

# KW STARTER GUIDE



GET STARTED

# HISTORY OF KW

Keller Williams is the world's largest real estate franchise by agent count, has more than 975 offices and 186,000 associates. 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.

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



# ABOUT KWGR WEST

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- Keller Williams Realty Greater Rochester West opened its doors in 2010 with 21 agents.
- Now with over 150 agents, Keller Williams Greater Rochester West is now the largest real estate company on the West side of Rochester.
- KWGR West is also the number one office in closed units and sales volume on the West side of Rochester!





# KW CULTURE

# OUR BELIEF SYSTEM



At the core of Keller Williams Realty is a conviction that who you are in business with matters. We believe that the company we keep can contribute to our lives in untold ways. To help cement this understanding, we've formalized a belief system called the WI4C2TS that guides how we treat each other and how we do business.

**WIN-WIN** or no deal

**INTEGRITY** do the right thing

**CUSTOMERS** always come first

**COMMITMENT** in all things

**COMMUNICATION** seek first to understand

**CREATIVITY** ideas before results

**TEAMWORK** together everyone achieves more

**TRUST** starts with honesty

**SUCCESS** results through people



# KW CULTURE



## KWRI Mission, Vision, Values, & Perspective

### **Our Mission**

To build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving

### **Our Values**

God, Family, then Business.

### **Our Vision**

To be the real estate company of **choice**.

### **Our Perspective**

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, & profitability.**



## Caring Associates Responding to Emergency Situations

- **About Us**

- KW Cares is a 501 (c)(3) public charity created to support Keller Williams associates and their families with hardship as a result of a sudden emergency. The charity is the heart of Keller Williams culture in action. Finding and serving the higher purpose of business through charitable giving in the market centers and communities where Keller Williams associates live and work.

- **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.

You can donate to KW Cares from your closing check! Ask your MCA how!



# WHO WE ARE



**Operating Principal:**  
**Charles Hilbert**  
Phone: (585)-732-6181  
ChuckHilbert@kw.com

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.



**Team Leader:**  
**Jessica Woons**  
Phone: (585)406-7883  
JessicaWoons@kw.com

The Team leader main objectives are market center growth and consulting the agents within the top 20% of the market center on hitting their business goals.



**MCA, CFO, COO**  
**Jackie Hartter**  
Phone: (585)758-8410  
JackieH@kw.com

The MCA handles account payables and receivables. The MCA is responsible for processing, depositing and dispersing checks, agent billing and record keeping. The MCA also handles 1099's, and both agent & market center financial reports.



**Director of Operations  
& Agent Services**  
**Ellen Mattia**  
Phone: (585)721-1417  
Emattia@kw.com

The DOA helps create and implement market center systems and processes. She also is responsible for our agent services & retention. Ellen helps agents individually with technology, marketing, and other administrative needs.



**Director of Communications**  
**Abby Therrien**  
Phone: (585)758-8400  
ahtherrien@kw.com

The DOC oversees all communications through out the market center. This includes marketing, training/events coordination, direct office support, and clerical duties to ensure a consistent work flow.



**Launch Partner**  
**Rick Visca**  
Phone: (585)362-8544  
rickvisca@kw.com

Rick oversees the Launch Partner program. He pairs the newly licensed agents with their Launch Partner, based on their DISC profile. He also plans out the training calendar and works closely with our master faculty.



# WHO WE ARE

## GET TO KNOW YOUR AGENT LEADERSHIP COUNCIL

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.



**Brian Blonowciz**

585-413-8635

blonowicz@kw.com



**Brett Robinson**

585-738-9673

brettr@kw.com



**Michelle Weiss**

585-746-0675

michelleweiss@kw.com



**Scott Tantalo**

585-259-8627

sgt1@kw.com

# Office Information and Support

**Legal Name:** Agent Priority,LLC  
**DBA:** Keller Williams Realty Greater Rochester West  
**KW Market Center #:** 862  
**Broker Lic.Number:** 10491205334  
**Tax ID Number:** 27-1716801  
**Naid Number:** QHLLC-6801  
**Office MLS ID:** KWGR01

**Office Hours:**  
Mon-Fri 9:00 am-5:00pm

**Address:** 1770 Long Pond Rd. Rochester, NY 14606

**Phone Number:** 585-758-8400  
**Fax Number:**585-758-8401

**WIFI Password:** KW1234!!  
**KW Intranet:** [www.mykw.kw.com](http://www.mykw.kw.com)  
**KW International:** [www.kw.com](http://www.kw.com)  
**KWGR West Website:** [www.KWRocWest.com](http://www.KWRocWest.com)

**Kw International:**  
512-306-7191  
[Support@KW.com](mailto:Support@KW.com)

**Scott Le Roy Marketing Support:**  
321-236-2568  
[Support@ScottLeRoyMarketing.com](mailto:Support@ScottLeRoyMarketing.com)

**GRAR:**  
585-292-5000  
[grarhelpdesk@grar.net](mailto:grarhelpdesk@grar.net)

**DOS:**  
(518) 474-4429  
[licensing@dos.ny.gov](mailto:licensing@dos.ny.gov)



# GETTING STARTED @ KWGRW

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## The KWGRW Training Calendar

Our focus at Keller Williams is helping agents realize and hit their full potential. We hope you will take advantage of the numerous training events that we offer. Our goal is to provide you with the best education possible, to help you develop/improve your business owner skill sets, so that you can run your business at the highest level. To access the KWGRW Training Calendar go to **mykw.kw.com -> Education Tab -> Calendar Tab**

\*\*\*Don't Forget to Register For Classes\*\*\*

## KWGRW Stakeholder Meeting

The KWGRW Stakeholder meetings are an opportunity to network with your fellow KW Associates and Affiliates, while getting market news and Market Center updates. The Stakeholder meetings take place **once a month on the 2nd Wednesday of the month at 12 pm**. Please check the calendar for exact date each month and make every effort to attend!

## ALC meetings:

ALC meetings are open to all associates to attend and observe. Witness your ALC at work every month.

## New Agent Training:

Our IGNITE series will cover 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. Additionally, we have a buyer and seller series held each month. These classes are in place to help you navigate the ins and outs of working with buyers and sellers!

## Wireless:

Our office is wireless. Our Network is KW Wifi— the password is **KW1234!!** The security level is WPA2-Personal, the encryption is TKIP. If you are renting space, you will need a Cat-6 cable to attach to your computer to connect to the internet. (see the MCA or DOC for a cable to use if you do not have one handy)

## Housekeeping:

We appreciate your assistance in helping us maintain a tidy office appearance at all times! Additional supplies can be found in the cabinets in the kitchenette (i.e. toilet paper, paper towels, plastic silverware, plates, cups etc.) Should you find we are out of something, please let the DOC know and it will be ordered. There are coffee mugs and dishes located in the kitchen area for your convenience. These dishes are a shared resource, so please be sure to wash your dishes when you are finished.



# GETTING STARTED @ KWGRW cont.

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## Our Market Center

### Office Access:

The main entrance to our office will be unlocked Mon-Fri from 9am-5pm. **You will be assigned a key code to gain entry to both the Brighton & West Side Market Centers after hours.** Please ***DO NOT*** give this code to anyone else. Your code will be 9 followed by the last 4 of your social and then #. Example: **91234#**

### 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 near the 1<sup>st</sup> floor printer. Mail is delivered by noon daily.

### Conference Rooms:

There are several conference rooms available to our agents that can be utilized for appointments & meetings. You can reserve a conference room through our KW intranet. Instructions on how to do so are included in this flash drive saved in the document folder. It is required to reserve a conference room in order to use it, additionally it is a first come, first serve basis. There are (3) total conference rooms for use plus the training room.

### Workspace:

The tech rooms are free and open to all agents with computers and wireless access. There is one shared workspace located on the first floor at the cubicle located behind the front desk. There is an additional workspace available on the second floor right when you walk up the stairs. This workspace has two shared tech computers available.

### Copiers and Printing:

Black and White copies are 5 cents each, Color copies are 20 cents. You will use your 5-digit printer code to log into the printers—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.

### After Hours Deposit Checks:

There is a dropbox mounted to the brick on the outside of the building, located next to the front door.

# GETTING STARTED @ KWGRW cont.

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## Getting Down to Business...

### Profit Share:

As a partner at Keller Williams, you will share in the profits, have a say in the decision making and be empowered to build businesses to the highest possible level. **Profit share checks are distributed on the 21st of each month.** For more information on profit share, be sure to register for the next Grow Your Passive Income Class on the Training Calendar.

### Monthly Investments:

Your monthly investment is distributed electronically on or about the tenth of each month. Payment is due within ten days of invoices being sent.

### Business Basics:

There are notecards, envelopes, stamps, KW folders & more, available for purchase in the MCA office. If you would like to order your own, check out our KW Approved Vendors for discounts! You can search all vendors on the homepage of mykw.kw.com using the Vendor Search box on the right-hand side of the page.

### Paperwork:

-Complete Listing and Sale **packets are available for purchase (\$2)** at the front desk for your convenience and are available to download on the MC Intranet. Please see the Director of Communications for assistance.

-See the section on “Listing and Purchase Paperwork” later in this document for details regarding submitting documents to your Market Center.

Listings must be completed and uploaded into COMMAND within TWO DAYS of entering the listing in the MLS.

Purchase Contracts must be completed on COMMAND within TWO WEEKS of the last parties' signature.

## ANNOUNCE YOUR MOVE TO KELLER WILLIAMS

Once you have made the transition to Keller Williams Realty, you will want to notify your friends, family, and clients of your career change. We have announcement templates in the addendum folder on this flash drive.

Your first order of business is to compile everyone you know and their contact information into a database—this is the lifeline of your business! Once your database of client contact information is in order, the Director of Communications can assist you in creating and printing mailing labels and return address labels.

# XEROX PRINTER INSTRUCTIONS

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## To make a Copy at the machine

- Press the **Services Home** button below the screen
- On the screen select **Copy**
- Using the keypad, enter your **User ID** (Your 5 digit code)
- Insert your document in the job tray. Enter the number of copies you'd like to make using the key pad. When you are ready to print, press **Start**
- \*\*To log out of your code press the **Clear All** button twice, then press **Confirm and Log Out**. You must log out each time you use the copier. You are responsible for all copies printed under your code!

## To Print from Computer

- Xerox 7970 should be set as the default printer.
- You will not be prompted to enter a code as each user's code has been entered in through the print driver. Please Note: The exception is for the tech room computers where you will be prompted to enter your code for each print.
- In order to retrieve your job from the printer you will need to release your job using your same 5-digit code. Here's how:
- After you have sent your job to the printer, at the machine select the **Job Status** button to the left of the screen. All jobs are stored under secure print until they are released by the user, this does not hold up any other job waiting to print.
- Find your job and click on it. Select **Release**. You will then need to enter your 5 digit **code** using the keypad. You then have the option to release just one of the documents in your queue or you may hit release all.
- You may also delete a job you have sent to the printer by selecting your job on the Job Status screen highlight you job and select **Delete**. You will need to enter your code to delete your job.

