



**kw**

KELLERWILLIAMS.  
REAL ESTATE

*Welcome*

**AGENT SUCCESS GUIDE**

SUCCESS IS BUILT SEQUENTIALLY. ITS ONE THING AT A TIME.

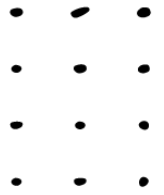
- GARY KELLER

**Clinton**

**kw** *Where Entrepreneurs Thrive*

# WELCOME *home*

kw



# *hello there!*

Welcome to the Keller Williams Realty Family! We are thrilled to have you join us in partnership for your real estate business. We trust that you will find success, growth, and friendship as you begin your journey here! At KW, we strive to be the full service real estate company of choice for real estate professionals and their clients.

At Keller Williams Realty we place such an importance on our belief system that we have designed a culture that fosters it. We believe real estate is about relationships. This approach guides us every day in how we conduct our business. Our commitment to growth and education is unparalleled. With classroom and on-demand training modules, paired with our award winning coaching and mentorship we are confident that you will be provided with real strategies and tools you can implement immediately to create a scalable business you can be proud of. We truly want to help you create **a life by design, not by default.**

---

CAREERS WORTH HAVING.

BUSINESSES WORTH OWNING.

LIVES WORTH LIVING.

EXPERIENCES WORTH GOING.

LEGACIES WORTH LEAVING.

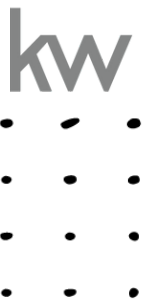
kw  
KELLERWILLIAMS.  
REAL ESTATE

*Where Entrepreneurs Thrive*

OUR

*Belief*

SYSTEM



# M V V B P

## 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 *values*

**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
- Communication:** 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*

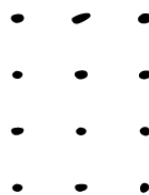
**A TECHNOLOGY COMPANY THAT PROVIDES THE REAL ESTATE PLATFORM THAT OUR AGENTS' BUYERS AND SELLERS PREFER.**

Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.

# MARKET

# center

kw



## MARKET CENTER

### **Office Location:**

120 West Main Street,  
Clinton, NJ 08809  
Office # 908.751.7750  
Fax # 908.751.7751  
Office Website: [kellerwilliamsclinton.com](http://kellerwilliamsclinton.com)

Staffed Hours:  
Monday-Friday  
9am-5pm

\*Agents can access the building at all hours via  
the pin pad on the side door\*  
*Ask Leadership for the code*

## MEGA AGENT OFFICE

### **Office Location:**

49 Park Ave.,  
Washington, NJ 07882

\*Contact Bob or Michael Dell Elba for  
office access\*

## GENERAL BROKERAGE INFORMATION

### **Market Center #992**

#### **Legal Name:**

**Clinton Regional Realty LLC**

#### **EIN: 47-3642333**

*A copy of the W9 is on our website*

#### **E&O Insurance: Pearl Insurance**

*Contact Leadership for a copy of E&O Certificate*

### **New Jersey**

- NJ License # 1539321
- NJ NAID # 8644661
- Office HUD ID: CLNTON2333
- GSMLS ID: 4886
- CJMLS ID: KWRE
- Bright MLS ID: 55665
- Flex (Monmouth Ocean) MLS ID: 3180
- NJMLS ID: 2936

### **Pennsylvania**

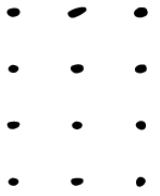
- PA License # RB068344
- PA NAID # RM423175
- GLVR MLS ID: KWCLNJ

kw  
KELLERWILLIAMS.  
REAL ESTATE

*Where Entrepreneurs Thrive*

# MARKET

# center



**WiFi Network: PUBLIC-KWCLINTON-WIFI**

**WiFi Password: 9087517750**

Printer Code: Last 4 of Social Security #

**WiFi Network: KWCLINTON-WIFI**

**WiFi Password: Call Reppert for access**

**Reppert Factor Phone #: 215.945.8869**

### **Private Wi-Fi Network:**

Your access to the private Wi-Fi network, including printing, copying, scanning and fax capabilities, will be set up by ReppertFactor 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.
- 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 First Impressions for questions regarding voicemail & phone services.



