

# Welcome To Keller Williams Realty Greater Rochester



Getting  
Started  
Guide

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Rochester, NY 14618

**kw** GREATER  
ROCHESTER  
KELLERWILLIAMS. REALTY

Each Office is Independently Owned and Operated



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## **About Keller Williams Realty**

Keller Williams Realty Inc. is the *largest real estate franchise company in North America* and in the World. The franchise is also No.1 in units and sales volume in the United States.

In 2015, Keller Williams began its evolution into a technology company, now building the real estate platform that agents' buyers and sellers prefer. Since 1983, the company has cultivated an agent-centric, technology- driven and education-based culture that rewards agents as stakeholders.

The Keller Williams Realty Greater Rochester office opened its doors in November of 2008 and has been growing ever since.












Keller Williams Realty was founded by Gary Keller and Joe Williams with the mission **to build careers worth having, businesses worth owning and lives worth living** for its associates.

## **Keller Williams Realty Greater Rochester**

The Keller Williams Realty Greater Rochester office opened its doors in November of 2008 with 21 agents and has been growing ever since. It is now the largest real estate company in Rochester.

### **Leadership Team**

	<p style="text-align: center;"><b>Operating Principal</b></p> <hr/> <p>Charles Hilbert Phone: (585)-732-6181 <a href="mailto:ChuckHilbert@kw.com">ChuckHilbert@kw.com</a></p>	<p>The OP sets the vision and is responsible for the success of the business venture. They are also responsible for risk-management, operational issues, bringing capital, leadership, and accountability.</p>
	<p style="text-align: center;"><b>Team Leader</b></p> <hr/> <p>Jessica Woons Phone: (585)-362-8955 <a href="mailto:JessicaWoons@kw.com">JessicaWoons@kw.com</a></p>	<p>The Team Leader's main objectives are market center growth and consulting the agents within the top 20% of the market center on hitting their business goals.</p>
	<p style="text-align: center;"><b>MCA</b></p> <hr/> <p>Noelle Mazzuli Phone: (585) 362-8911 <a href="mailto:NMazzulli@kw.com">NMazzulli@kw.com</a></p>	<p>The Market Center Administrator handles account payables and receivables in addition to processing, depositing and dispersing checks, agent billing and record keeping. The MCA also handles 1099's, and both agent &amp; market center financial reports.</p>
	<p style="text-align: center;"><b>Assistant Team Leader</b></p> <hr/> <p>Kimberly Salamida Phone: (610)-360-8876 <a href="mailto:kimberrysalamida@kw.com">kimberrysalamida@kw.com</a></p>	<p>The Assistant Team Leader assists the Team Leader to ensure that they meet their objectives.</p>

	<p style="text-align: center;"><b>Dir of Communications</b></p> <hr/> <p>Jeremy Doehler Phone: (585) 362-8900 <a href="mailto:jeremybdoehler@kw.com">jeremybdoehler@kw.com</a></p>	<p>The DOC oversees all communications throughout the market center. This includes marketing, training/events coordination, direct office support, and clerical duties to ensure a consistent work flow.</p>
	<p style="text-align: center;"><b>Director of Agent Services / Assistant MCA</b></p> <hr/> <p>Dana Prince <a href="mailto:danaprince@kw.com">danaprince@kw.com</a></p>	<p>Director of Agent Services description TDB. The assistant MCA assists the MCA in processing, depositing/dispersing checks, and record keeping, in addition to processing agent paperwork.</p>
	<p style="text-align: center;"><b>Dir of Technology</b></p> <hr/> <p>Chris Whites Phone: (585) 509-2371 <a href="mailto:cwhites@kw.com">cwhites@kw.com</a></p>	<p>Master of Agent Systems and Tools. Providing classroom and one on one assistance with Keller Williams systems and GRAR tools. Administration of our Keller Williams technology.</p>
	<p style="text-align: center;"><b>Launch Partner Program</b></p> <hr/> <p>Rick Visca Phone: (585)362-8544 <a href="mailto:rickvisca@kw.com">rickvisca@kw.com</a></p>	<p>Oversees the Launch Partner program, pairing newly licensed agents with their Launch Partner based on their DISC profile.</p>
	<p style="text-align: center;"><b>Dir of Compliance</b></p> <hr/>	

### **Your Associate Leadership Council (ALC)**

Keller Williams Realty is built by agents, for agents and the ALC is the heart of KW. The ALC is similar to a Board of Directors, with the CEO being the Team Leader, and the MCA acting as secretary and parliamentarian.

Typically, the top 20% of the market center in production sits on this council. All agents have input but only the ALC members vote. They oversee the budget, expenditures, training, productivity specific environment and otherwise, protect the CULTURE and PRODUCTIVITY.

#### **ALC Mission:**

To guarantee our associates a vehicle for giving direct input on the operation of Keller Williams Realty.

