



KELLERWILLIAMS.
REAL ESTATE

**CLINTON
MARKET CENTER 992**

AGENT SUPPORT SERVICES GUIDE

WELCOME



**Everything you need to know about the
Clinton Market Center**

WELCOME TO KELLER WILLIAMS!

Welcome New Associates!

These resources are tailored to help you get up and running as quickly as possible. While not an end-all, be-all list, this is a jumping-off point to familiarize yourself with what's available to you as a member of the Keller Williams family.

www.kwconnect.com/page/growth/new-associates

Additionally, this Agent Success Guide will serve as a quick reference for you of helpful information specific to your Market Center that you can access at any time.

We're so excited to be in business with you!



MARKET CENTER

Keller Williams Real Estate
120 West Main Clinton, NJ
Clinton, NJ 08809
Phone: 908-751-7750
Fax: 908-751-7751

Staffed Hours:

Mon-Fri 9:00 – 5:00

**Building's Main Entrance is Locked at 5pm Weekdays*

Market Center #992

Legal Name: Clinton Regional Realty LLC

EIN: 47-3642333

For a copy of the W-9, please contact the Director of First Impressions

E&O Insurance Carrier: Pearl Insurance

For a copy of the E&O Certificate, please contact the Director of First Impressions

NEW JERSEY

NJ License- 1539321

NJ NAID Number- 8644661

OFFICE HUD ID: CLNTON2333

GSMLS ID- 4886

CJMLS(Central Jersey) ID- KWRE

Bright MLS- 55665

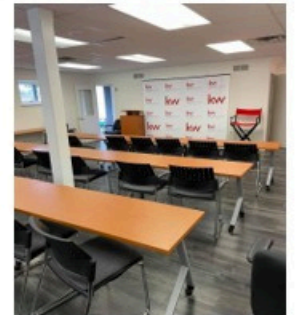
Flex (Monmouth Ocean)MLS-3180

PENNSYLVANIA

PA License Number-RB068344

PA NAID Number- RM423175

GLVR MLS ID- KWCLNJ



MARKET CENTER SATELLITE OFFICES

Keller Williams Real Estate
49 Park Ave.
Washington, NJ 07882

Contact Robert or Michael Dell Elba for
office access and connecting to the private
Wi-Fi network.



Do you know an agent who
would be a good fit for our
Market Center or have a friend
who's thinking of getting their
New Jersey Real Estate License?
Contact the Team Leader or
Director of Agent Services and
grow your Profit Share Tree.



MARKET CENTER

Public Wi-Fi Network:

Password: 9087517750

Private Wi-Fi Network:

Your access to the private Wi-Fi network, including printing, copying, scanning and fax capabilities, will be set up by Reppert Factor IT Support. A setup ticket will be opened on your behalf by the Director of First Impressions.

Once your laptop has been set up on the office network by ReppertFactor, you will be able to gain access to our office computers and printer/copier/scanner/fax machines.

To use the copiers:

- Your Login will be the last 4 of your SSN.
- You will be able to copy, scan/send documents to another email address, as well as fax documents.
- The copiers have preset contacts for the Staff and Agents of our office. Otherwise, you can manually type in the recipient's email address.
- You will also be assigned an ID code for the copier/scanners. Each agent gets 200 free B&W prints/copies per month, \$0.06 per page after 200. Color prints/copies are \$0.29 per page. Billable prints/copies are added to your monthly agent invoice.

To use the computers:

- Your User Name will be your First Initial and your Last Name: John Doe = jdoe
- Your Password will be the Last 4 Digits of your SSN
- 1st time you log in, you will be prompted to change your password
- If you intend on using the Classroom computer for presentations, your login will be the same as the other office computers.

Phone System & Voicemail

The Market Center phone system allows us to have all of your phone calls and voicemail messages forwarded to your cell phone so you'll never have to physically check your office voicemail. Contact the Director of Agent Service for questions regarding voicemail & phone services.

Agent Mailboxes:

A mailbox will be set up for you by the Director of First Impressions. Mailboxes are located in the Mail Room on the first floor of our Market Center.