**Please note: Jobs that are not released will be deleted from the Job storage after 8 hours!**

## Using the Bypass Tray

- When you insert your paper into the Bypass tray you will be prompted to select your paper settings including paper size, weight and type.
- Select the settings that best fit the paper you are using. When you are finished, select **Confirm**.
- Be sure when you send you job you select Bypass as the source tray
- You can then release your job.



# XEROX PRINTER INSTRUCTIONS CONT.

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## Scan to Email

- On the **Services Home** page select **Email**. To select a recipient within our market center, select **Address Book**. You can scroll through the names or select **Search by Name** and search using the first few letters of the person's last name.
- Highlight the name of the recipient and select **To** so their name appears in the To column.
- All emails will be sent from [KellerWilliams@kw.com](mailto:KellerWilliams@kw.com). If you would like the recipient to be able to reply to your email, select the **Email Options** tab and select **Reply To**. You can enter your email address manually or use the address book to select it.
- The **Email Options** tab also allows you to change the format of the attachment. It defaults to PDF but you can change it to JPEG (for an image) or TIFF.

## Multiple up on a Page/Booklet Printing

- Before you print your job go to **Printing Preferences** or **Properties 2-sided flip print** and then select the
- Under the **Layout/Watermark** tab. Under **Pages per Sheet** you can select 2, 4, 6, 9 16 to a page. This is great for MLS Printouts for your buyers!
- Under the **Layout/Watermark** tab you can also select Portrait or Landscape for your booklet.

## Reduce or Enlarge

- Under the Services screen select **Copy**.
- Under **Reduce/Enlarge** arrow to desired percentage.
- Select **More** for **Auto %**

## Lighten or Darken

- Under the Services screen select **Copy**.
- Under the **Image Quality** tab select **Image Options**
- Select **Image Options**
- Select **Lighten/Darken**, **Sharpness** and/or **Saturation**

## Copying from a book

- Under the Services screen select **Copy**
- Select **Layout Adjustment** tab
- Select **Book Copying**
- Select **Both Pages**, or **Left Page Only**, or **Right page Only**

# GUIDELINES FOR BUSINESS CARDS

- Understanding that a business card is a form of advertisement, it must conform to the general advertising standards. It must be truthful and not misleading.
- To avoid consumer confusion a business card must include at least the following information per DOS:
- The name and address of the brokerage as licensed by the Division (or the branch office if the salesperson is associated with one)
- The individual's **full** name, as licensed
- Type of license held (Licensed Real Estate Broker, Licensed Real Estate Salesperson, and Licensed Associate Real Estate Broker). Please note that REALTOR and Real Estate Agent are NOT acceptable license types.
- The inclusion of additional information is permissible (business titles, business e-mail address, specialization, trade affiliations or accreditations), providing the information is true and not misleading.
- A licensee may include their home e-mail address, cell and/or home telephone numbers, provided that there is a notation that such are residence numbers, and further that such use is not extended to any activity that would constitute branch office operation.

## Additional Guidelines

- Each business card must include the disclaimer: "Each office is independently owned and operated."
- Include an Equal Housing Logo and MLS Logo
- Please include the Keller Williams Realty Greater Rochester West DBA with the KW logo
- Proof must be reviewed by the DOC prior to confirming or finalizing the order!!

## Ordering Business Cards

We have several KW Approved Vendors for business cards. You are free to use whatever vendor you choose as long as your cards meet New York State and Keller Williams Realty Guidelines. Cards must be reviewed by the DOC. You can start by checking out the templates available through the KW Approved Vendors below.

### Where to order business cards:

[www.1800BusinessCards.com](http://www.1800BusinessCards.com)

[www.DotrisPrint.com](http://www.DotrisPrint.com)

Review the KW Approved Vendors for available templates. If you find a template you like, you can begin the order process yourself **The proof must be reviewed by the Director of Communications before any order can be approved.**

- After review, changes or corrections can be made at this time and an updated proof will be sent via email.
- Once the order is finalized, business cards will go to press then ship per your selected shipping method (5-7 Business days for standard shipping.)

# GUIDELINES FOR SIGNS

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- Understanding that signs are a form of advertisement, they must conform to the general advertising standards. It must be truthful and not misleading.
- To avoid consumer confusion a sign must include at least the following information per New York State Advertising Regulations:
  - The name and logo of the brokerage as licensed by the Division
  - Logos for yourself or your team should NOT be larger than the Brokerage logo so as to not be misleading.
  - The individual's **full** name, as licensed
  - The inclusion of additional information is permissible (business website, business e-mail address) providing the information is true & not misleading.

## Additional Guidelines – FOR SALE signs

Each sign should include the disclaimer: “Each office is independently owned and operated.” It is best to include an Equal Housing Logo

Please use the Keller Williams Realty **Greater Rochester West** logo rather than the general Keller Williams logo.

Keller Williams Realty International requests that signs be at least 50% Red.

## Recommendations

Consider how visible your sign will be from drivers passing by. Clean, easy-to-read designs are encouraged. Larger signs tend to be easier to read. 30x24 is the suggested size.

## Directional/Open House signs

These signs are not subject to all the rules above. These types of signs **MUST** clearly identify the brokerage (Keller Williams Realty Greater Rochester West) and if they include your name, they must include your fully licensed name.

**Proof must be reviewed by the Director of Communications prior to confirming or finalizing the order!**

# SIGN VENDORS

## Local Sign Vendors:

### Sign Design

**Fran Blonskey:** 585-506-6682

Email: [signdesign@frontiernet.net](mailto:signdesign@frontiernet.net)

Website: [www.SignDesignOnline.com](http://www.SignDesignOnline.com)



*Quick delivery custom signs*

### Pixos Print

**Kai-leigh Barone:** 585-500-4600

Email: [kbarone@pixosprint.com](mailto:kbarone@pixosprint.com)

Website: [www.pixosprint.com](http://www.pixosprint.com)



### Trippany Sign Co

**Mike Trippany:** 585-944-9516

Email: [Trippanysigns@gmail.com](mailto:Trippanysigns@gmail.com)

Website: [www.trippanysigns.com](http://www.trippanysigns.com)



### Pierrepoint Visual Graphics

**Scott Zapia:** 585-235-5620

Website: [www.pierrepoint.com](http://www.pierrepoint.com)

## Post Sign Installation

### Pollock & Sons Sign Services

**Mark Pollock:** 585-506-8000

Fax: 585-227-6128

### Real Estate Sign Installation Services

**Todd Blaschek** 585-202-3062

**Sebastian** 585-202-9727

[rpsinstallation@frontier.com](mailto:rpsinstallation@frontier.com)

## Keller Williams International Approved Vendors:

### Aztec Signs

Website: [www.AztecSigns.com](http://www.AztecSigns.com)



### Oakley Signs and Graphics

800-373-5330

Website: [www.OakleySign.com](http://www.OakleySign.com)



### Build-a-Sign

800-330-9622

Website: <http://www.buildasign.com/store/keller-williams>



# Sign Pricing

## FOR SALE SIGNS

Print file provided  
**\$40.00 plus tax**

18 x 30

24 x 30 or 30 x 24

(or sizes in between)

**6mm coroplast**

Double sided

Includes grommets

22 x 30



24 x 30



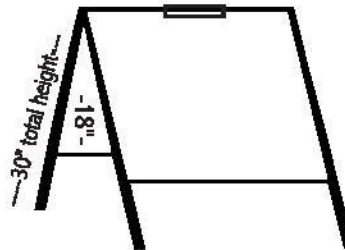
18 x 30



## OPEN HOUSE SIGNS

18 x 24 in metal A-Frame

**4mm coroplast**



A-frame with 2 - 18 x 24 panels

**TOTAL \$75.00 plus tax**

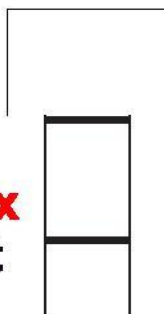


## CORNER SIGNS

ON HEAVY DUTY STEP STAKES

12 x 18

**DOUBLE SIDED**  
**\$20.00 plus tax**  
**6mm coroplast**



**RIDERS - Either Size \$7.50 plus tax**  
6mm coroplast

**2 ACRES**

6 x 24

**NEW PRICE**

6 x 30

**2 ACRES**

6 x 24

**NEW PRICE**

6 x 30





**Trippany Sign Company**  
2450 W Ridge Rd Ste 304B  
Rochester, NY 14626  
Cell: 585-944-9516  
Email: Trippanysigns@gmail.com  
Website: www.trippansigns.com

**FOR SALE**



**kw** GREATER ROCHESTER WEST  
KELLERWILLIAMS, REALTY

**Tin Tin Ren**  
Licensed Real Estate Salesperson  
CELL **585.752.8522**  
tintren@kw.com

Each office is independently owned and operated.

**FOR SALE**

**Mairead "Marie Z" Zolnierowski**  
Licensed Real Estate Salesperson  
CELL **585.732.3615**

**kw** GREATER ROCHESTER  
KELLERWILLIAMS, REALTY

**FOR SALE**

**Jonathan Smalline**  
Licensed Real Estate Salesperson  
CELL **585.290.0501**  
Jsmalline@kw.com




**kw** GREATER ROCHESTER WEST  
KELLERWILLIAMS, REALTY

Each office is independently owned and operated.

**FOR SALE**

**Amy Ziobrowski**  
Licensed Real Estate Salesperson  
Cell: **585-329-2902**  
aziobrowski@kw.com



**kw** GREATER ROCHESTER WEST  
KELLERWILLIAMS, REALTY

Each office is independently owned and operated.

**FOR SALE**



**kw** GREATER ROCHESTER WEST  
KELLERWILLIAMS, REALTY  
wfedele@kw.com

**William Fedele**  
CELL **585.317.7623**

Each office is independently owned and operated.

**FOR SALE**



**kw** GREATER ROCHESTER WEST  
KELLERWILLIAMS, REALTY

**Danielle Fasso**  
Licensed Real Estate Salesperson  
CELL **585.506.6715**  
OFFICE **585.720.5940**

Each office is independently owned and operated.

**FOR SALE**



**kw** GREATER ROCHESTER  
KELLERWILLIAMS, REALTY  
jay.smith@kw.com

**Jermaine "Jay" Smith**  
Licensed Real Estate Salesperson  
CELL **585.217.1760**

Each office is independently owned and operated.

**FOR SALE**



**kw** GREATER ROCHESTER  
KELLERWILLIAMS, REALTY  
Email  
ScottBarrows@kw.com

**Scott Barrows**  
Licensed Real Estate Salesperson  
Cell **585-319-1272**

Each office is independently owned and operated.