# MEET YOUR 2021 ALC



Jenna May



Andrea Siderakis



Mark Siwiec



Mandy Friend



Fallanne Jones



Angie Flack Brown



Tiffany Hilbert

## Our Market Center

### Building Access

- The building is open seven days a week: Mon-Sat 7a.m.-9p.m. and Sundays 7a.m.-7p.m. If the outside door is locked, you'll find an eBox in the Homes.com box on the step. Use your Supra app to open the eBox and retrieve the fob. The pad is on the right hand door frame. Put it back as soon as you have unlocked the door.

### Office Access

- The glass doors to the reception area of our office are unlocked Mon-Fri from 8:30 a.m.-5p.m. **You have been assigned a five-digit code to gain entry to our office after hours.** To gain entry outside of these business hours, type in your code followed by # and the doors will release for

you to open them. Please ***DO NOT*** give this code to anyone else. If you don't remember your code, please check with the Director of Communications.

- If you are meeting clients in the office after hours, there is a door bell next to the key pad. Press the green "Push to Exit" button to open the door from the inside to let clients in or to let them out. Please make sure the glass doors pull completely closed.
- If you feel that you will need to access an alternate Market Center after hours, please call that office during office hours to receive instructions.

### **Lights and doors**

- For your safety and for the security of the office, please make every effort to turn off lights and check that the doors are closed completely and locked when you leave.

### **Mail**

- Mail is filed in the filing cabinet in the reception area. Mail is delivered by noon daily. There is a box for outgoing mail at the front desk and a USPS mailbox near the exit of the office park. Mail is collected by the postal service at 5 p.m. Mon. through Fri.

### **Conference Rooms**

- There are several conference rooms for appointments. To reserve a conference room, see the Conference Room binder at the front desk or contact the main Office Number – 585-362-8900 – and place your request.

### **Work Space**

- The tech rooms are free and open to all agents. Computers are provided as is wireless access. Please limit your time on the computers to allow others in the office to use them and log off when you are done.

### **Copiers and Printing**

- Black and white copies are 5 cents each; color copies are 20 cents. You will enter your **5 digit printer code** when you request a print job—this keeps track of the number of copies you make which you will be billed for each month. ***DO NOT*** share this code with anyone and be sure to log out when you are done.

If you bring in a laptop or PC it will need to be configured with print drivers. Please make an appointment with the Director of Communications to have the printer drivers installed and configured on your device.

### **Wireless**

Our office is Wireless. The network is called **KW Wireless** — the password is **Realty4allin1**. If you are renting space, you may wish to bring a Cat-5 cable to directly connect to the internet.



### After Hours Check Deposit

If you (or someone else) needs to drop off a deposit check after hours, you will find a mail slot to the right of the glass entrance doors. Please make sure that the address is written in the Memo line on the check.

### Housekeeping

We appreciate your assistance in helping us maintain a tidy office appearance at all times! The office is professionally cleaned weekly. For excess trash, please use the trash receptacles in the rear of the parking lot.

## Getting Down to Business...

### Profit Share

As a stake holder at Keller Williams, you will have a say in the decision making, be empowered to build businesses to the highest possible level and, if you have sponsored an agent who joined Keller Williams, share in the profits. **Profit share checks are distributed on the 21st of each month.**

### Monthly Invoices

Your monthly invoice is distributed electronically to your kw.com email address on or about the tenth of each month. Payment is due within ten days of invoices being sent. Automatic payment can be set up with a signed ACH form on file. See your Market Center Administrator (MCA) if you would like to do so.

### Printed Contracts

Complete Listing and Sale **packets are available for purchase** at the front desk for your convenience. Please see the Director of Communications if you would like to purchase a packet.

### Your \$60 Monthly Charge Broken Down

When you pay your monthly \$60 fee, you might wonder what you get for that. Here are services that you receive:

What	Portion	Description
E&O Insurance	\$10	Errors and Omissions Insurance, also known as professional liability insurance, provides protection for your professional services business from claims of negligence or failing to perform your professional duties
Associate Tech Fee	\$25	Tools and systems that are provided to you by Keller Williams-such as: <ul style="list-style-type: none"> <li>● KW Connect</li> <li>● mykw Dashboard</li> <li>● Command</li> <li>● Mobile Search App, branded specifically to you</li> </ul>

		<ul style="list-style-type: none"> <li>● KW Website</li> <li>● Regional &amp; National education, networking, &amp; convention opportunities (additional cost).</li> <li>● Virtual educational resources for agents on the go through Keller Williams University</li> <li>● etc.</li> </ul>
Market Center Technology Fee	\$25	<p>Systems and Infrastructure provided for by your Market Center for your benefit:</p> <ul style="list-style-type: none"> <li>● ListHub – Listing syndication and Reports</li> <li>● Scott Le Roy Marketing – Initially setting up your systems and tools and providing technical support</li> <li>● Your support team</li> <li>● Exclusive access to market center intranet (back office) resources.</li> <li>● 24 hour access to 3 Market Centers locally</li> <li>● Complementary conference and training rooms– some equipped with technology for presentation ease.</li> <li>● 8-10 in market center trainings available weekly for every level.</li> <li>● Access to over 500 local agents to collaborate with.</li> <li>● Monthly Market Center meetings.</li> <li>● International brand awareness &amp; exposure.</li> <li>● Agent centric culture.</li> <li>● Access to Market Center financial reporting</li> <li>● Pop-in area to conduct business without a need to rent a space.</li> <li>● Your own “office” Phone Number, which forwards to your Cell Phone.</li> </ul>