MARKET CENTER

AGENT RESOURCES

Business Cards: A set of 100 business cards will be created for you to get you started. Additional business cards can be ordered from our Director of Marketing who will help you decide on a template or will custom design a card for you. Please note if you want your photo on your card, you will need to provide a high resolution head shot. If you choose to order your own business cards, please be sure to have the card approved for compliance by the Broker of Record or the Director of Marketing.

Our **Monthly Team Meeting** is typically held on the 2nd Tuesday of the month in the Training Room at 1pm. Lunch is provided before the meeting. All agents are encouraged to attend in person.

Agent Leadership Council (ALC): Meets once a month. Any agent may attend an ALC Meeting to get a full understanding of how a Keller Williams Market Center operates.

Building/Office Access: You'll be given a access code during your on-boarding. If you need to meet clients or use the office facilities outside of our posted business hours, please follow the instructions provided in this manual for entering and exiting the building.

Opportunity Time is for new and existing agents to receive inquiries from buyers, sellers, renters, on listings not associated with our office and who are not currently working with an agent. Inquiries come in to our office via phone, email, social media, and walk-ins. For more information and to be added to the Opportunity Time Schedule, please see the Director of First Impressions.

**** Remember:**

- You DO NOT have to be in the office to receive Opportunity Time calls, we will send them to you!
- You DO need to be available to answer Opportunity Time calls and you will need to have access to a computer with internet service to assist any prospective clients.

As always, leads on office listings will still go directly to the Listing Agent.

- If you are unable to cover the day/time assigned to you, please be sure to notify the front desk of your replacement.

Monthly Calendar: Our KW Clinton Google calendar link of scheduled training classes, meetings and events will be emailed to you during your on boarding. All classes, meetings and events are subject to change, please check the google calendar or the office private Facebook page www.facebook.com/groups/clintonmc for the most up to date schedule.

MARKET CENTER

AGENT RESOURCES

Transaction Paperwork: All transaction paperwork must be submitted to the Market Center electronically for Compliance review in the Documents tab in Command. See the section of this guide regarding “Compliance” for details.

Listing Input and Maintenance: Agents are responsible for input and updates to their own listings in the Multiple Listing System per the MLS guidelines. Please make sure to have **Listhub** enabled so your listings will syndicate properly to KWLS and out to 3rd party websites. Please make sure showing instructions are entered correctly in the **MLS and on ShowingTime**.

Lock Boxes: Agents are recommended to purchase Supra iBox lock boxes for their listings. You can purchase lock boxes from your Board who will request that you bring a letter signed by the Broker of Record. For more information contact Leadership.

Signs & Riders: The Market Center has a stock of yard signs and riders available using the Supply Order Form (see Director of First Impressions). For custom name riders, we recommend deesign.com. Our stock yard signs can accommodate 28"x6" riders.

Technical Support:

Reppert Factor IT Support: <https://portal.reppertfactor.com> or 215-638-8799 ext. 3 to open a Help Ticket for IT support

KW Support: <https://answers.kw.com/hc/en-us> or 512-306-7191

LEADERSHIP

"Leaders instill in their people a hope for success and a belief in themselves. Positive leaders empower people to accomplish their goals."



Market Center Team Leader

Eric Schwartz

908-751-7727

e.schwartz@kw.com

- Recruits High Producing and High Potential Agents
- Coaches Top Agents on Their Business Plans and Goals to Help Them Make Dramatic Growth in Their Personal Production and Performance
- Promotes a Strong Learning Based Environment to Ensure that Agents have Access to Top of the Line Training and Educational Opportunities
- Maintains a Positive and Empowering Environment that Both Challenges Associates to Reach their Potential, and Also Provides for a Caring, People-First, Atmosphere
- Mediates and Resolves Agent Disputes
- Acts as Chair of the Agent Leadership Council (ALC)



Broker of Record

Teresa Trigas-Pfefferle

908-884-1906

clintonbroker@gmail.com

- Listings, Sales, & Closing Issues
- Legal Matters
- Contract Questions
- Regulatory Compliance



Broker Assistant

Robert Dell Elba

908-482-9447

brokerbobd@gmail.com

- Contract Questions
- Instructor: Contracts & CMA Classes
- Agent Education Coordinator

LEADERSHIP

‘Extraordinary results happen only when you give the best you have to become the best you can be at your most important work.’

