EPIC serves.

She teaches agents from what she is doing in her own business right now, and her AI operating systems run across both companies.

The team. Maria Villalobos is EPIC's Director of Agent Happiness. She runs daily EPIC

office hours, concierge requests, and onboarding, and works the NSA Orphan Program with Don.

Joyce Olindo, a VA in the Philippines, produces client assets for Don's work.

Coaches on record are Andrew Smith, Dustin Olson, and Russ Colliau.

A full team profile with decision rights is written for the Operations Workspace.

The promise

Open, waits on Don.

Until he names it, the working promise is the Gateway to Mastery line, It's not your client's job to remember you. It's your job to be unforgettable.

The platform behind it

PartnerSync is the white-labeled GoHighLevel agency account Expert Partners runs on, with separate locations for Expert Partners and EPIC (AG Luxury has its own location there too, and belongs to Allison's real estate business, not to Expert Partners).

n8n is the brain and HighLevel is the mouth. All logic, matching, and sync live in n8n, and HighLevel keeps only the sending steps.

Every morning at 7 AM the daily My eXp sync keeps EPIC holding only active agents at levels 1 through 7 and moves everyone else to Expert Partners.

AI implements, and Allison directs and approves.

The rules for that daily membership sync between EPIC and Expert Partners live in the My eXp PartnerSync Syncing Bible. Courses are hosted in the Expert Partners community in PartnerSync today, with Circle planned for the future.

How the work gets done

Allison and Don decide, and AI employees do the work, each one checked and

corrected by a human and never running unsupervised.

The build follows Cal's Uncommon Business method, department by department.

Expert Partners was built from Don's side first, as if it were his alone, with Allison folding in the technology.

Proof

Testimonials on record come from Janalee Fowler, Venus Howard, Mary Cassidy, Rose Lampe, and Jane Fendon.

Don's press wall includes SUCCESS, The Wall Street Journal, USA Today, Inman News, the LA Times, Apple News, The New York Times, and The Washington Post.

A full Proof document comes later in Company Core.

Never say

Never reference eXp in Expert Partners content, since anything about eXp is EPIC content.

Never write EPIC as a synonym for Expert Partners.

Never sell to EPIC members.

Don't print a Gateway to Mastery price until Expert Partners sets the new one for marketing it again.

Never assert Don's famous speaking and training number until Don settles the verb and the figure, since four versions exist on record.

Never use 6 and 7 Figure Coaching Secrets, which is dead.

Never use hype vocabulary, and take facts from hype-written sources without their register.

Expert Partners content never needs TREC review, because it is coaching and industry facing, never a real estate deal.

Voice in one breath

Company copy is we. Authoritative, operator grounded, proof based, bold, direct, and warm.

The voice inherits mostly from Don, with Allison's voice folded in when the founders do things together, never fifty-fifty.

The momentum cadence runs underneath, a disarming hook, short bursts that expand and call back, truth bombs, and builder language.

Story leads, and structure and fees follow, never the reverse.

No em dashes, no bold, no italics. Brand Blue #2757CF is the one accent on black and white.

Values

Open, waits on Don & Allison.

Don's signature belief, that the business exists to serve the life of the owner, is the spine his values get written from.

Vision

Open, waits on Allison and Don.

Where things live

Expert Partners business knowledge lives in the EP Business Brain shared drive, starting in Company Core [EP-BB].

The brand canons for Expert Partners, EPIC, Don Hobbs, and Free Agent Movement live

there, along with the Operations plans.

The rules for moving agents between EPIC and Expert Partners as their eXp status changes live in the My eXp PartnerSync Syncing Bible.

Decisions and rules for both companies live in the HQ Rulebook and the Decision Log in HQ Business Brain.

GitHub holds only code, skills, and connected apps.

Sources. [EP][V1.0] Expert Partners Brand Canon, EPIC Brand Canon, and Don Hobbs Brand Canon, as read October 22, 2026.

The Decision Log through October 22, 2026, including Don's title ruling of October 14.

The My eXp PartnerSync Syncing Bible, Findings 61 through 88.

Allison's stated rulings on the Expert Partners build.

Don's IP Bible interview answers ([EP-Product][V1.0] DH IP Bible Interview, Answers Working Copy) are the next source to fold in when Don's parts are filled.

Internal document, never public.