## Market Center Information

Legal Name	Agents First, LLC
DBA	Keller Williams Realty Greater Rochester
Phone Number	(585) 362-8900
Fax Number	(585) 362-8990
Office Email	klrw820@kw.com
Address	2000 Winton Rd South Building 1 Suite 201 Rochester, NY 14618
Office Hours	Monday – Friday 9:00a – 5:00p
Keller Williams Market Center Number	820

Broker's License Number	10491200412
Office License Number	10991201723
Tax ID Number	26-3372405
NAID Number	QTRTAN2405 (used for HUD HomeStore)
Office MLS ID	KWGR
Wifi	KW Wireless
Wifi Password	Realty4allin1
KW Greater Rochester website	<a href="http://www.KWroc.com">www.KWroc.com</a>
KW International website	<a href="http://www.KW.com">www.KW.com</a>
Escrow Bank	Lyons National Bank

## The Education and Event Calendar

Our focus at Keller Williams is helping agents realize their fullest potential. We hope you will take advantage of the numerous educational and training classes we offer to provide you with the chance to develop to the highest level in both your professional and personal lives.

- **Stakeholder [Office] Meetings** are an opportunity to network with your fellow KW Associates and Affiliates while getting market news and market center updates. Meetings may be jointly held, or for just our Market Center. Make sure you check the calendar for details.
- **ALC meetings** are open to all associates to attend and observe. Witness your ALC at work the **third Thursday of each month at 1:30 p.m.**
- **Orientation** is essential for agents new to Keller Williams and demonstrates all the resources KW has to offer and how to access them. Please check the calendar for class times and make every attempt to attend as soon as it is offered! – are we going to start this again or should this say something different?
- **New Agent Training:** Our IGNITE series covers the fundamentals of real estate, how to find business, and what to do once you capture business! This training is a standard for Launch agents. The Buyer and Seller Series (one training each, with a follow-up workshop), are also required for Launch agents.

## Announce Your Move to Keller Williams

Once you have made the transition to Keller Williams Realty, you will want to notify your clients of your career change. We will put a New Agent announcement out on our Business Page and share it to the private Facebook Brighton & Westside group. You may share the announcement from our Business Page onto your own Facebook. Return address labels were included in the Welcome to KW email. Please make sure that any “business” mailings have the office address on them, not your personal address.

One of the first things you need to do is compile everyone you know and add their contact information into your Command Contact Database. This is the lifeline of your business! Command includes many tools that will help you get the word out.

## **Keller Williams Marketing**

At Keller Williams Realty, YOUR brand matters most! This will be updated based on Command capabilities. Review [bit.ly/ConquerCommand](http://bit.ly/ConquerCommand) and/or access our recorded classes at [bit.ly/KWROCclasses](http://bit.ly/KWROCclasses) to find information.

## **Keller Williams Charitable Causes**

### **KW Cares**

Caring

Associates

Responding to

Emergency

Situations



What is KW Cares?

- KW Cares is a 501(c)(3) Non-Profit charity established to show compassion for members of the Keller Williams Realty family by meeting extraordinary needs.

How is an “extraordinary need” defined?

- Hardship as a result of unforeseen and/or unpredictable circumstances that are not recurring in nature.

Who may apply for a KW Cares Grant?

- Agents and employees of Keller Williams Realty and Keller Williams Realty International, as well as their families may apply.

Who controls and manages KW Cares?

- A nationwide Board of Directors determines policy, oversees and guides the mission of KW Cares, and also makes Grant decisions.

## **KW Kids Can**



What is KW Kids Can?

- A Educational 501 (c)(3) Not-for-Profit organization that leverages technology and the passion of KWKC Instructors to empower young people to live life to its fullest.

Values:

- Change starts within
- Conversation is how change begins
- Community is where change evolves

Mission:

- To provide learning experiences for our youth that will inspire big thinking, model wealth building, and instill a passion for generous giving.

**You Can Donate to KW Cares and KW Kids Can from your Commissions!**

## **Culture – Beliefs, Mission, Vision and Perspective**

### **Beliefs -- WHAT IS THE WI4C2TES BELIEF SYSTEM?**



Culture is at the heart of everything Keller Williams does. It influences how they think about the world around us, how they act in work and what their values and beliefs are. Keller Williams has always been known to harbor a strong culture.

It is solidified by the WI4C2TES belief system. Keller Williams believes in God, family and business. In that exact order. This system has heavily influenced the culture inside the company and also how they operate inside and outside the business.

The KW culture dictates whoever is part of the Keller William team, bring fulfillment to their lives and also to the workplace. They have a belief system in place to help achieve that.

The WI4C2TES is the system that guides how KW and its agents treat the people they work with and also how they conduct their business.

The elements of the WI4C2TES belief system are:

### **WIN-WIN or No Deal**

No settling. It is either win-win or there will not be a deal in place. KW is a key player in the real estate scene. A major part of its business is it follows a win-win method. This is one of the first elements of the belief systems.