-Gary Keller, The One Thing



Market Center Operations Manager

Heather Sarkisian

908-751-7713

heathersarkisian@kw.com



- Market Center Administration & Operation
 - Agent Commissions
 - Resource for Associate and Staff Questions Regarding the Daily Operation of the Market Center and Technology
 - Administrative Assistant to Team Leader
 - Handles Agent On-boarding Process
 - Oversees Agent Technology Set-up and Activation of KW Intranet; Command; Agent Email
 - Handles Agent Monthly Billing Statements
 - Manages Updates to Agent Direct Deposit and Credit Card Info
 - Coordinates Commission Preparation & Closing Procedure
 - Troubleshoots Tech Issues
 - Supervises & Supports the Front Desk
 - Instructor for: Command, DocuSign, and Other Agent Essentials
-

LEADERSHIP

‘The key is over time. Success is built sequentially.
It’s one thing at a time.’
-Gary Keller, The One Thing

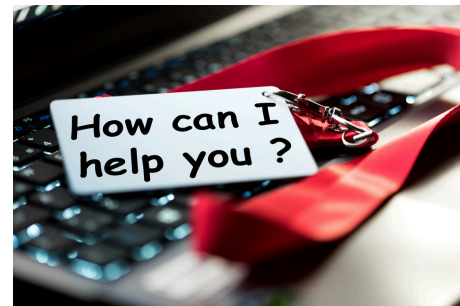
Director of First Impressions

- First Point of Contact for All In-Person Visitors and Office Phone Calls
- In-Coming Call Coordinator
- Manages distribution of all correspondence
- U.S. mail; UPS & FedEx deliveries, Emails to the general mailbox, Faxes
- Schedules Agent Opportunity Time
- Manages KW Clinton Google Calendar
- Creates Monthly Class Calendar
- Assists the MCOM with daily operations of the Market Center
- Assists with Agent On-boarding Process
- Tracks RSVPs for Classes & Events
- Coordinates Team Meeting Lunches
- Orders Office Supplies
- Assists with General Upkeep of the Office
- Special Projects as Needed

Gianna Haines

908-751-7750

frontdesk992@kw.com



LEADERSHIP

‘It is not that we have too little time to do all the things we need to do , it is that we feel the need to do too many things in the time we have.’

-Gary Keller, The One Thing

Director of Transitions & Technology



Katie Jo Rimmel

610-739-0216
kremmel@kw.com

- Technology and Training Workshops
- Live Tech Zoom Calls
- Mega Agent & Team Transitions
- Oversees the Director of Marketing

Visit Katie Jo's YouTube Channel for Instructional Videos and her Facebook Page for Upcoming Workshops and Tips



Keller Williams Real Estate Clinton Owner, CEO

Shawn Morrow

610-730-0349
shawnmorrow@kw.com

- Operating Partner of Keystone Partners Group LLC
- Oversees the Team Leader and the Vision of the Market Center to provide Access to Top of the Line Training and Educational Opportunities in a Positive and Empowering Environment that Both Challenges Associates to Reach their Potential, and Also Provides for a Caring, People-First, Atmosphere
- Recruits and Retains High Producing and High Potential Agents

LEADERSHIP

“Success is actually a short race—a sprint fueled by discipline just long enough for habit to kick in and take over.”

-Gary Keller, The One Thing



What is the ALC?

- The ALC is comprised of the Top Cultural and Performing agents in the office who want to grow their business and help the office. To be eligible, agents need to be in the Top 20% of performance in their Market Center.
- ALC members are the voice of the agents. They are responsible for representing agents in the office decisions. They promote the KW Culture and Business Models through teaching and interacting with agents.
- ALC members are here for you! If you are interested in discussing your real estate goals growing your business or recruiting new agents the ALC is here to help.