**FOR SALE**

**kw**  
KELLERWILLIAMS,  
REALTY

**Elizabeth "Lee" Rogers**  
Licensed Real Estate Salesperson  
Cell: **585.520.8727**  
Office: **585.341.8708**  
Email: **Leer@kw.com**

Each office is independently owned and operated.

## **ROCHESTER POST & SIGN INSTALLATION**

**Todd Blaschek 585-202-3062**

**RPSinstallation@yahoo.com**

- . Post installations \$25.00**
- . Solar lights (no charge)**
- . Commercial post installation (call about pricing)**
- . Rider installation \$15.00**
- . Lock box installation and removal \$10.00**
- . Info boxes \$5.00**

**An installation is simple, just text me or email me and your post will be installed that day or the following day. You will receive confirmation of the installation with a picture of the post at the location.**

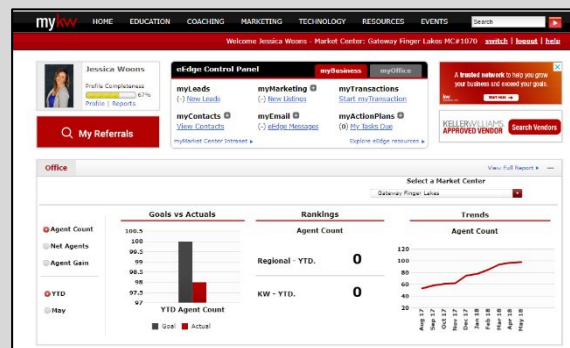


# KW Systems Guide

## My KW

[MyKW.KW.com](http://MyKW.KW.com)

MyKW is the 'behind the scenes' of Keller Williams Realty. Each agent has their own unique login to their mykw account. Through your this account, you can access your websites, a database management system, your transaction system, marketing materials, market center trainings, reports, and many other important resources to aid you in your real estate business.



## KW CONNECT

[KWConnect.com](http://KWConnect.com)

Connect is an online community of KW associates that was designed as a comprehensive education and training platform. Connect enables agents to connect with other agents and influencers, communicate with ease, share valuable content, and hone skills and expertise.

## KW White Pages

Your Whitepages profile is what agents will see when they are looking for referral agents through myKW. Your profile contains some personal info, your office info, a bio, social media links, areas you service, and more. The info in your Whitepage Profile is the info that populates on KW.com. The Whitepages can also be used to look up other Keller Williams market centers, agents, and their contact info.

**\*You can access the WhitePages by logging into your mykw account.**



## Scott LeRoy Marketing

[ScottLeRoyMarketing.com](http://ScottLeRoyMarketing.com)

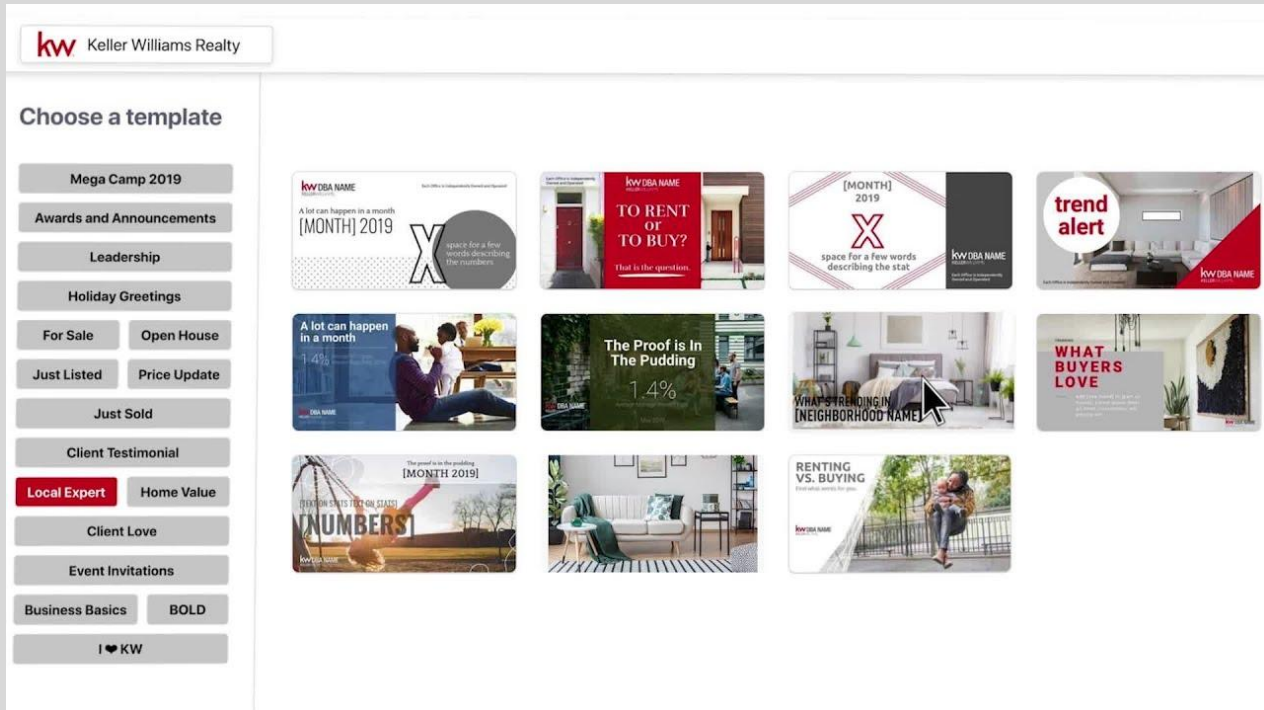
Scott LeRoy Marketing, is a virtual technology and marketing concierge. SLM has social media, email and flyer graphics for you to utilize in your business. They also have online trainings, webinars, and cheat sheets for support on any KW systems! Scott LeRoy Marketing is available by email all hours of the day, to answer any KW tech or marketing questions you may have.



# KW Marketing Options

## Command Designs!

Tap into your inner artist! Create expert-looking marketing assets with just a few clicks. Leverage pre-build templates or create one from scratch. Do all of this while maintaining your brand! Your brand is not a one-size-fits all, so your marketing materials shouldn't be either! Designs also leverages hyperlocal data, such as appreciation or days on market! It does all of this while adding that personal touch.



## Team up with a loan officer!

Pairing with a local preferred partner, to ensure your clients receive a high level of service in all aspects of their transaction, can be crucial to the success of your business. Many of the local mortgage companies have a marketing department, that will help you with your marketing needs!

### LUNCH BROKER OPEN

Wednesday, July 11 • Noon - 2:00PM

**2103 PERRY POINT ROAD • TORREY**

**CATHY SHELANSKEY**  
Keller Williams Realty  
C: 585.734.4087  
cshelanskey@kw.com

**CHRIS LAKE**  
Keller Williams Realty  
C: 585.241.0000  
C: 585.734.1057  
C: 585.963.7966

**KW GATEWAY**  
Keller Williams Realty  
C: 585.734.4087

**Premium MORTGAGE CORPORATION**

MLS#: R1114588 | LP: \$529,900 | 1,920 SQ. FT.  
TAXES: \$8,499 | 4 BEDROOMS | 2.5 BATHS

Platinum Mortgage Corporation • 2541 Monroe Avenue, Rochester NY 14618 • Equal Housing Lender • NMLS# 3624 • Licensed Mortgage Banker NY0675

# PREMIUM MARKETING SERVICES

Page 2 of 2



## Several Effective Options to Promote Your Real Estate Business

### Advertisements

\* **Deadline: 1 week's notice.**

Print or web graphics made for a newspaper, magazine, website, or other third-party publication. Allow us to design an ad customized for your targeted message!



### Door Hangers

\* **Deadline: 3 days' notice.**

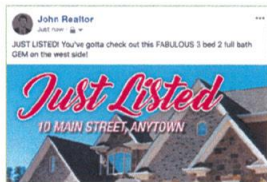
Very cost effective method of reaching neighbors, without spending money on postage! Customized advertising messages printed on heavy cardstock, die cut to the classic Door Hanger shape, these are an excellent way to get in front of potential clients!



### Email Services

\* **Deadline: 3 days' notice.**

Customized, branded emails can be created to reach your contacts electronically. Branded with the contact details of the agent and Loan Officer, we can direct any responses right to you! Agents must provide their own email lists.



### Social Media & Web Graphics

\* **Deadline: 3 days' notice.**

Engage the modern consumer by providing digital content! Whether for your website or to post on your favorite social media platform, Premium Mortgage Corp. Marketing can create a custom image just for you!



### Custom Promotional Items

\* **Deadline: 2-4 weeks' notice.**

Promote your business with custom-made, branded items such as coffee mugs, clothing, gadgets, office supplies, or just about any item you can imagine. We have access to vendors with a huge selection of options for you!

\*RESPA guidelines require equal sharing of any costs between REALTOR® and Mortgage Loan Officer. Printing and/or postage charges may apply.



Corporate Headquarters: 2541 Monroe Ave, Rochester, NY 14618, (585) 241-0000, NMLS# 3254  
4240 N. Buffalo Rd., Orchard Park, NY 14127, (716) 537-7000, NMLS# 1213669 | 4421 Transit Rd, Buffalo, NY 14221, (716) 633-0501, NMLS# 92181  
128 Main St., Geneseo, NY 14454, (585) 447-9197, NMLS# 157688 | 4205 Longbranch Rd. #6, Liverpool, NY 13090, (315) 457-0926, NMLS# 1270748  
16 Computer Dr W, Ste. 101, Albany, NY 12205, (518) 924-8001, NMLS# 1695490 | Licensed Mortgage Banker NYSDFS

[www.PremiumMortgage.com](http://www.PremiumMortgage.com)

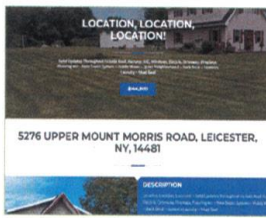


Updated: 10/21/19



# PREMIUM MARKETING SERVICES

Page 1 of 2



## Several Effective Options to Promote Your Real Estate Business

### Single Property Websites

\* **Deadline: 2 days' notice.**

Get a unique website for your listing, featuring photos, property info, as well as automatically-generated neighborhood data, and featuring the branding and contact details of the REALTOR® and our Loan Officer. Websites are able to host your videos, and agents can even generate print-ready flyers on demand!



### Open House Flyers

\* **Deadline: 2 days' notice.**

Printed flyers, featuring color photos and property info are excellent handouts at Open Houses. Our 2-sided flyers, printed on our high-quality, heavyweight paper, feature the listing (or hosting) agent so potential buyers know who to call!



### Marketing Flyers

\* **Deadline: 2 days' notice.**

\* **Custom-made flyers are available, but may require additional lead time.**

Talk to your Premium Mortgage Corp. Loan Officer today to view their Marketing Binder, containing dozens of informative flyers. From topics such as loan programs, the home buying process, even tips for sellers, our flyers make fantastic handouts for your office, Open Houses, or at events to give to any potential client.