*Where Entrepreneurs Thrive*

# SUCCESS *illustrated*



Your success hinges on your purpose and the daily efforts towards your goals. Progress, not perfection, defines the journey, where growth occurs through both achievements and setbacks.

## VALUE *proposition*

### TECHNOLOGY

- The world's first end-to-end consumer technology platform for real estate
  - KW Command,
  - KW Consumer App
  - KW Command Mobile App
- Proprietary hiring systems and behavior assessments for team growth
  - Keller Personality Assessment
  - Leadership Academy
- Google Workspace - Unlimited
- DocuSign E-signature Platform

### CULTURE

- KW Cares - national and local funds to take care of our agents when in need.
- KW NextGen - Empowering the Next Generation of Leaders
- Keller Williams Communities
  - Diversity, Equity, & Inclusion
  - Luxury
  - Commercial
  - Military
  - KW Young Professionals
  - Sports & Entertainment
  - Wellness
  - & More!

### EDUCATION

- MREA Business Models
- Family Reunion
- Mega Camp
- Local/Regional/ National Masterminds
- MAPS/Productivity Coaching
- IGNITE 2.0
- BOLD 2.0
- Business Planning Clinic
- Quantum Leap
- Financials
- KWConnect - On Demand Training
- Career Visioning/Leverage 30-60-90/Success Thru Others

### COMPENSATION

- Capping Compensation Model
  - Team Models/Team Cap Opportunity
  - Expansion Systems for Team/Organizational Growth
- Profit Share
- Market Center Equity Opportunity
- Ancillary Services
  - Title (based on JV)
  - Insurance (based on JV)
  - Mortgage (based on JV)
- KW Wealth - National Community
- Wealth Opportunities