It states that everyone involved in any transaction should get value from it. Either the deal is win-win, or there is no deal at all.

### **INTEGRITY Do the Right Thing**

Everyone should have the utmost level of equity. Do the right thing, always. Real estate agents helping buyers and customers the right way is very important. You need to have unfaltering integrity.

### **COMMITMENT In All Things**

KW associates and agents are taught the importance of relationships. Commitment is important in all things that they do. If you have given your word for something, you must see it through. This is where commitment comes in.

### **COMMUNICATION Seek First to Understand**

Communication is important no matter the industry or the career path. Listening and expressing your points of view and slow understanding others is a key factor for success. Effective communication builds long term relationships and gives a clear idea of what is going on.

### **CREATIVITY Ideas Before Results**

Creativity is another important aspect of the belief system. If there are new and innovative and proven ways to improve the system or the processes, you are fully empowered to adopt it. Original ideas are always appreciated.

### **CUSTOMERS Always Come First**

Customers are at the heart of everything. They are the ones that make it happen. It is not about the profit, numbers – it is in fact about the people.

### **TRUST Starts with Honesty**

Trust is of utmost importance. Lying will not get you anywhere.

### **TEAMWORK Together Everyone Achieves More**

The importance of teamwork and working together has been highlighted as a very important factor. Together you can achieve more and efficiently. KW's emphasis on teamwork facilitates collaboration and empathy.

### **EQUITY Opportunities for All**

Newly added in 2020, but in action in many ways since the beginning of the company with the fairness built into the commission system. 2020 brought the attention to Equality and the need for opportunities for Black agents as part of the greater Black Lives Matter dialogue across the country and the world.

### **SUCCESS Results Through People**

KW is the place for success. Surrounding yourself with like-minded successful people is one step. It is the people around you, both in business and personal is what makes you successful.

The WI4C2TES belief system is quite a comprehensive guide for how KW agents go on conducting their business.

## **Mission**

First, you want to understand why the company is in the business. Every successful company has a mission. Similarly, Keller Williams Realty has a mission that the agents are following together with KW. As you will go through the mission statement of KW, you will also see how it is different and evolved from traditional real estate companies.

The mission statement of Keller Williams has changed because the company has changed a lot and they have added more to its mission and vision.

Now, the mission statement of Keller Williams is **“To build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.”**

So, what does this statement mean? If you analyze the statement phrase by phrase, you can fully understand what the aim of the company is.

- The part **“to build a career worth having”** means to work in a job or business that inspires you to grow and provides you support. This support is not only financial but also positive motivations. The career you will have must be worth your time and hard work.

In most of the traditional real estate companies, agents are not given full support to begin their careers. Moreover, the companies leave everything to the agent. The companies do not care about the building agents' careers. On top of that, the companies keep pressuring the agents to share a huge amount of commission with them.

At Keller Williams, the agents have this support. They are treated as business partners. The company provides training for new agents and equips them with technological tools for starting a business. The agents get the opportunity to build a career that brings them financial and social stability.

- The second phrase, **“Business worth owning”** means your business has to be profitable. A career where you cannot make any profits is useless. In traditional real estate companies, agents have to work on a 50/50 commission rate or 60/50 rate. As a result, the agents have to struggle a lot to make a good amount of profit.

At Keller Williams, agents can make that profit. The company has a commission structure of 70/30. The agents get 70% from the commission and give the other 30% to the company. This works best for the agents.

Moreover, once the agent pays the cap money of a year, they enjoy 100% commission during the whole year. Agents even get a share from the company's profit once they become sponsor agents.

- **‘Lives worth living’** means to live a life full of ambition and working with passion to fulfill those ambitions. If you work in a field where you have no interest, you will not succeed in your career or help the company to succeed.

Keller Williams Realty is always open for passionate agents who are ambitious. The agents work under KW not only for building their own careers but also achieve the goals of the company. Moreover, the support and motivation they get from the company inspire them to do more and better in their career.

- The phrase **‘experiences worth giving’** refers to sharing experience with others in the company. Experienced agents can help and train new agents to begin their careers in the real estate business. At KW new agents are warmly welcomed by other agents. Many experienced agents are happy to monitor other agents.



- Finally, you see the phrase ‘**legacies worth leaving**’. When you work in a company for ages, the company treats you as a valuable partner. Similarly, at Keller Williams, there are agents who have worked with the company for ages and helped the company grow by bringing more agents. The company does not forget them. It shares its profit with the agents.

The KW has a system known as profit share. Through this system, the company gives the worthy agents a share of the company’s profit. The agents can get this profit every month. Moreover, if the agents name an heir to their profit share, their heirs will keep getting the profit share.

The phrase also has deep meaning for KW. The company started in 1983 and went through a lot of changes. However, one thing that never changed about the company is its relationship with its agents. There have been changes in management or business strategy. But the company makes sure to hand over the values it has been following since the beginning to its newcomers.