MARKET CENTER COMPLIANCE

COMPLIANCE



Marketing Compliance & Resources

- We are Keller Williams Real Estate - Not Keller Williams Realty.
- Your Name/Logo cannot be bigger or more prominent than the Keller Williams Name/Logo.
- Your personal Logo or Signature cannot say Real Estate or Realty. Example: Robert Smith Real Estate, Robert Smith Realty.
- Your phone number cannot be bigger or more prominent than the office phone number.
- All sign orders, advertisements, print marketing ie: postcards, business cards, etc must be sent to the Broker of Record for Compliance Approval



Where to Find our Logo:

kellerwilliamsclinton.com under the Agent Resources category or contact the Director of First Impressions at frontdesk992@kw.com

Where to Find Information about the use of the Logo for Signs and Print Marketing, KW Colors and more:

www.kwconnect.com/page/marketing/logos-branding

MARKET CENTER COMPLIANCE



Additional COMPLIANCE items as detailed in the Independent Contractor Agreement

Do Not Call

The Do Not Call Registry is a list of phone numbers from consumers who have indicated their preference to limit the telemarketing calls they receive. Agents agree that they will not call registrants on the Do Not Call Registry and that they will comply with federal, state, and local regulations related to telemarketing. Agents agree to immediately stop calling anyone who requests that they stop calling them for a period of five years after that request. Agents agree to comply with any Market Center/Company Policies and Guidelines related to telemarketing and the Do Not Call Registry.

**If someone you call requests not to receive phone calls, please email the Director of First Impressions with the name, phone number, and related property address. The Director of First Impressions will forward a "Do Not Call" notice out to all of the agents in the Market Center.*

Fair Housing

Fair Housing Laws provide for protection of individuals/consumers from discriminatory practices. Discrimination in the sale, rental, and financing of real estate is prohibited. Agents agree to comply with federal, state, and local fair housing laws and regulations. Agents agree to comply with any Market Center/Company Policies and Guidelines related to Fair Housing.

Real Estate Settlement and Procedures Act "RESPA"

The Real Estate Settlement and Procedures Act (RESPA) governs the provision of settlement services to consumers. It requires certain disclosures and outlaws undisclosed and non-compliant kickbacks between providers of settlement services and real estate practitioners. Agents agree to comply with RESPA and fully disclose company approved agreements that are in place for compliant settlement services initiated and approved by the Market Center/Company (Affiliate Services Disclosure). Agents agree that they will not create or participate in any agreements, written or oral, whereby settlement service providers including, but not limited to, mortgage and title companies, are providing any kickbacks, trade of service, or any items of value that have not been approved in writing by the Broker of Record of the company. Agents agree to comply with any Market Center/Company Policies and Guidelines related to RESPA.

Any questions about COMPLIANCE topics should be directed to the Broker of Record

IN-HOUSE OFFICE AFFILIATES

...at your service

If everyone is moving forward together,
then success takes care of itself.

~Henry Ford

Title



kpsstitle.com
908-323-2876

Closer

Lisa Savino
lsavino@kpsstitle.com

Processor

Gina Cipriano
gcipriano@kpsstitle.com

Processor

Wendy Allman-Guinn
wendy@kpsstitle.com



Insurance



safeguardha.com

610-255-7777

Licensed Agent

Susan Ringer
sue@safeguardHA.com



Home Warranty



908-858-6689
800-648-5006
Area Sales Agent
Michael Ramos



610-209-9250
Senior Business
Development Manager
Lisa Strano

IN-HOUSE OFFICE AFFILIATES

"Alone we can do so little,
together we can do so much."

-Helen Keller

...at your service

Mortgage

Joe Bonaduce

Loan Officer

908-507-6839



MOVEMENTMORTGAGE

Jeffrey Koerner Jr.

Loan Officer

908-295-1368

Roger Mesa

Loan Officer

973-610-7810

CMG HOME LOANS

Erik Startzel

Branch Manager

908-295-7028

estartzel@cmghomeloans.com



CULTURE

What is Culture?