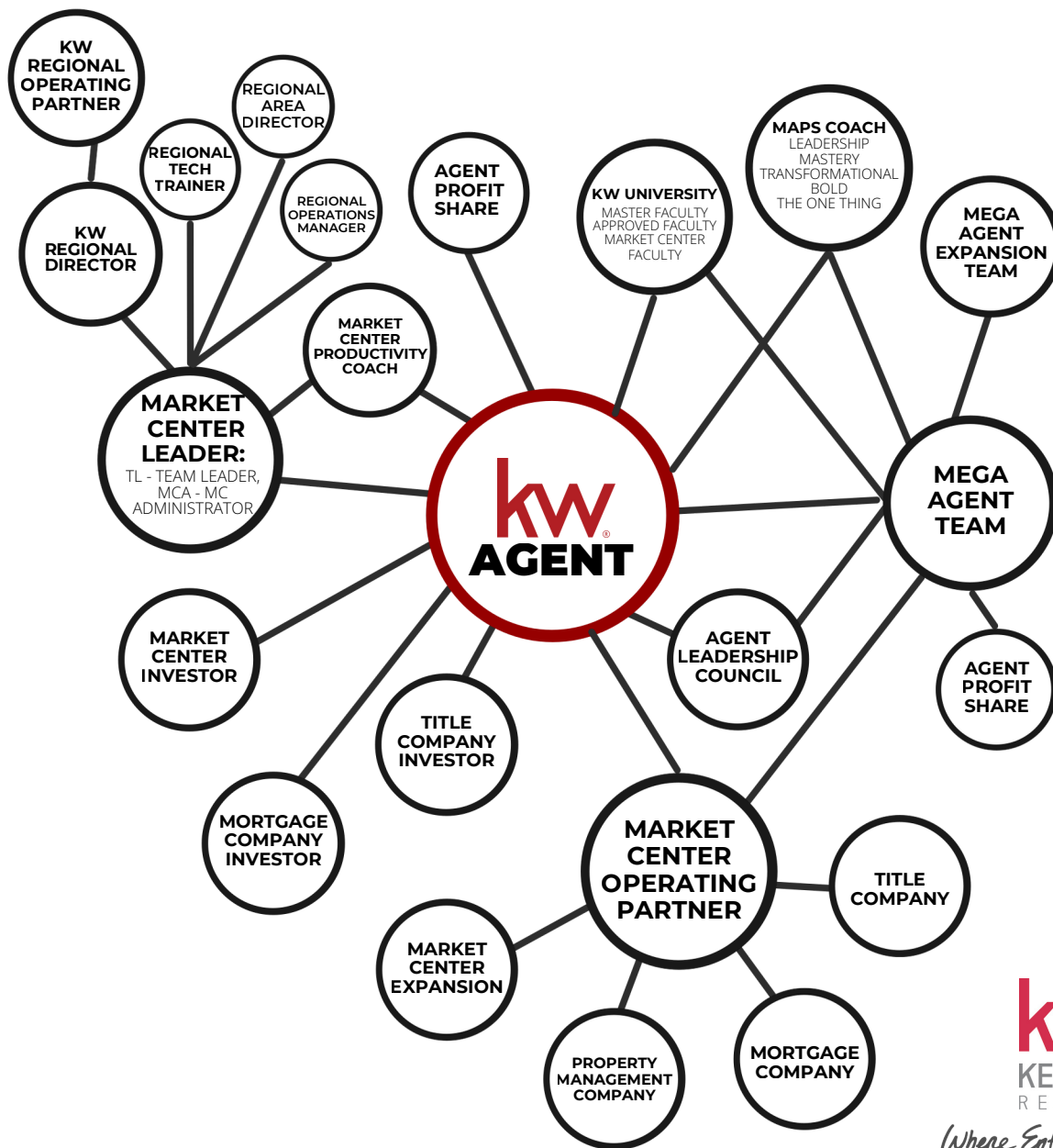
*Where Entrepreneurs Thrive*

# SUCCESS *illustrated*



As you grow as a person Keller Williams presents many opportunities and paths that you may take to help you on your Journey. Whether you decide to build a team, transition into MC leadership, become a coach, or even an investor in another business, KW can help you achieve all you've dreamed of and more.

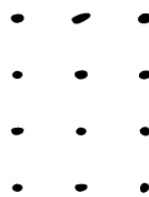
## KELLER WILLIAMS OPPORTUNITY MAP



# LEADERSHIP

Team

kw



## NEED HELP GROWING YOUR BUSINESS?



**Eric Schwartz**

Team Leader

908.751.7727

[e.schwartz@kw.com](mailto: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)



**Shawn Morrow**

Owner & Operating

Principal

610.730.0349

[shawnmorrow@kw.com](mailto: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

## CONTRACTS & LEGAL QUESTIONS



**Michael Dell Elba**

**Broker of Record-NJ**

908.268.5416

[mdellelba@kw.com](mailto:mdellelba@kw.com)

Legal Matters &

**Regulatory Compliance  
for NJ**



**James Samois**

**Broker of Record-PA**

484.641.3313

[jim.samois@kw.com](mailto:jim.samois@kw.com)

Legal Matters &

**Regulatory Compliance  
for PA**

WE ARE SO GLAD THAT YOU ARE HERE.

kw  
KELLERWILLIAMS.  
REAL ESTATE

# LEADERSHIP

*Team*



**Bob Dell Elba**

Broker Assistant  
908.482.9447  
*brokerbobd@gmail.com*  
Contract & CMA's  
Questions

## MARKET CENTER OPERATIONS MANAGER



**Heather Sarkisian**

908.751.7713  
*heathersarkisian@kw.com*

- Market Center Administration & Operation
- Resource for Associate 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 Command and Agent Email
- Agent Monthly Billing Statements
- Manages Updates to Agent Direct Deposit and Credit Card Info
- Coordinates Commission Preparation
- Instructor for: Command and DocuSign

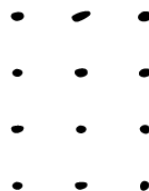
WE ARE SO GLAD THAT YOU ARE HERE.



# LEADERSHIP

Team

kw



## DIRECTOR OF FIRST IMPRESSIONS



**Michael Ferri**

908-751-7750

*frontdesk992@kw.com*

- First Point of Contact for All 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
- Orders Agent Supplies
- Assists with General Upkeep of the Office

## THRIVE COACH



973-699-7897

*michaelrossi@myrossiteam.com*

- Guides, supports, and empowers agents to build productive, sustainable real estate businesses
- Coaches new and emerging agents using KW models, systems, and success-driven mindsets
- Embodies KW culture, accountability, and a passion for helping others achieve their goals

WE ARE SO GLAD THAT YOU ARE HERE.

kw  
KELLERWILLIAMS.  
REAL ESTATE

# ASSOCIATE LEADERSHIP

*council*



The Keller Williams ALC or Agent Leadership Council is made up of the top 20% of agents in each office. This dynamic 'board of directors' is actively involved in the leadership decisions that make the office more productive and profitable.