## **Vision**

So, what is the vision of a company? A vision or vision statement of a company shows what a company wants to accomplish in a certain time frame. It also shows how a company might look into the future. A mission or set of values is created to fulfill that vision of a company and everyone in the company works together to achieve the vision.

The vision of Keller Williams is what it believes the world would look like when it accomplishes its mission. The vision is “**To be a real estate company of choice for agents and their customers.**”

Keller Williams emphasizes on the choices of agents and the customers. It shows how much the company cares and respects its agents and customers. The company has committed to developing itself by using technology that can gather insights from both agents and customers. KW listens to its associates to build a company where agents and clients have the power.

## **Values**

Now, let us talk about the values of Keller Williams Realty. The company values are what it believes in. It says, “**God, Family and then Business.**”

In the company, every agent is encouraged to treat each other as community members or family. So, the company makes sure its agents are satisfied first and then it thinks about making business.

The first step to treat the agents as family members is being honest. Keller Williams is open with its agents. It shares what is going on in the company and openly discusses the profits or losses it makes. So, a clear conscience is at the core of the company.

The best part about Keller Williams is that it supports diversity. Agents come from different social backgrounds. They have different beliefs and cultures in their personal life. The company believes that this diversity makes the company even stronger. Therefore, it supports the agents and their individual beliefs and faiths.

## Perspective

What is the company's perspective? Perspective is how a company sees its current position in the business world, the reality of the company and how it is operating.

According to the statement of KW, the perspective is **“A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.”**

Now, what do you understand about KW from this perspective?

**A Technology Company:** By calling itself a technology company, KW is saying that the company is now based on technology. It has created a CRM system known as Command.

This Artificially Intelligent system helps the agents and customers to connect. The agents get more access to KW's database system. Thus, they get more control over the business.

To make things easier for both agents and clients, the company has also created a new KW app in 2020. In this app, customers can browse houses and find agents easily. The agents can communicate with clients from anywhere or anytime.

Furthermore, users can see customer insights, comments, and local information about places where they want to buy property in this app. The whole process of searching for houses, buying, and selling can be done from this app.

No other company in the real estate world has such technologies as KW. Therefore, calling itself a technology company is justified for KW.

**A trainer-consulted company:** In the perspective, KW mentions to be a trainer-consultant company. As you have read in this article before KW provides support like training and mentorship to its agents. You can be a new or an experienced agent, KW will always help you with the training and conciliation you need.

The company insists on training its agents with the help of experienced agents. These experienced agents can share their experiences as working as agents in the real estate business with the new agents. Agents are encouraged to share their knowledge and skills to help each other in the company.

Again, there is a skill assessment system of KW for the agents in the company. Agents can take these assessment tests and find out their skills and experience. This system helps agents to make teams according to the member skills and ability.

Furthermore, the company agents work as consultants for the customers too. Customers take the agents' support and they consult with their agents before buying or selling any property. It is also one of the responsibilities of the agents to find a suitable house for their clients. For this, they have to advise their clients if needed.

So, like this, the company is currently working as a trainer-consulted for both agents and customers.

**Focusing on service, productivity, and profitability:** The main focus of the company is providing quality service to its customers. The company is always trying to keep in communication with its customers. The customers are the top priority for any real estate business.

By attracting customers and providing them great services, the company is increasing its productivity. The agents are also happy. As a result, they are more active and getting more clients for their agencies which represents KW.

To boost its productivity, the company has opened many new offices all around the world. As you know currently the company has offices in more than 940 locations and the number of agents is 180,000.

With productivity and hard work, the company is making more profits. Again, this profit is only for company owners. The profit is shared with the agents and the local community. The culture of the company is all about people and how to make the life of people around them happier and more comfortable.

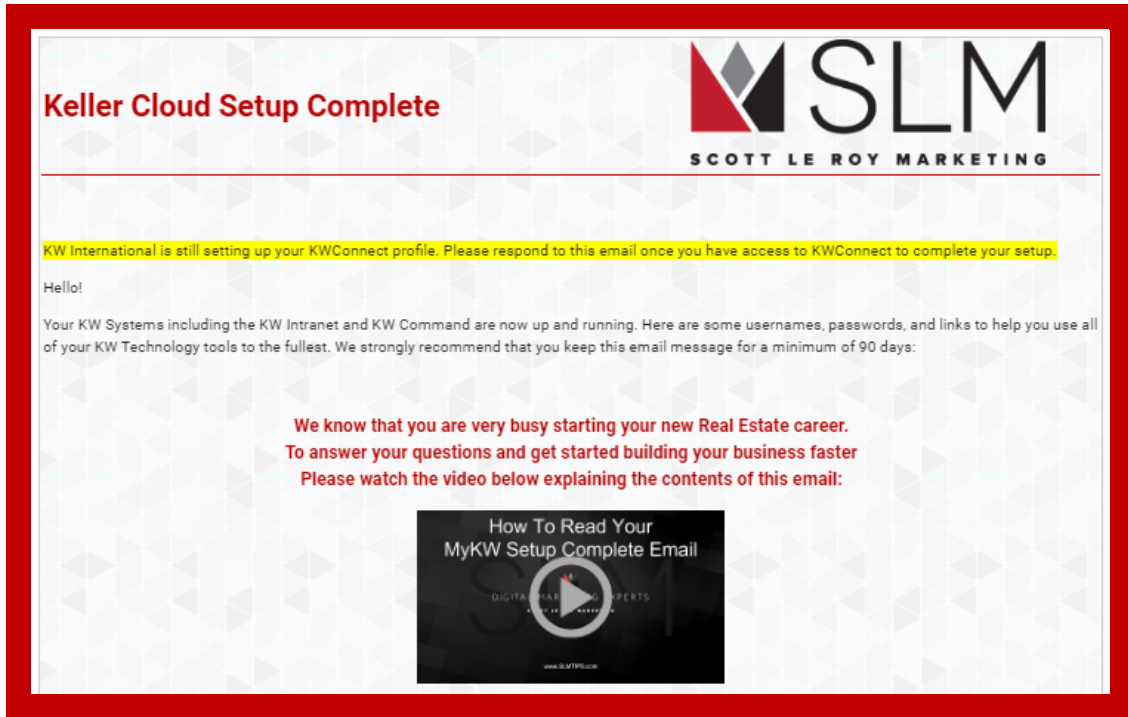
## **Keller Williams Tools and Technology**