You Drive The Success



By Kay Evans and Mo Anderson

1. Making decisions that are right for the Market Center regardless of individual impact - there is no "I" in TEAM
2. Following the model
3. Not only learning but living the WI4C2TS
4. Putting God and your family first, and the business second
5. Understanding that the higher purpose of business is to give, share, and care
6. Being the best co-op associate possible; always respecting other associates
7. Taking a stand on an issue that may not be popular, but is RIGHT!
8. Helping someone in the Market Center willingly and with smile, even though you are busy
9. Doing the right thing without wanting to be recognized or acknowledged for it
10. Committing to sharing knowledge in the Market Center through mentorship or teaching
11. Participating in RED Day annually and participating in community service locally, throughout the year
12. Committing to donating to KW Cares
13. Paying a struggling associate's fees anonymously
14. Complimenting others regularly
15. Being a part of the solution and not the problem in the market center
16. Taking the high road on confrontational issues or points of difference
17. Handling a fellow associate's business when personal or family illness occurs
18. Paying a struggling associate's tuition to a class that may impact the associate's productivity
19. Living up to the covenant if you are on the ALC
20. Representing the Market Center and the company in a positive way - always smiling at others in the Market Center regularly
21. Staying home if you're having a bad day attitudinally
22. Speaking without profanity
23. Avoiding disparaging remarks about anyone, especially associated who leave KW to join a competitor - after all, many times they COME BACK
24. When lead generating expired listings NEVER be critical of any previous agent
25. Your social media posts should avoid controversial topics that are inappropriate for business
26. Responding to clients' calls and concerns in a timely manner
27. Considering the other person's viewpoint before responding
28. Committing a random act of kindness every day
29. Being willing to walk away from a transaction that compromises your principles
30. Being considerate of the Market Center staff
31. Paying your Market Center bills on time
32. Not looking for loopholes in Cap and Royalty payments
33. Honoring the policies and protocol of the Region regarding recruiting
34. In building a Market Center, never recruiting associates from another KW Market Center
35. In building a team, never recruiting associates from within your own Market Center without first discussing it with an receiving your Team Leader's approval
36. In building a team, never recruiting associates from any other KW Market Center without first discussing it with and receiving prior approval from BOTH Team Leaders and engaging in communication between BOTH Rainmakers
37. In building an expansion business, never recruiting associates from any KW Market Center without discussing it with and receiving prior approval from BOTH Team Leaders (associate's primary location and expansion location)
38. Building your level one Profit Share Tree to 15 as soon as possible
39. Being excited to build your downline by asking others, "Will you promise me that you will take my Team Leader's call?"
40. Implementing the Keller Williams productivity systems such as the Growth Initiative, Cap Management, and Career Growth Initiative (CGI)
41. Embracing new technology and Labs built by associates, for associates
42. Creating the budget you know you need for your business
43. Consistently lead generating for 3 hours per day
44. Using a monthly Profit and Loss Statement to analyze your real estate business
45. Hitting your monthly and annual production goals
46. Profitability in your personal real estate business
47. Listening - before you act
48. Earning - before you spend
49. Waiting - before you criticize
50. Trying - before you quit
51. Giving seven hugs a day
52. BE NICE! Kindness matters

CULTURE



OUR MISSION

To build **CAREERS** worth having, **BUSINESSES** worth owning, **LIVES** worth living, **EXPERIENCES** worth giving, and **LEGACIES** worth leaving.

OUR VISION

To be the real estate **Company of Choice** for agents and their customers

OUR VALUE

God, Family, then Business

OUR BELIEF SYSTEM WI4C2TES

WIN-WIN or no deal
INTEGRITY do the right thing
CUSTOMERS always come first
COMMITMENT in all things
COMMUNITCATION seek first to understand
CREATIVITY ideas before results
TEAMWORK together everyone achieves more
TRUST starts with honesty
EQUITY opportunities for all
SUCCESS results through people

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, and profitability.

CULTURE

“No one has ever become poor by giving.”
~ Anne Frank



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.



