





JANUARY

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|-----------|---|---|---|--|-----------|-----------|
| | | | 1 OFFICE CLOSED  | 2 9am POWER DAY  12:30pm Tech Workshop: Maximize Your KW Tech Toolbelt | | |
| 5 | 6 10am Mortgage Monday with Greg Fazio | 7 1pm Transform Your Real Estate Database Into a Powerful Databank 2pm MREA Book Club Session 1: Creativity v. Models 6:30pm Ignite 2.0 After Dark | 8 12pm ALC MEETING 12:30pm 0 to Capper in 12 Months | 9 1pm Tech Mastermind w/Katie Jo 2:30pm Mastermind for Success: Building Your Real Estate Journey | 10 | 11 |
| 12 | 13 10am Command & Docusign w/Heather | 14 1pm Mastering Real Estate Farming w/Rich Shafer 6:30pm Ignite 2.0 After Dark | 15 12:30pm Contracts & CMA's w/ Bob Dell Elba | 16 1pm Mastering Real Estate Farming Workshop 3:30pm Top 20% Mastermind | 17 | 18 |
| 19 | 20 OFFICE CLOSED   | 21 12pm Movement Mortgage 1pm TEAM MEETING 2pm MREA Book Club Session 2: Know Your Numbers 6:30pm Ignite 2.0 After Dark | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 1pm "Touch" Your Way to Top of Mind w/Linda Creech 6:30pm Ignite 2.0 After Dark | 29 12:30pm Contracts & CMA's w/ Bob Dell Elba 12:30pm Real Estate in the Digital Era | 30 10am Command & Docusign w/Heather 1pm "Touch" Your Way to Top of Mind Workshop | 31 | |

Let's hear it for our
AFFILIATES



Keystone Premier
SETTLEMENT SERVICES

An Affiliate of Title Alliance, Ltd.
An ESOP Company

ONE SOURCE
CENTRAL SERVICES



MOVEMENTMORTGAGE

embrace
home loans



American Home Shield

AMERICA'S
PREFERRED
Home Warranty, Inc.



Where Entrepreneurs Thrive

January 21st
@1:00pm
Team Meeting

kw

DECEMBER TEAM MEETING

THE CLIENT CONSULTATION
CAPTURE, CONNECT, CONVERT

This session will help you learn how to build trust & rapport, determine which questions to ask to gain a deeper understanding of your clients needs & expectations, increase your conversion rates, stand out as an agent, and gain clients for life!

PRESENTED BY:
DAN TAYLOR
KW Operating Principal/Partner
Former KW Team Leader
Multi-Million Dollar Producer

The Idea
The key to a great consultation is understanding the client's wants & needs, expectations, and motivations

Smart Management
Learn how to gather the right information from your client, understand their goals and recommend the best way to move forward.

TUESDAY, JANUARY 21ST @1:00PM

Join us in our KW Clinton Training Room!
or Via ZOOM

120 W Main St, Clinton NJ 08809 | frontdesk992@kw.com

Mastering Real Estate Farming:
Grow Your Business, One Neighborhood at a Time

Tuesday, January 14th @1:00pm
KWC Training Room & via Zoom

Richard Shafer

kw | Clinton
120 West Main Street, Clinton, NJ 08809
908-751-7750
frontdesk992@kw.com

Lesson Plan

Introduction:
Real estate farming is one of the most powerful ways to build a steady pipeline of leads and listings. This class will teach you how to identify high-potential neighborhoods, develop an unstoppable farming strategy, and leverage AI tools to supercharge your outreach. Whether you're a new agent looking to break into a market or an experienced pro looking to sharpen your skills, this class will provide the knowledge and tools you need to dominate your farm and grow your business.

Objective:

- Targeted Neighborhood Selection:
 - Learn how to identify high-potential neighborhoods using data-driven insights for maximum ROI.
- Crafting an Unstoppable Farming Strategy:
 - Develop a step-by-step plan to dominate your chosen area with consistent, value-packed marketing.
- Leveraging AI for Hyper-Personalized Outreach:
 - Discover cutting-edge tools to automate and customize your farming efforts for greater impact.
- Budget-Friendly Farming Tactics:
 - Unlock affordable strategies to establish a strong presence without breaking the bank, perfect for agents just starting out.

Benefits:
Ready to grow your business, one neighborhood at a time? This class will leave you with a clear strategy, actionable steps, and the tools you need to become the go-to real estate expert in your target area.

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"Touch" Your Way to Top of Mind

Tuesday, January 28th @1:00pm
KWC Training Room & Via Zoom

Linda Creech

kw | Clinton
120 West Main Street, Clinton, NJ 08803
908-751-7750
frontdesk992@kw.com

Lesson Plan

Introduction:
Are you ready to take your database outreach to the next level? In this class, we'll dive into simple and effective ways to stay connected with your Sphere of Influence, VIPs, and leads - and make it easy with systems you can actually stick to.

Objective:
To equip real estate agents with practical strategies and systems to effectively "touch" their database and maintain consistent, meaningful communication with their Sphere of Influence (SOI), VIPs, and new contacts to drive business growth.

Benefits:

- Master Your Database**
Learn simple, effective ways to stay in touch and top of mind.
- Streamline Your Follow-Up**
Build easy systems to connect with your Sphere of Influence, VIPs, and leads.
- Convert Open House Leads**
Turn visitors into clients with proven touch systems.
- Grow Your Geographic Farm**
Stay connected and build trust in your target areas.
- Maximize Everyday Encounters**
Turn casual meetings (like at the grocery store) into business opportunities.

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"A goal without a plan is just a wish. Make this year the one where you plan, act, and succeed!"