### Direct Mail

\* **Deadline: 1 week's notice.**

Material designed for postal distribution, such as postcards or mailed letters. We can print address labels, too! (Agents must provide their own mailing list)

Try the Every Door Direct Mail (EDDM) program to save on postage and advertise to specific neighborhoods. Very low postage costs, and no address list required! This is a very cost-effective and time-efficient program!



### Broker Open Invitations

\* **Deadline: 1 week's notice.**

Contact your Premium Mortgage Corp. Loan Officer to see if they are willing to sponsor your Broker Open. We will send an email invitation to all real estate agents in our database for your region. We'll also post it to social media, and provide you with a graphic you can share with your own contacts to promote your event.

\*RESPA guidelines require equal sharing of any costs between REALTOR® and Mortgage Loan Officer. Printing and/or postage charges may apply.



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[www.PremiumMortgage.com](http://www.PremiumMortgage.com)



Updated: 10/21/19



# NEW AGENT TECHNOLOGY GUIDE

## Real Estate, Radically Transformed

“Dramatically simplifying the technology experience agents and consumers have with Keller Williams, enabling us to create the world’s simplest and most personalized discovery, transaction and ownership experience in residential real estate.”



# Keller Cloud

## COMMAND

Command is your end-to-end operational system that houses your business-critical applications, so that you can effortlessly run and grow your business. Built from agent insights, Command is more than a replacement for the traditional customer and business operations tool. It's an integrated experience that deeply understands your business, your clients, your needs, and provides the intelligence necessary to thrive in today's hypercompetitive market.

<https://agent.kw.com/login>

## KELLE

Kelle is a powerful partner designed to enhance the agent experience. From organizing schedules to growing your referral network to expertly navigating other Keller Cloud technologies, Kelle gets it done. Simplify daily tasks, establish powerful success habits, and seamlessly handle everything on the go!

**Download Kelle from your app store today!**

## CONSUMER APP

Completely reimagined, your new KW app delivers data and neighborhood focused experience to your clients- all curated and guided by you in Command and with the help of your favorite sidekick, Kelle.

**Download the KW Realty App from your app store today!**



# GETTING STARTED...

## 1. Technology Set Up: Getting started

\*Most of your technology set-up has been completed for you, by Scott LeRoy Marketing, however there are a few areas you will want to confirm have the correct info!

### 1.1. Filling out your KW.com profile

- From the mykw.kw.com homepage, click the Profile link that appears in the upper left corner by your name and photo.
- Click on 'edit' under each column and fill in the blanks with appropriate information. Once your Profile Score reaches 100%, you are done. NOTE: For tips on reaching 100%, go to answers.kw.com and type 'profile 100%' in the search field.
- In the Whitepages section, update your contact information, upload your photo and add your social media URLs.
- In the My Referrals section, add your Team Name, Specialties, Designations, Slogan. \*Add Service Areas using the list of zip codes and town names provided.\*

Upload Agent Photo  
Update MLS Info

Roles at Organizations  
Team Leader at Gateway Finger Lakes  
Administrative Staff at Gateway Finger Lakes  
Assistant Team Leader at Greater Rochester  
Add Associate Role

Remove Hide  
Remove Hide

First Name: Jessica  
Last Name: Woons  
User Name: jessicawoons  
User Name Text: Suggested User Name is the first initial of the first name followed by the last name.  
Designations:  
KWUID: 389777  
Associate ID: 473196  
Tax ID:  
MORE ID: 1070\*4914  
CalDRE License #:  
Street 1: 1880 Rochester Rd  
Street 2:  
City: Canandaigua  
State / Province: New York  
Zipcode / Postal Code: 14424  
Business Phone: 585 - 256 - 4408 Ext.   
Home Phone: 585 - 256 - 4409 Ext.   
Mobile Phone: 585 - 406 - 7883 Ext.   
Phone Text: At least one of the phone numbers is required. \*  
Mobile Carrier: Don't miss another Lead! Complete the Mobile Phone and Mobile Carrier fields to be eligible to receive text messages.  
By entering my cell phone number and selecting my mobile carrier I understand that Keller Williams  
Mobile Phone: 5854067883  
Mobile Carrier: ATT;cell@att.net

\* Remember if you are having issues with any of the KW systems, Scott LeRoy Marketing is here as your tech- concierge for any and all KW related tech questions!

# GETTING STARTED...

## 2. Sync Your Market Center Calendar to your Google Calendar

**Log in to your MYKW account.** Scroll to the bottom of the home page and find “Quick Links” Click **mykw | MC 862 Intranet** -> **View Calendar** (under your name and profile picture) -> **Subscribe** -> **Office Calendar** -> Click **Google Android** -> **Go to Google Calendar & Subscribe**. The name of the Training Calendar will appear in your Google Calendar as “Property Based Office”

## 3. Connect Applications in Command Settings

Connect your email, social media profiles, calendar, google or icloud contacts and more for a seamless integration to automate your work and find productivity superpowers. To learn how to connect your Apps:

[www.connectapplications.kw.com](http://www.connectapplications.kw.com)

## 4. Review and Update Your Command Marketing Profile

Most of your Command Marketing Profile has been set up for you. You may want to add a customized Biography, additional contact information, or social media links. To learn how to edit your marketing profile:

[www.marketingprofile.kw.com](http://www.marketingprofile.kw.com)

## 5. Sign Up for Realtor.Com and Complete Your Profile

Once you have joined GRAR you will need to create an account for Realtor.com You can find instructions for setting up your Realtor.com account in the “**Manuals\_User Guides**” folder of the flash drive.

## 6. Sign Up for a Zillow Account

Once you have joined GRAR you will need to create your agent profile on Zillow.com You can find instructions for setting up your Zillow account in the “**Manuals\_User Guides**” folder of the flash drive.



# GETTING STARTED...

## 2. Opportunities: Handing in your Paperwork

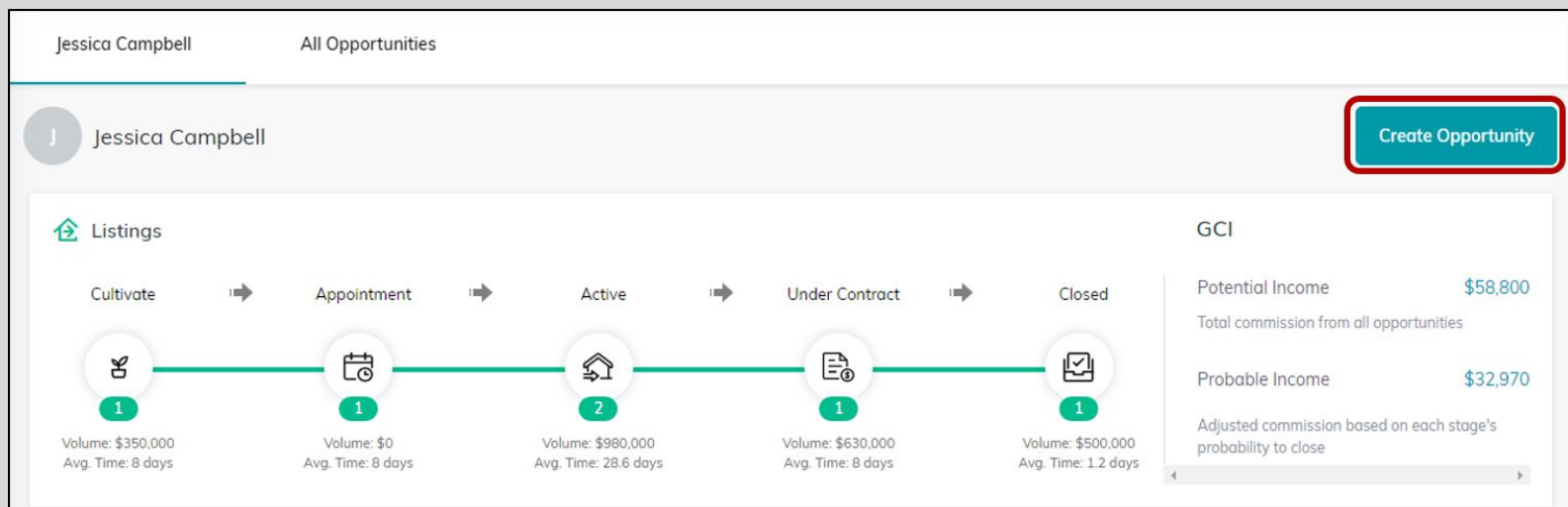
Opportunities is one of the many features of Command. Track all the deals in your pipeline from lead to close. Manage your book of business from a single dashboard. Drag-and-drop deals between stages and ultimately, submit for compliance and commission review.

### 2.1. When to Create an Opportunity:

- There's no need to jump around between systems. All document compliance will be handled directly from within opportunities. Once you finish adding all of the required documents for an Opportunity you will submit these to your MCA for review, prior to getting paid. You will do this for all Listing and Purchase Offer Paperwork.

### 2.2. How to access Opportunities:

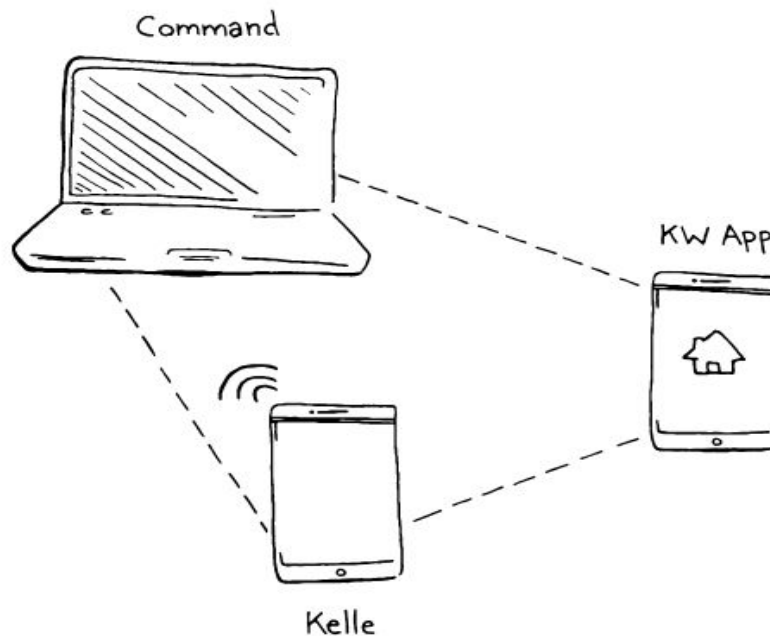
- You can access Opportunities directly through Command. You do this by going to [www.agent.kw.com](http://www.agent.kw.com). Your login information will be the same as your MyKw.Kw.com login.