RENEW. ENERGIZE. DONATE

RED Day, which stands for Renew, Energize, and Donate, is our Annual Day of Service. Each year on the second Thursday of May, we celebrate RED Day as part of our legacy worth leaving. All Keller Williams Market Centers and offices worldwide close on that day to allow us to devote the day to our service project. Agents, Leadership, Partners, and friends of our Market Center serve at one or more local organizations.



KW Next Gen is an educational nonprofit founded to engage the next generation of entrepreneurs and world leaders in conversations that matter. Our learning program teaches young adults how to gain their edge in an increasingly competitive world. Students walk away with concrete tools that help them identify their purpose and achieve their goals.

EDUCATION

"No one succeeds alone. At Keller Williams, we have created a culture where everyone wins!"
~ Gary Keller

ONLINE TRAINING CALENDAR:

- KW Clinton Google Calendar: <https://calendar.google.com/calendar/u/0?cid=Y18wdDlpNWFmZmhkcHJlYjMyMTA2cTY5Yzg5c0Bncm91cC5jYWxlbmRhci5nb29nbGUuY29t>
- Find events to attend in person at the Market Center, Regional, and KWRI level <https://events.kw.com/event/>
- Export individual events to your Google Calendar or iCal

KW CONNECT LIVESTREAM TRAINING:

- Connect Live schedule: www.kwconnect/page/livestreams
- Connect Live On Demand (pre-recorded, searchable, watch any time) at: www.kwconnect.com/search?q=KWRIApproved-KWU-OnD

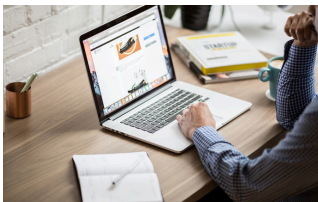
EXCLUSIVE TRAINING VIDEOS BY KATIE JO REMMEL, DIRECTOR OF TRANSITIONS & TECHNOLOGY

- www.YouTube.com/KatieJoRommel

REGIONAL EVENTS

Training & events with top leaders, agents, teams, speakers & instructors from across the country.

- On Facebook: <https://www.facebook.com/kwtristate>
- On Eventbrite.com: <https://www.eventbrite.com/o/kw-ny-tri-state-manhattan-region-8054108854>



WEALTH BUILDING

PROFIT SHARE

Profit share is one way in which Keller Williams exemplifies the principle of success through others. Each month, market centers share roughly half of their profits with the agents who helped grow the market center and make it profitable.



Fortify your business and your life with the passive income opportunity of Profit Share. It's win-win. And that's who we are. Because we truly believe that together everyone achieves more—and we are willing to put that belief into action—at Keller Williams any associate who helps to grow a profitable Market Center can be rewarded with passive, potentially long-term income, without any risks or investing any capital.

Profit Share is a very real means of growing wealth for you and your family. It has helped numerous families in our system fund the lives they had hoped for. It can help you and yours too.

RESOURCES FOR WEALTH BUILDING THROUGH **PROFIT SHARE**:

How Profit Share Works

www.kwconnect.com/details/profit-share-the-win-win-opportunity

Grow Your Profit Share Tree

www.kwconnect.com/details/grow-your-profit-share-tree

The Power of Passive Income

www.kwconnect.com/details/fund-your-big-why-with-profit-share-1

WEALTH BUILDING

The easiest way to start building your Profit Share is to refer great agents to your Team Leaders. You can use this form to get the agent's contact information to the Team Leaders so they can start the conversation!

(Email the Director of Agent Services for a Blank Form)

FOCUS ON 15

| | | |
|----------------------|--------------|-------------|
| KW AGENT NAME | MONTH | YEAR |
|----------------------|--------------|-------------|

| | |
|--|---|
| ALC MEMBER | WEEK OF THE MONTH |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |

SCRIPT

I love doing transactions with you. You are awesome! I told my Team Leader just the other day how great you are. He/she will be calling you to thank you for the way you do business. Will you promise me you will take his/her call?