**“You work hard to get your listings, so in our book, you deserve every lead that comes from them. Our entire online lead generation system is built around this philosophy.”**

### **KW's MY LISTINGS MY LEADS PHILOSOPHY**

Keller Williams provides a lot of technology and tools for you – some help you keep organized, others assist you with providing information to your clients, while others help you get and keep your name “Top of Mind” to your Sphere of Influence (family, friends, past co-workers, etc) and new or past clients.

The initial set-up is performed by a third party – Scott Le Roy Marketing. If you haven't already received an email from them, you will soon – it looks a bit like this.



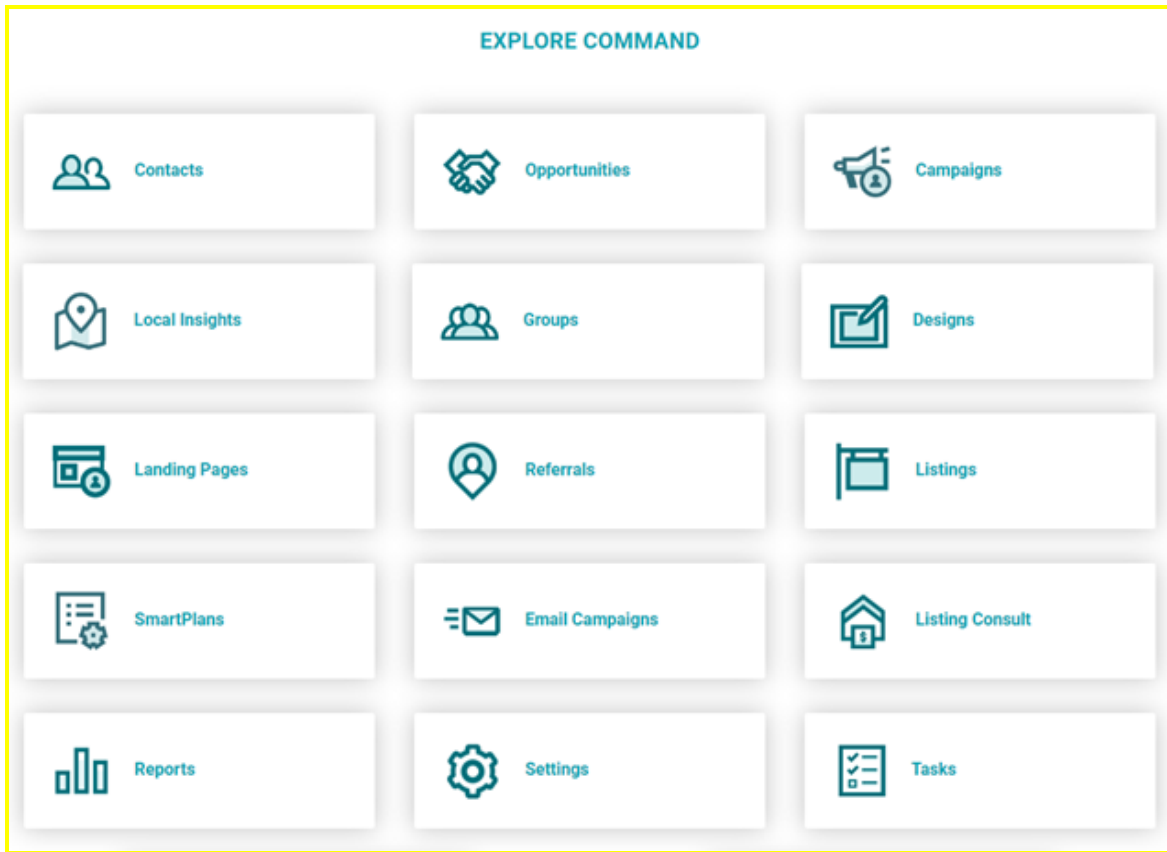
This email contains all of your IDs and Passwords for the various systems available to you at Keller Williams. You'll also see that it contains videos and other bits of information for you. They are good to watch.