\*For a full training on Opportunities, checkout this months calendar to see when your market center will be teaching “Getting Paid with Command.” Or check out the “How-to” articles on [answers.kw.com](http://answers.kw.com)

# KELLER CLOUD

Our singular focus is delivering tech that's simpler, smarter, and more human, all at no additional cost to you or your team. Gain control of your database, your business, and your future with Keller Cloud!

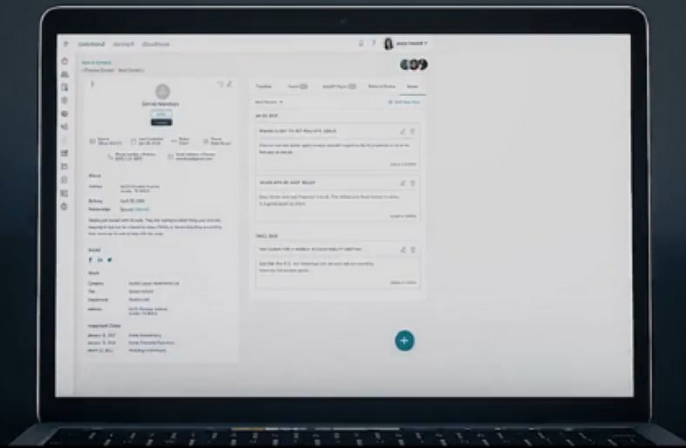


The Keller Cloud streamlines your business-critical components into one convenient place. Powered by AI and machine learning, this technological ecosystem prioritizes your goals, leads and data to a create go-to-market plan that truly delivers. With the push of a button, you're primed to take on all-new opportunities.



# COMMAND

ALL THE TOOLS - ONE PLATFORM



Built from agent insights, Command is more than a replacement for the traditional customer and business operations tool. It's an integrated experience that deeply understands your business, clients, and needs by providing the intelligence necessary to thrive in today's hypercompetitive market.

Command is your end-to-end operational system that houses your business-critical applications so that you can effortlessly run and grow your business.

To learn everything there is to know about Command and how to use it go to <https://www.kwconnect.com/tech-enabled-agent>.

or visit the "Keller Cloud Resources" folder on the flash drive.

Database

Business

Future

# COMMAND

## CONTACTS

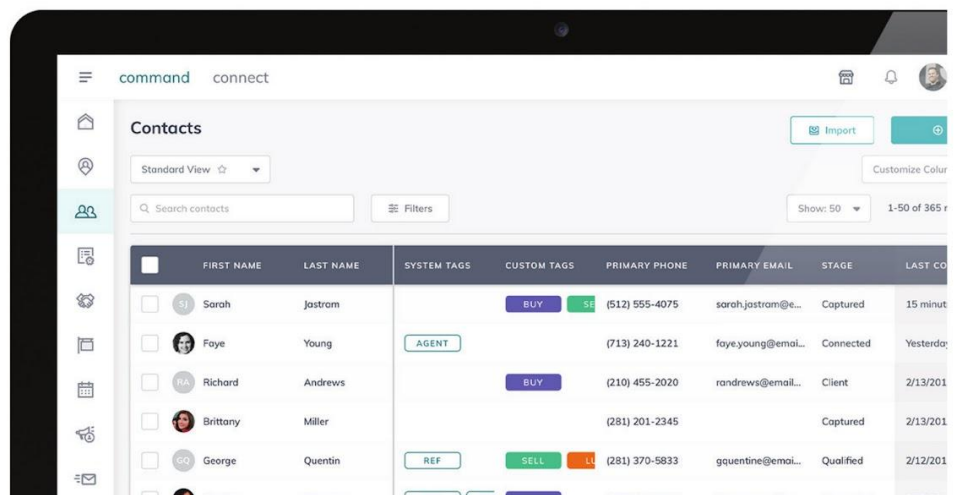
**BETWEEN BUSINESS CARDS, LEAD FORMS AND DISCONNECTED SYSTEMS, CONTACTS CAN GET FORGOTTEN, OR WORSE ... LOST. IT'S TIME TO MASTER YOUR MOST IMPORTANT ASSET - YOUR DATABASE.**

Enter, manage, segment and work your contacts with remarkable clarity and ease so you're never out of touch and always top of mind.

- ① Understand in a glance who you need to contact today.
- ① Check a box to mark a contact as a lead. Then, view your contacts and leads independently or all at once for a holistic snapshot of your database.
- ① All contacts sync across all Keller Cloud applications, making business cards and double data-entry obsolete.
- ① Contacts can be added directly or through a simple voice command with Kelle - KW's exclusive virtual AI assistant.
- ① Navigate to the reporting tab to view personal and comparison reporting to understand the health of your database.
- ① Built for teams, rainmakers get a quick, bird's-eye view of everyone's database.

**Simpler.  
Smarter.  
More  
Human.**

More than a CRM, **Command** is how you optimize, manage and run your business with unprecedented simplicity and insight.



	FIRST NAME	LAST NAME	SYSTEM TAGS	CUSTOM TAGS	PRIMARY PHONE	PRIMARY EMAIL	STAGE	LAST CO
<input type="checkbox"/>	Sarah	Jstrom		BUY	(512) 555-4075	sarah.jstrom@e...	Captured	15 minut
<input type="checkbox"/>	Faye	Young	AGENT		(713) 240-1221	faye.young@emai...	Connected	Yesterda
<input type="checkbox"/>	Richard	Andrews		BUY	(210) 455-2020	randrews@email...	Client	2/13/201
<input type="checkbox"/>	Brittany	Miller			(281) 201-2345		Captured	2/13/201
<input type="checkbox"/>	George	Quentin	REF	SELL	(281) 370-5833	gquentine@emai...	Qualified	2/12/201
<input type="checkbox"/>	Christina	Thompson	REF	BUY	(713) 264-6013	thompson@em...	Connected	2/12/201

Learn more at [technology.kw.com](https://technology.kw.com)



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## TASKS

**FORGET JUGGLING THE REMINDER APPS, NOTEBOOKS AND STICKY NOTES. ORGANIZE ALL OF YOUR TASKS DIRECTLY WITHIN COMMAND.**

The Tasks application has everything you need to stay on top of it all - complete with due dates, related documents and links. You can even opt in for Kelle reminders to help keep you on top of your to-dos when you're on the go.

- ➔ Turn your to-do list into action items by creating contact-specific tasks that are visible across Command and Kelle.
- ➔ Access a single, clear view of what you need to get done.
- ➔ Schedule due dates and reminders to stay on top of your most important tasks.
- ➔ Quickly see past and upcoming tasks associated with a contact and know what you've done and what's to come.

Learn more at [technology.kw.com](https://technology.kw.com)



# COMMAND



## Simpler. Smarter. More Human.

More than a CRM, **Command** is how you optimize, manage and run your business with unprecedented simplicity and insight.



## DESIGNS

**GENERIC MARKETING THAT ISN'T LOCALIZED OR PERSONALIZED IS BOUND TO GET LOST IN THE NOISE. GET READY TO STAND OUT.**

Designs helps your brand shine by pulling in powerful market data - sourced from one of the largest real estate data engines on the planet - so that one-to-many marketing becomes one-to-one.

- ⊕ Point, click and build beautiful, customized assets with real-time market data for email, social, print and beyond.
- ⊕ Craft templates branded to you and your business, or leverage over 1,000 ready-to-go templates.
- ⊕ Elevate your designs and win attention with real-time market data that automatically updates. Add more meaning with local or individualized stats - such as average listing price or days on market.
- ⊕ Designs works in tandem with other Command applications so your messages are amplified and leads flow back to you.

Learn more at [technology.kw.com](https://technology.kw.com)

# COMMAND



## CAMPAIGNS

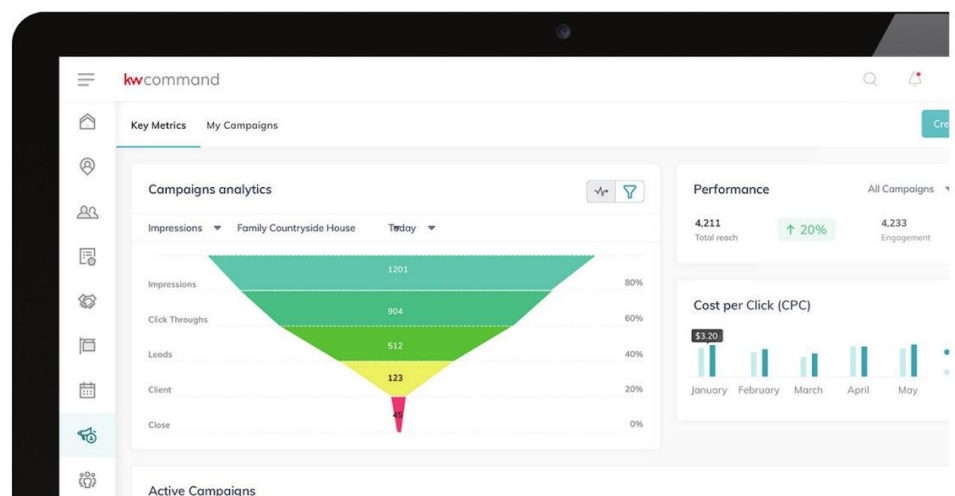
**YOU DON'T HAVE TO BE A MARKETING GURU TO CREATE AN EFFECTIVE AD CAMPAIGN THAT CONVERTS ACROSS FACEBOOK, INSTAGRAM, GOOGLE ADS, EMAIL, DIRECT MAIL AND MORE.**

Command allows you to easily create email and advertising campaigns in just 30 seconds using data generated in the Keller Cloud ecosystem. Enjoy greater insights into which campaigns are working, what they should cost, what your returns should be, and how to better stretch your marketing and advertising budget.

- ⇒ Elevate and optimize your cross-channel marketing and advertising strategy with proven content to maximize the value of each dollar spent.
- ⇒ Set up and deploy a modern print marketing campaign to specific homes based on custom criteria.
- ⇒ Send out hyper-targeted emails to any segment in your database based on criteria you identify.
- ⇒ Integrated fully with other Command applications, allowing you to accurately track your leads-turned-opportunities across all channels.