Yes, this fabulous agent has promised to take your call to say "thank you."

| | | |
|------------------------------|----------------------|------------------------|
| REFERRED AGENT'S NAME | PHONE NUMBERS | CURRENT COMPANY |
|------------------------------|----------------------|------------------------|

HOW DO YOU KNOW THIS AGENT?

| | |
|--|--|
| <input type="checkbox"/> CLOSED A DEAL TOGETHER | <input type="checkbox"/> AGENT SHOWED MY LISTING |
| <input type="checkbox"/> WROTE A DEAL ON THEIR LISTING, FELL THROUGH | <input type="checkbox"/> MET AT A CLASS/LEARNING BASED |
| <input type="checkbox"/> WROTE A DEAL ON MY LISTING, FELL THROUGH | <input type="checkbox"/> OTHER: _____ |
| <input type="checkbox"/> LISTING AGENT FOR A GREAT PROPERTY | |

IS THERE ANYTHING ELSE YOU'D LIKE TO TELL ME ABOUT THIS AGENT?

TEAM LEADER, WHAT WAS THE RESULT OF THIS CONVERSATION?

| |
|---|
| <input type="checkbox"/> APPOINTMENT, DATE: _____ |
| <input type="checkbox"/> INVITED TO TRAINING |
| <input type="checkbox"/> ADDED TO OUR DATABASE |
| <input type="checkbox"/> OTHER: _____ |

DATE RETURNED TO AGENT: _____

WEALTH BUILDING



As you build your real estate business, there are exclusive opportunities for you to earn multiple rewarding passive income streams. The MREA is a model built around passive income. At Keller Williams KPG Market Centers, the goal is to provide growing opportunities for our agents, all rooted in our Culture of teamwork and fostering relationships that are a WIN-WIN for our agents, stakeholders, and their families.

If you are interested in creating multiple passive income streams to fund your passions, wishes, and dreams, speak with our Team Leaders who will introduce you to the Core Services Director. This dynamic leadership team maps out the specifics on how you will start building your very own passive income streams to fund an abundant life.

For more information, ask your Team Leader to put you in contact with KPG Core Services Director

KELLERISMS ...say what?

At Keller Williams, we have a language all our own. We affectionately refer to our modified words as ‘Kellerisms.’

Below is a list of Kellerisms, along with their definition:

4-1-1: A productivity tool that drives your goal setting from the desired end results to the present. 4-1-1 stands for four weeks, one month, and one year; but you must first set the yearly goals and then detail monthly and weekly goals.

8 x 8: A lead generation schedule consisting of eight touches over eight weeks. A high-impact, high-saturation technique that is designed to put you top of mind for your potential buyers and sellers.

Aha's: A self discovery of a moment, statement or action you find inspiring, worth remembering or motivational.

ALC-Associate Leadership Council: A group of individuals drawn from the top 20 percent of Market Center producers.

Allied Resources: These are individuals you have met that you expect either to do business with or to receive leads from every year.

Associate: An agent who joins Keller Williams Realty is referred to an associate because they are treated like a stakeholder in an interdependent business model.

Big Rocks: If you are given a glass, different materials, large rocks, small rocks, pebbles, sand, water; fit into the glass in different ways. By putting water first, then sand, then pebbles, then small rocks, then big rocks, you would fit less material. But if you put the big rocks in first, etc., you can fit more materials into your glass.

Big Why: The biggest motivational factor in your life that pushes you daily to excel and be your best both personally and professionally.

Capper: An individual who produces sufficient GCI and contributes enough Company Dollar to the Market Center to satisfy his/her annual commission Cap requirement. After capping, the individual keeps all commission income.

KELLERISMS

Company Dollar: The money the Market Center keeps after all the agents are paid their commissions. The Market Center uses these funds to pay bills and to make a profit.

Command: A complete end-to-end platform designed and built by KW with our agents. Command is your home base to run your entire real estate business.

DISC: A written personality profiling system that assesses Aggression/Response to Challenge, Influence/Persuasion, Activities/Responsibilities, and Rule/Regulation.

GCI-Gross Commission Income: The total amount of commission dollars the Market Center receives from a transaction.