Once you receive this email, the Director of Technology will double-check everything, may make a few tweaks for you, and make sure everything conforms to New York State Dept of State Advertising Regulations. Once that is complete, you'll receive a "Welcome to KW" email with an invitation to meet one-on-one. It is strongly suggested that you take advantage of that offer. You'll also find a couple attachments on that email. One of them is a "Cheat Sheet" that contains the following:

- All of your IDs and Password, along with where to access the tool/item.
- Your 5 digit printer code
- Your Sonitrol code for accessing the Market Center after hours.
- Your "Office" phone number and the Office Fax number.
- The second page contains important office information.

## **Command Your Business**

Command is our Customer Relationship Management system, which also brings with it a website, great marketing tools (such as email and print drip campaigns and printed flyers, postcards, greeting cards) and even buyer and seller presentations and so much more.

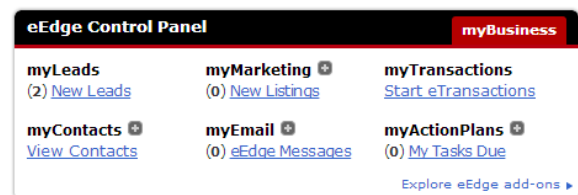


### Complete your Command Marketing Profile and Website

Your Marketing Profile contains information that will be used across Command, including your website, so you don't have to type things over and over again.

You'll find information on this and other Command functions in Conquer Command

([bit.ly/ConquerCommand](http://bit.ly/ConquerCommand)) or look for specific instructions at [answers.kw.com](http://answers.kw.com)



### Build your Database – Build your Business

Your database is the KEY to your business. Leverage Command as your Contact / Customer Management System!

- o Start by collecting all of your contacts into one place – either another contact manager, such as Google Contacts, or into a spreadsheet.
  - o Get phone numbers, email addresses, mailing addresses. As much as you can for each.
- o The next step will be to add your contacts into your Command Contacts

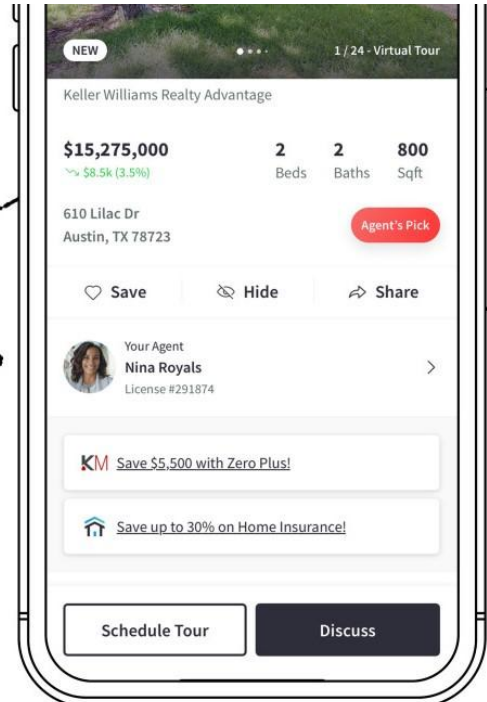
## Your Mobile Search App

This Mobile Search App is branded to you, and allows your clients, friends and family to connect with you. This GPS-enabled app supports an easy search for properties, allowing your contacts to view property details with photos, create notes about what they like for each property, and to share property information with others.

Note that the search is not limited to just our area.

### Fill out your Profile

From theCommand homepage, click your picture/name at the upper right hand corner. The Profile link that appears is for other agents who might wish to refer clients to you.



## Get Social

Building your social media presence is one way to connect with clients and build your presence online and your business! A Suggestion: Be consistent on the message and your photo for anything that you do for business purposes.

### Facebook

If you don't have a Personal account, create one

- Friend every agent in the office
- Like our Facebook page [Facebook.com/kwroc](https://www.facebook.com/kwroc) and other KW agent pages
- Send a Friend request to one of our Leadership team so you can be added to our private Facebook group





## Create a Business Page

- This allows you to advertise your business and to run Paid Advertisements.

## YouTube

Your KW Google Account comes with a YouTube Channel. Get to work uploading videos!

## LinkedIn

Create a professional profile

- Start making connections!
- Connect to Keller Williams Realty Greater Rochester

## Twitter

Create an account and begin making connections.

- Follow @kwroc and @kwri
- Some hashtags to use in tweets: #kwroc, #roc, #realestate

## A Little Help??

### Where to find shareable content:

KW Blog – [blog.kw.com](http://blog.kw.com)

Realtor Magazine: [realtormag.realtor.org](http://realtormag.realtor.org)

KW YouTube –

[youtube.com/user/kellerwilliams](http://youtube.com/user/kellerwilliams)

NAR – [realtor.org](http://realtor.org)

NYSAR – [nysar.com](http://nysar.com)

Homekeepr – [homekeepr.com](http://homekeepr.com)

Visit the Social Media Resources page in the Marketing Tab of myKW for Social Media tips & downloads including 101 Guides!