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# COMMAND

## SITES

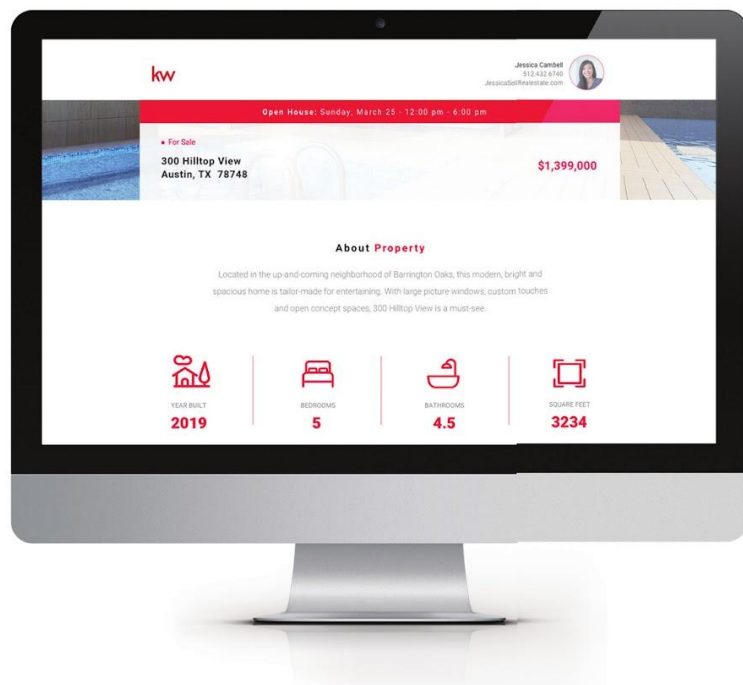
### WHAT'S YOUR DATA-DRIVEN, DIGITAL LEAD CAPTURE STRATEGY?

Build professional and powerful websites that convert for any business case - to promote your business, a new listing, open house, or event and to showcase individualized neighborhood stats and more. These sites automatically update with hyperlocal data and seamlessly automate lead capture through their direct Command integration.

- ⌄ Reimagine your website as a lead generation engine with Command-integrated agent IDX sites.
- ⌄ Deliver what clients want: a highly personalized site built to their exact preferences and featuring the listings they want to see.
- ⌄ Create and share more strategic sites with specific contacts and get updated whenever they engage with it - giving you the opportunity for timely follow-up.
- ⌄ Data-powered widgets feature relevant content that update in real time.
- ⌄ Any leads captured through the pages funnel directly into your Contacts, so you can track progress from lead to close and beyond.

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## SMARTPLANS

**TRANSFORM THE WAY YOU COMMUNICATE  
AND OPERATE. SPEND LESS TIME ON PAPERWORK,  
MARKETING AND OTHER FUNCTIONARY TASKS  
AND MORE TIME DOING WHAT YOU DO BEST.**

Create and deploy automated, customized workflows for any task you can think of - like drip marketing campaigns or listing checklists.

- ⊕ Easily automate your day-to-day with a simple drag-and-drop functionality.
- ⊕ Create simple decision trees and stay on top of email, texts or task reminders.
- ⊕ Design specific plans for contacts based on lead source, client history, neighborhood, interests or anything else.

Learn more at [technology.kw.com](https://technology.kw.com)



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## OPPORTUNITIES

**FOCUS ON YOUR CLIENT RELATIONSHIPS AND DOLLAR-PRODUCTIVE ACTIVITIES INSTEAD OF TEDIOUS PAPERWORK AND TOGGLING BETWEEN SPREADSHEETS.**

Manage your entire book of business - from lead, to close, to your next paycheck - all from a single easy-to-use dashboard that allows you to drag and drop deals between customizable stages.

- ⊕ See appointments, listings, contracts, closed deals and projected revenue in one place.
- ⊕ Stay organized with simplified document management, compliance review, real-time collaboration and more.
- ⊕ See the road ahead with real-time revenue projections and keep tabs on your cash flow.
- ⊕ Flexible team settings include advanced filtering to gain a holistic view and permissioned visibility into individual member pipelines.

Learn more at [technology.kw.com](https://technology.kw.com)

# COMMAND



## Simpler. Smarter. More Human.

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## LISTINGS

### IT'S TIME TO MOVE BEYOND MLS.

Listings is your end-to-end portal to enter the photos and details of each of your listings, syndicate them, stay on top of alerts and more. And, because your listings are organized by neighborhood - not MLS or ZIP code - you bring relevant, community-specific insights to every listing, giving you the competitive advantage.

- ⊕ Access, update and manage your pre-listings and listings easily and intuitively.
- ⊕ Control where your listings are shared and promoted.
- ⊕ Populate ad campaigns, marketing materials and more with your listing details; all in just a few clicks.

Learn more at [technology.kw.com](https://technology.kw.com)

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**kw KELLE**

**CHANGING HOW REAL ESTATE IS DONE**

# LET KELLE TAKE SOME OF THE LOAD OFF

WHILE INCREASING YOUR VALUE PROPOSITION!

*Kelle utilizes the power of technology - and Keller Cloud - to allow you to be a more hyper-local agent while freeing up some of the time you spend on some of the details in your business, providing you more time to spend with your clients and your family.*

**Download Kelle from your App Store now to start using  
these tools!**

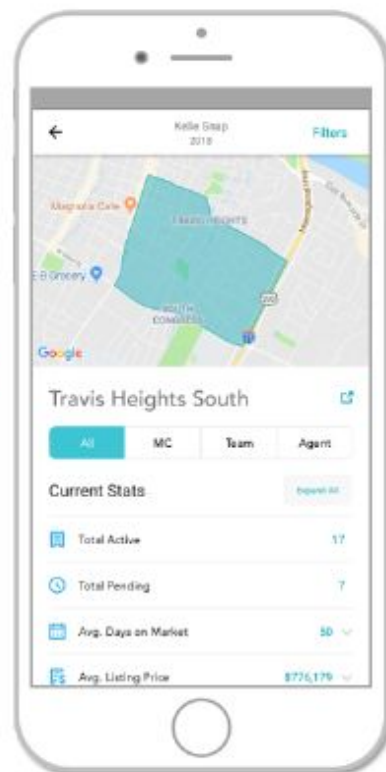
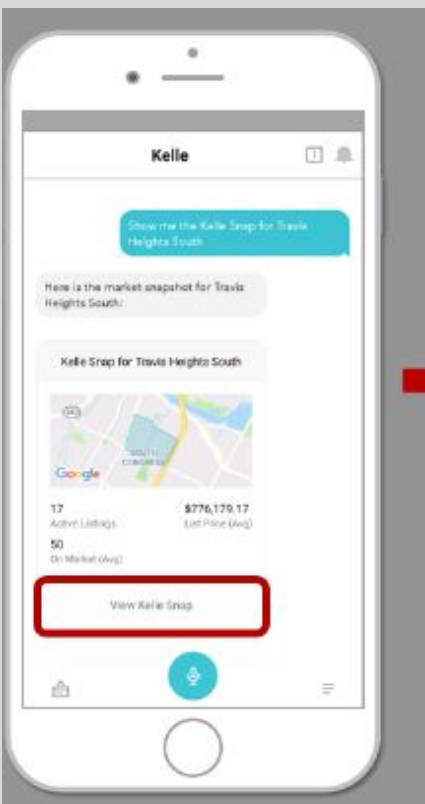




kw KELLE

## MARKET SNAPSHOTS

Kelle combs neighborhood boundary data that has been pumped into the Kelle Cloud from social networking giant Nextdoor with real-time data from the MLS system to deliver hyperlocal market snapshots in seconds.



- *Show me a Snap for [ZIP CODE]*
- *Show me a Snap for [neighborhood name] in [city, state]*
- *Show me a Snap*
- *Share a snap with a client via email/text*
- *Compare and contrast neighborhoods using snaps at your next showing*

# CONTACTS

Add, edit, and communicate with your contacts from the palm of your hand. When you make a call or email using Kelle, she will make note of the communication on the profile card, inside Command. Want to add notes to the logged interaction? Simply tell Kelle. She'll take care of it for you and add it to their profile card, as well.\*

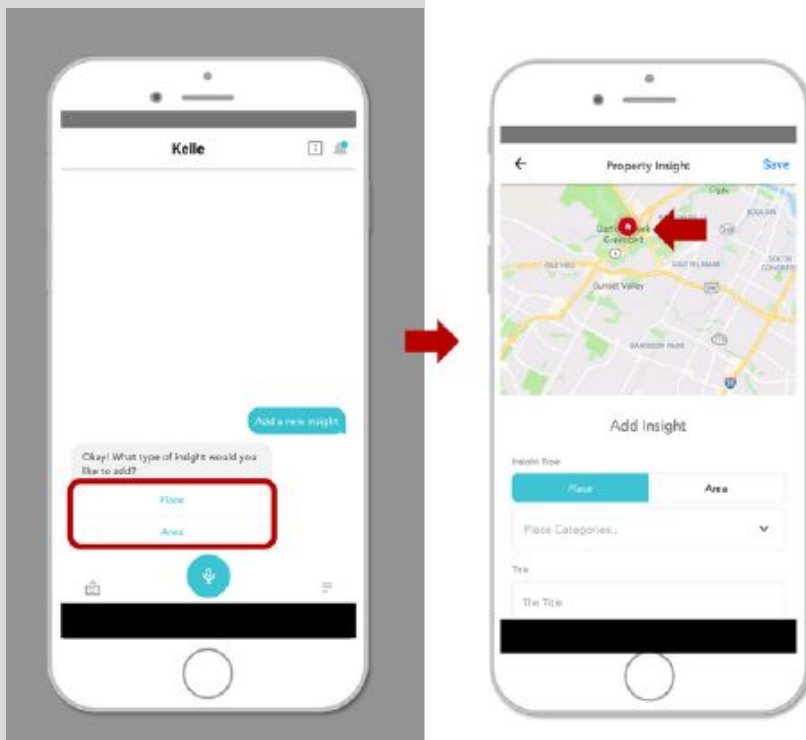
- *Add [contact] to my database*
- *Find [name]*
- *Add phone number to [contact]*
- *Add email address to [contact]*
- *Add a note (following conversation)*
- *Show me contacts I have not contacted in the last three months*
- *Search for contacts using the Kelle map feature*



## LOCAL INSIGHTS

Within Kelle input an insight, helpful tip, area knowledge, etc., to help create a comprehensive, area expert-defined profile of a location. The insights you create are up-voted or down-voted by other agents, so only the most valuable are showcased, denoting the true area experts. Agents with the most highly voted local insights for a particular location will be featured first within Referrals' search results.

- Add a new insight
- Show me local insights nearby
- Comment on an existing insight to add value to the database
- Vote on existing insights





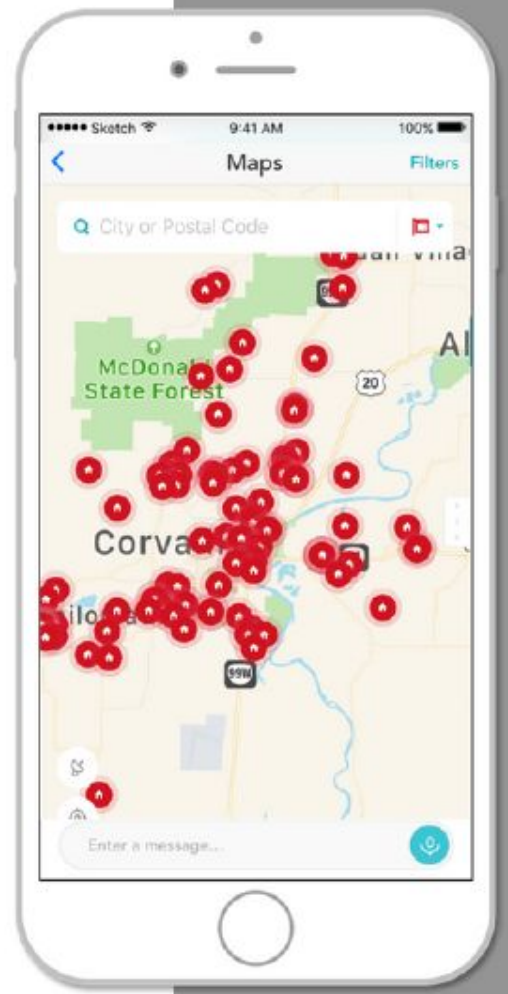


kw KELLE

# LISTINGS

Check in on your listings or any others.