KPA-Keller Personality Assessment: A tool that give insight into hology traits match with the different roles within the Keller Williams organization, from administrative assistant to Agent to Team Leader and beyond. Like the DISC, the KPA can be used for hiring, recruiting, personal insight, and business development.

MC-Market Center: Term used instead of "Office."

MCA-Market Center Administrator: The MCA is responsible for implementing and maintaining all operating systems in a KW Market Center.

MREA or the Red Book: Millionaire Real Estate Agent book written by Gary Keller and Jay Papasan.

MVVBP: Mission, Vision, Value, Beliefs, Perspectives. At Keller Williams Realty, we believe that every business needs to have a Mission, Vision, Value, Beliefs and Perspectives written down so each agent can see what their goals are.

OP-Operating Principal: The Operating Principal is responsible for the success of the business venture. They are also responsible for bringing Capital, Leadership, and Accountability.

KELLERISMS

Profit Share: Amount of Market Center profit that is sent to KWRI for distribution to the appropriate Associate in the Profit Share Tree.

RD-Regional Director: The Regional Representative who administers KW in a geographical area. RD's award franchises to prospective owners and see that the KW Model is followed in their Region.

TL-Team Leader: The person at a Market Center who is responsible for recruiting/selecting sales associates. The TL also trains and consults with the top 20% of MC associates to greater performance.

The Model: The process set forth by Keller Williams Realty International that describes the guidelines to be followed for the successful launch and profitable operation of a Market Center.

Transmittal: The monthly process through which the Market Center closes their books and sends their information to KWRI. Transmittals are due by the 3rd business day of the following month. Successful transmittal is a critical task for the Market Center leadership team.

WI4C2TS: Our belief system and driver of the Keller Williams culture.

TECHNOLOGY

Command is designed by agents, for agents.
"Your wish is our COMMAND."
~ Josh Team



Contacts

Manage your database and nurture your relationships, all in one place.

Smart Plans

Automate your business to create digital leverage with curated, date-driven campaigns.

Local Insights

Flex your hyper-local expertise. Share your local insights and see what others are saying.

Referrals

Grow your business with the world's largest independent agent-to-agent referral network.

Landing Pages

Create multi-channel marketing campaigns across both digital and physical media.

Command IDX Websites

Personally branded. Neighborhood-focused. Mobile-optimized. Your completely reimagined agent website will deliver the hyperlocal, mobile-first experience that consumers crave.

And the best part? Any leads captured through the site funnel directly into your Contacts, so you can track progress from lead to close and beyond.

Lead Accelerator

Create multi-channel marketing campaigns across both digital and physical media. Then, use the data to determine the success of a campaign and help you decide what to invest in next.

Designs

Your design center to create engaging visual marketing pieces - simply and easily. Create your own designs from scratch, or personalize templates that have already been created. You choose!

Listings

Own and manage your listings with ease.

Listing Consult

Share your unique value proposition with a dynamic listing presentation designed for today's client.

Settings

Customize your Keller Cloud experience here. Manage your Connected Applications with a simple click (we'll do the syncing for you!).

Referrals

Use Kelle to connect with other KW agents. Then, seamlessly send, track, and receive referrals via Kelle.

Opportunities

Streamline your transactions and take advantage of data-driven forecasting.

Leverage

Simplify and systemize finding, tracking, and managing talent via the Career Visioning process.

Calendar

Keep track of your most precious resource - your time!

FINANCIALS

Whether you're new to the industry or already a top producer, the Career Growth Initiative (CGI) brings laser focus to the activities that lead to results. This suite of interconnected value tools provides you an unprecedented view into your business so you know EXACTLY what needs to be accomplished in order to achieve all-new levels of production and profitability: the two factors that determine if your business can fund the life you envision for yourself and your family.



Learn more about the CGI the tools available to you here:
www.kwconnect.com/details/cgi-introduction-agents-with-john-davis-intro

Talk to your Team Leader or Market Center Administrator to learn more about what the Career Growth Initiative can do to help you crush your GOALS!

GOAL ACHIEVED

0%  100%