## Google Apps for Business: Gmail

### Your KW Email Powered by Google

Log in to your KW Email through Google

- Go to [Gmail.com](https://www.gmail.com)
- Type your complete KW email address (including the @kw.com) in the username field.
- Type your password you were provided in the password field.
- Click Sign In.

Create an Email Signature

- Log into your KW email account through Gmail
- In the upper-right corner of the Mail window, click the Gear icon, and then click Settings.
- On the General page, scroll down to the Signature section and enter your signature in the box.
- If desired, use the options above the box to format your text and add links and images.
- Click Save Changes at the bottom of the page.

Add KW Greater Rochester Logo to your email signature

- From your mykw.kw.com Dashboard, select the Marketing Tab. You'll see a link for Logos and Branding along the left hand side. Find the Market Center Logos section and enter the Market Center Number, which is 820. They can also be found in the "In the Know" folder.
- Download the logo you would like to use.
- In Gmail, Click the photo icon to add an image, select Web address and paste the URL into the box.
- You can then adjust the image size (Small, Medium or Large.)

There are also image-based Signature Blocks in Command. Customize one and use it for your signature. Once you've provided a professional headshot to the Office, the Director of Technology will create an initial one for you and email it to you along with instructions.

Sync your email to your mobile device

### Additional Google Apps for Business

Google tools will change the way you do business! These tools are built to let people work anywhere, anytime, on any device.



### Core Apps:



#### [Gmail](#)

Email wherever you work



#### [Calendar](#)

Shareable, cloud-based calendar



#### [Drive](#)

Your online office productivity suite



#### [Hangouts](#)

Virtual chat with up to 15 participants

### Additional Apps:



#### [Google+](#)

Put your most professional side forward on social media



#### [Maps](#)

Easily share listing routes with your clients



#### [Places](#)

Your tool for better SEO for your business



#### [Voice](#)

Manage all your phones with one central phone number

Google is constantly creating new apps, so keep checking.

### **Chrome Browser**

It is suggested that you use the free Google Chrome browser as your default browser. Chrome makes easier to work with the Google Apps and Email and also gives you access to Extensions that you might love, including



Pocket



Awesome Screenshot

## **Listing and Purchase Paperwork**

All of your Listing and Purchase paperwork must be submitted to the Market Center Administrator for review and for secure storage.

### **When do I submit paperwork?**

#### **For a Listing**

The signed listing contract, including the listing checklist, must be submitted to the MCA within two days of listing the property.

When your listing sells, the purchase contract, including the purchase contract checklist, **must be submitted within 21 days of acceptance** or after receipt of the Property Inspection Contingency Removal.

### **For a Sale**

The purchase contract including the purchase contract checklist **must be submitted within 21 days of acceptance** or after receipt of the Property Inspection Contingency Removal.

## **How do I submit my paperwork?**

The information on how to do so can be found at [bit.ly/SubmitPaperwork](https://bit.ly/SubmitPaperwork). This is a file in the **In the Know** folder.

## **Third Party Accounts**

### **Realtor.com**

Access your Realtor.com account

- Go to Realtor.com and click “Sign Up” (or click “Log In” if you already have an account) and take the “Real Estate Professional” route. Click the link below for full instructions.
  - <https://support.realtor.com/s/article/Signing-In-and-Signing-Up>

Information from Realtor.com on how to make your Profile really stand out can be found at this link. Note that this will take you to a file in the In the Know folder.

[Make your realtor.com profile stand out](#)

### **ListHub**



*Your Listing **Asset** Management Company*

You either have (or will) receive an invitation to ListHub.

## What it is and How it Works



Please go to this link to access a full document with more details about it.

[ListHub Information](#)

### ListHub Benefits

The ListHub service includes the following benefits:

- All of your listings will be sent to the Web sites (or channels) selected by your broker
- Listings will be branded on all selected channels
- Consumers will be redirected to the destination chosen by your broker which is either a ListHub hosted property page or your brokerage Web site
- Agent marketing reports showing the number of visits and click-throughs for all of your listings, the geographic location of online consumers, popular property characteristics, and more!
- eMarketing flyers to use in your listing presentations
- Individual property reports to share with your sellers

## **Zillow**

If you're a new agent, make sure to create a Zillow account. If you have transferred to Keller Williams from another brokerage, make sure to update the information in your account. Make sure that Zillow has the email address that you use for the MLS, as that is how they link you to your listings. For more information, please see the information available to you at this link:

- <https://www.zillow.com/agent-resources/blog/create-a-free-agent-profile/>

## **Advertising Regulations**

Please find this information in this document:

<https://docs.google.com/document/d/1yPu3XxjYbCyXy-ko7djOOltjFarNevtRliHWSkpgTUY/edit?usp=sharing>

## **Resources**

This section has been moved to it's own document - see

<https://docs.google.com/document/d/14okDphY3O9c62QAOjLGtIlkbeZ9hsZ-3lGaONLVgHw8/edit?usp=sharing>