- *Show me listings in [city, state] [ZIP Code]*
- *Show me my [closed, expired, pending, active, or sold] listings*
- *Show me my listings*
- *Find listings at [address, city, state]*

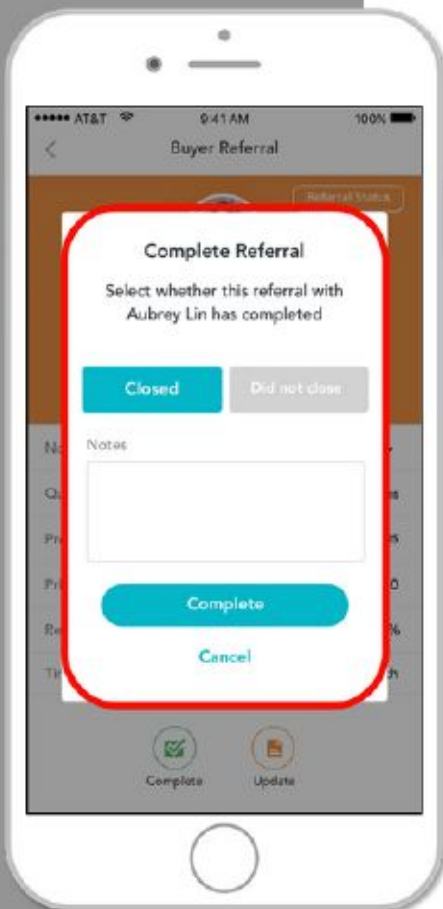




# REFERRALS

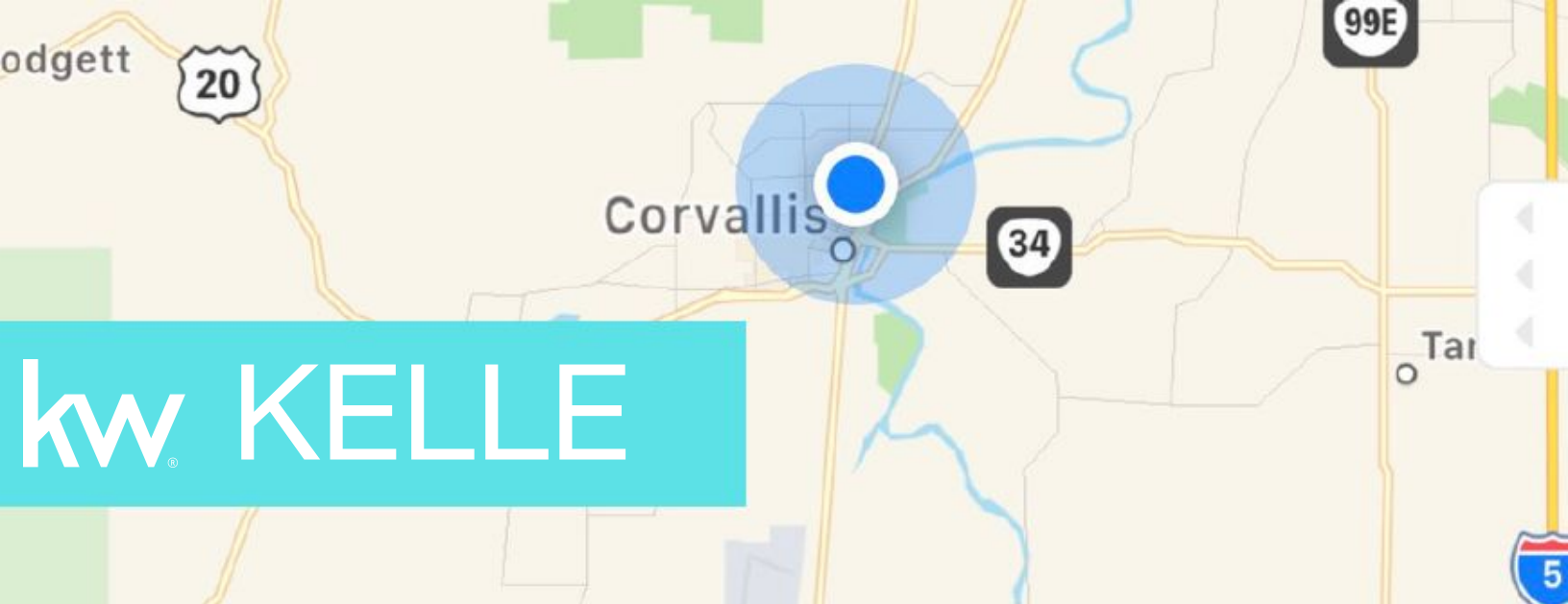
Seamlessly send, track and receive referrals all via Kelle with the commands below.

- *Who is in my referral network?*
- *Search my referral network for [name]*
- *Add [name] to my referral network*
- *Show me my referrals.*
- *Show me the status of my referral to [name] or from [name]*
- *Send a referral to [name]*
- *Turn on Kelle push notifications to receive targeted broadcast referral opportunities from other agents*
- *Search for agents using the Kelle map feature*



Use your QR code inside Kelle to easily connect with other agents.



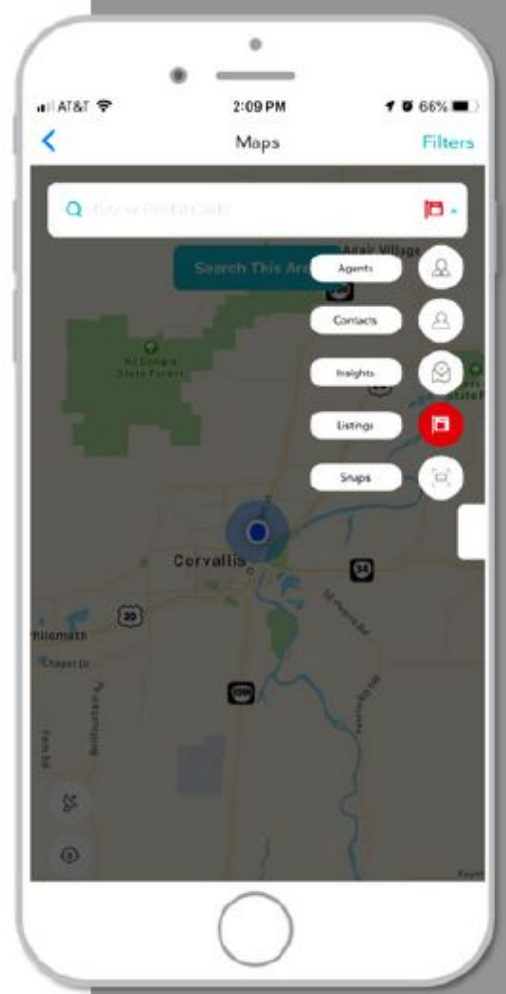


kw KELLE

## MAP IT

Use the map to search for listings, KW agents, local insights, contacts, or market snapshots.

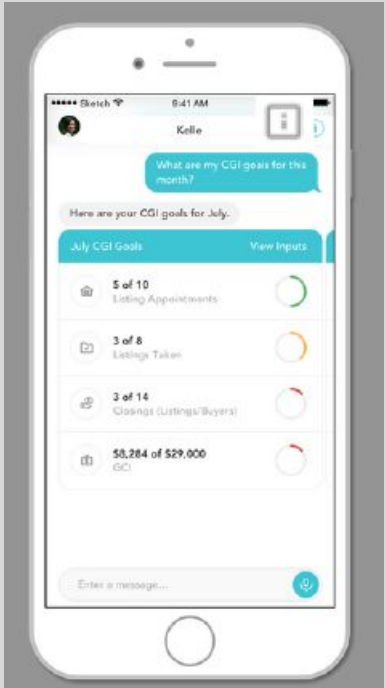
- Click on the "Agents" option from the drop-down menu to search a particular area for a KW agent. From there, you can filter the search results to narrow the findings.
- Click on the "Contacts" option to search a particular area for contacts in your database. Use this information to contact, visit, or communicate with particular contacts.
- Click on the "Insights" option to search for local insights in a particular area.
- Click on the "Listings" option to search for listings in a particular area (includes all MLS listings).
- Click on the "Snaps" option to search for a neighborhood and share a market snapshot with a client.





## CGI CAREER GROWTH INITIATIVE

The CGI is all about knowing your numbers and which activities you must perform to achieve your big goals. Track the metrics that matter more closely than ever by checking in on them regularly via Kelle.



- *What is the CGI?*
- *How close am I to reaching my CGI goals?*
- *How many closings do I need to reach my goal?*
- *What are my monthly CGI goals vs. actuals?*
- *How many appointments did I complete this year?*
- *What is my listing appointment or closing goal for the month or year?*
- *How many listings have I taken this month or year?*
- *How many listings do I need this month to reach my goal?*
- *How many closings did I have last month?*
- *What was my GCI last month or last year?*
- *What is my average sales price?*
- *Show me my average sales price by month, or year.*
- *What is my cap?*
- *What is my cap status?*
- *What is my Profit Share?*
- *Show me my closed unit volume [time period] sample: last year).*





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## KWCONNECT

Hone your skills and expertise on the go. Pull up all the training and resources available to you on KWConnect instantly using voice commands.

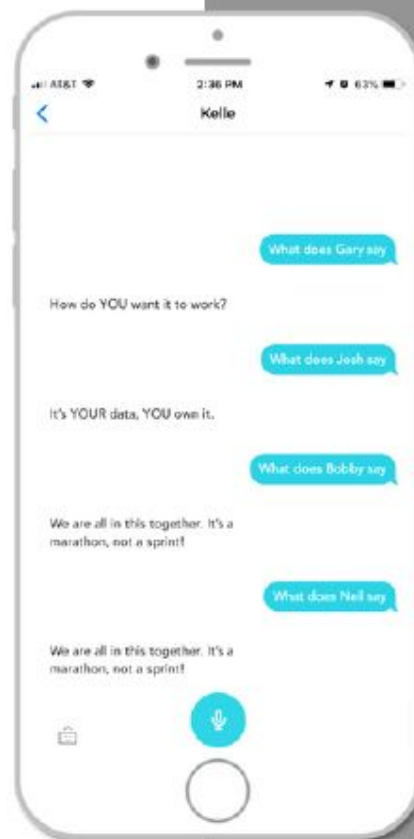
- *Show upcoming events at my market center*
- *Show upcoming events at the [name of market center]*
- *Show upcoming events at market center number [#467]*
- *Find content on Connect from [name]*
- *Show me events added to Connect [time period]*
- *Find my registered events on Connect*
- *Find the latest Red Report*
- *Find the [month, year] Red Report*
- *Donate to KW Cares*
- *Update my profile [picture, bio, number]*
- *Show me Keller Williams culture*



# GENERAL QUESTIONS

Kelle is constantly learning new skills that help make managing your real estate business a breeze.

- *What is a BOLD Law?*
- *What is LORE?*
- *What is [insert Kellerism]?*
- *How many agents are at Keller Williams?*
- *When is Family Reunion 2019?*
- *When is Mega Camp?*
- *What is a 411?*
- *What is company dollar?*
- *What are the Four Conversations?*
- *What is profit share?*
- *What is a market center?*
- *What is the 66 day challenge?*
- *What is KWConnect live?*



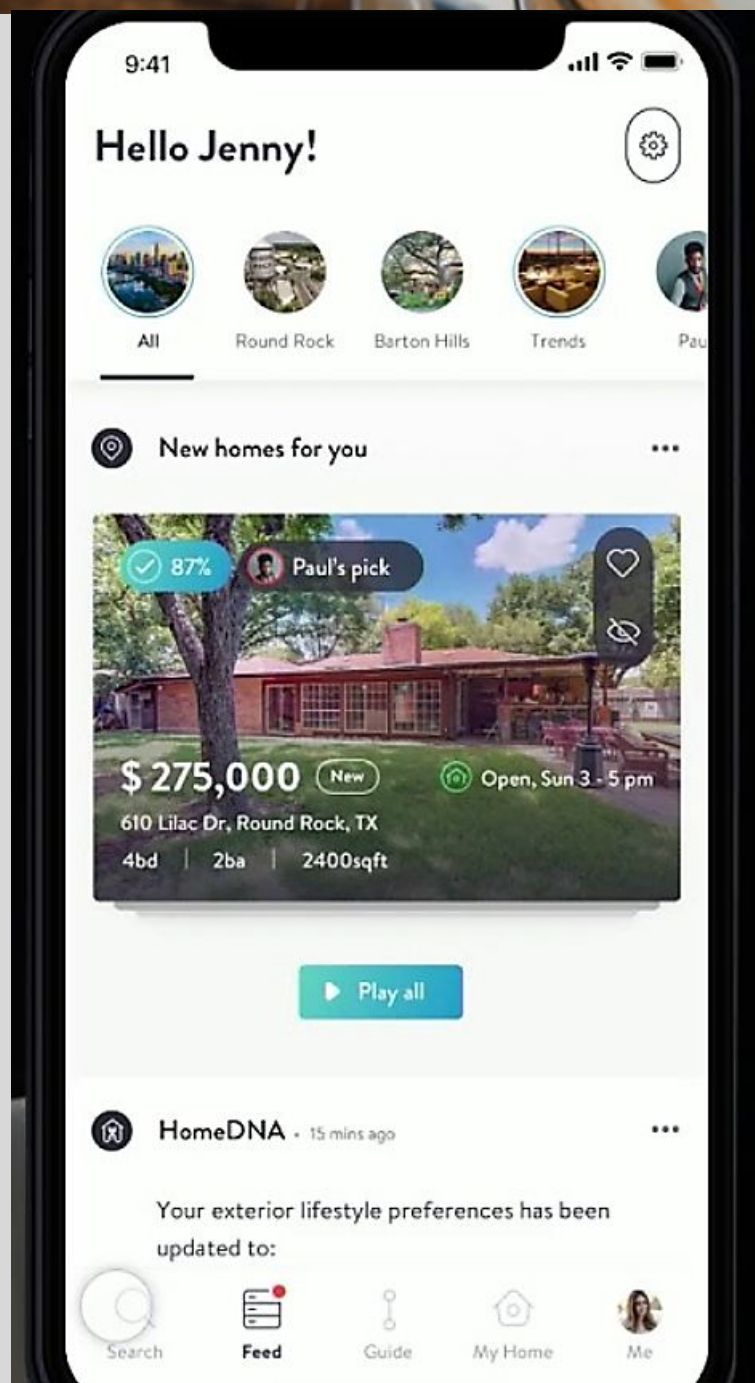
# CONSUMER APP

A CURATED REAL ESTATE EXPERIENCE

## SEARCH

A number of ways to find their match, in as few moves as possible.

Empower your clients to get the most meaningful search results possible. Powered by AI, machine learning, and your expertise, this search comes fully charged. HomeDNA gathers their acute understanding of your client's preferences, while options like drawing their own search boundaries, filtering by property traits, and auto-searching when on-the-go deliver a fully customizable, well-rounded experience.





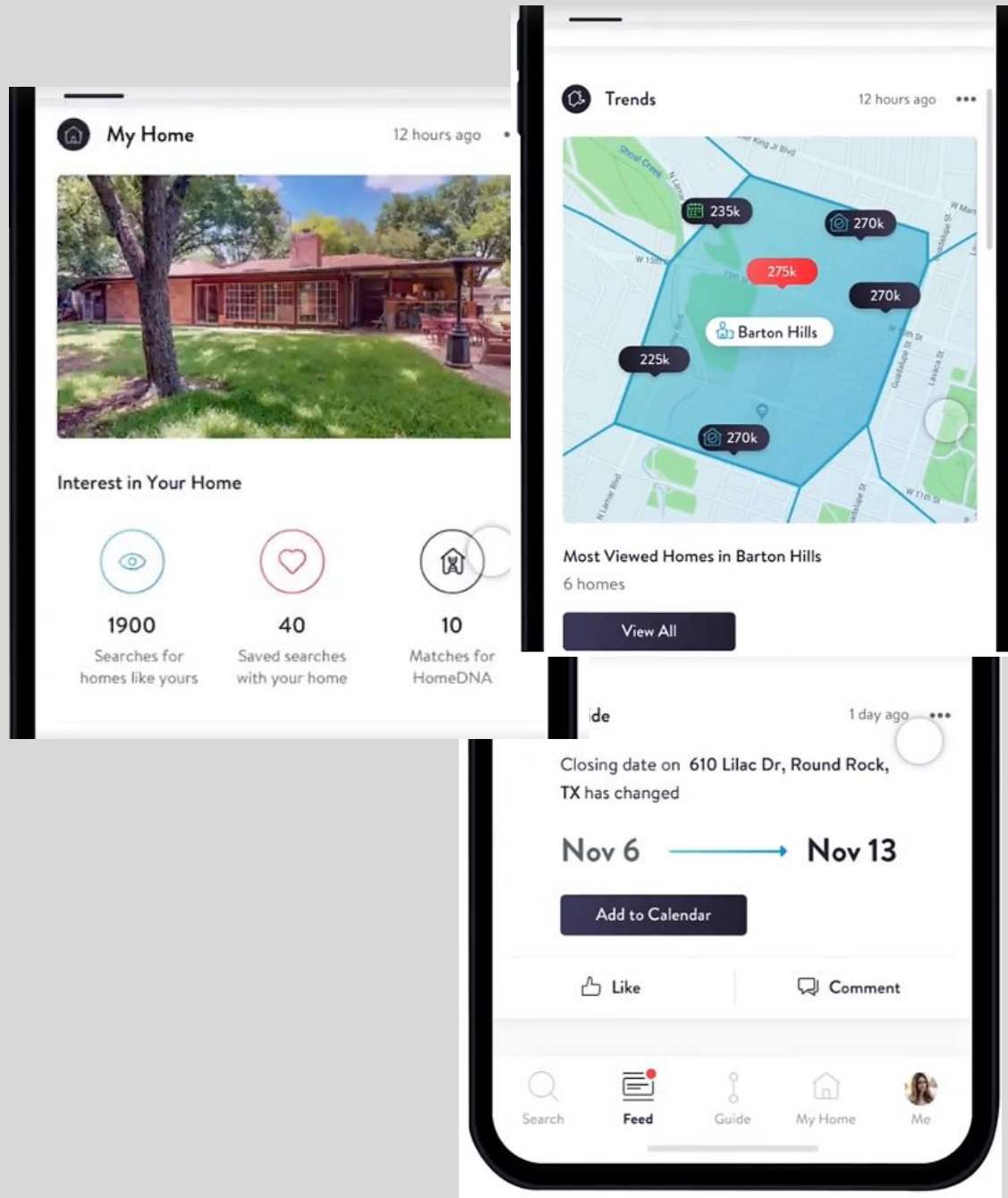
# CONSUMER APP

A CURATED REAL ESTATE EXPERIENCE

## FEED

Keep your clients up-to-date on everything real estate-related.

The KW App's feed was built to supply constant stream of updates and communication about what your clients care about the most. When a listing price drops, a new house goes on the market, or you share a listing or a collection, all notifications go straight to their feed.



# CONSUMER APP

A CURATED REAL ESTATE EXPERIENCE

## GUIDE

Empower your clients throughout their journey.

No client is born with real estate know-how, so fill in the gaps with buyer and seller guides, curated and compiled from years of experience and customized by you. Each guide contains timelines, actionable steps, a slew of how-to's, and a heads-up here and there so your client is armed with information and confident throughout the buying and selling process.

### Your Timeline Guide



**Paul**  
Armstrong Real Estate  
Hollywood, CA

Congratulations on starting the buying your home! This timeline will guide you through the steps required. Paul is providing insights on each step.

You don't need to follow it exactly, but we recommend you consider each step if you are a first time buyer.

[Get Started!](#)

Get a professional home inspection before being tied up in a buy.

💡 Process takes a day once you have appointed a home inspector. We will recommend inspectors in your area.

#### Get Home Insurance

Browse through home warranty offers and find the best fit for you.

💡 On average people compare 3 different warranty options.

#### Get Home Warranty

Browse through home warranty offers and find the best fit for you.

💡 On average people compare 3 different warranty options.

#### Close

Pick a time, bring the required documents, and get ready to enjoy your new home!

Your Progress

0 of 11 steps done



Search



Feed



Guide



My home



Me



# CONSUMER APP

A CURATED REAL ESTATE EXPERIENCE

## MY HOME

After closing, the real journey begins. Lend your expertise and keep in touch.

Your clients buy or sell real estate every 7 to 10 years, on average. From lending your expertise and referrals on renovation projects to providing insights on their home's value, the KW App keeps you top of mind in all the spaces between, facilitating ongoing discussions and safe-keeping everything that makes their profile personal.