**Eric Schwartz**

**Diversity, Equity, and Inclusion** - Evaluates the overall diversity of our group and the involvement of everyone regardless of race, color, national origin, religion, etc.

**Culture Committee** - Oversees Market Center fundraising efforts for the annual goal of \$3,000 in donations to benefit KW Cares, assists eligible KW associates in need with the KW Cares grant application process, oversees all of the Market Center's non-KW Cares related charitable activities, including fundraising for individuals in need within the Market Center or the local community, as well as fundraising efforts for charities other than KW Cares, & plans events hosted by the Market Center.



**Leigh Anne Walker**

**Growth Committee** - Assist in the overall growth of the Market Center, work with the investor(s) and TL in identifying and attracting other associates to the Market Center.



**Richard Shafer**

**Tech Committee** - Assist in the evaluation and implementation of ongoing technology training within the Market Center, participate in any KWRI technology-related training, provide input to OP/TL regarding software/hardware issues, encourage and assist all members of the Market Center to adopt Keller Williams technology initiatives to the fullest extent, evaluate the effectiveness of their Market Center website, computer systems, software, etc. and make recommendations for periodic changes and enhancements.



**Heather Sarkisian**

**Agent Advocate Committee** - Promotes programs and initiatives that benefit the real estate agent profession. This Committee will lead efforts to advocate agent-centric ideals with local, area, state, provincial and national boards and other organizations, and to ensure that agents' needs are met at the administrative and legislative levels.



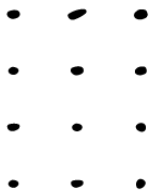
**Nadine LoCascio**

**Education Committee** - Review all levels of training, assist in the implementation of training programs to improve the overall productivity of the associates affiliated with the Market Center.

# TRAINING AND

*resources*

kw



## GETTING IT ALL SET UP



**Market Center Tech Trainer:**

**Katie Jo Rimmel**

610.739.0216

kremmel@kw.com

Onboarding Assistance & Ongoing Tech Support



*Tech Help*

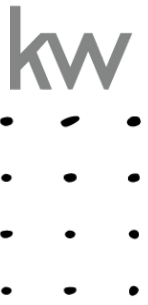
- **Kellerwilliamsclinton.com** : Access helpful information, tools, and videos, office logos, etc. (Password for Agent Resources Page is 0992)
- **Private Facebook Group (KWClinton)** : Join our group to find tips, vendor recommendations, and connect with fellow KWC agents.
- **KW Command Youtube Channel**: Learn all of the amazing features Command has to offer!
- **KW Logos and Marketing**  
(<https://www.kwconnect.com/page/marketing>):  
Learn how to remain in compliance with our brand's established guidelines for marketing
- **KPG Command Central**  
([KPGCommandCentral.com](http://KPGCommandCentral.com)) : Schedule 1 on 1 appointments with our MC Tech Trainer, KW Playbooks, Quick Guides

kw  
KELLERWILLIAMS.  
REAL ESTATE

*Where Entrepreneurs Thrive*

**INTERNAL**

*resources*



*Follow us on Social Media*



**KW Clinton**  
kellerwilliamsclinton



**KW Clinton**  
Keller Williams Real Estate-Clinton  
**Join our Private Facebook Group**  
KWClinton

**Social Media Announcements will Appear here as well as future listings, open houses and Recognition Posts**

*Check out our Website*



**kellerwilliamsclinton.com**

Access helpful information, tools, and videos, office logos, etc.  
(Password for Agent Resources Page is 0992)

**201+** *club*

**IMPORTING YOUR DATABASE:**



**It is Statistically Proven** - Agents that have a minimum of at least 201 contacts in Command will on average hit a significantly higher income than those that do not.

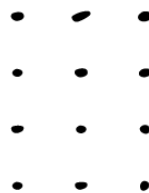
We are in the people business! This means the more people in your database to reach out to, the more people that you can help find or list their next home.



# IN-HOUSE OFFICE

# Affiliates

kw



## Title

Chris Gimello



Cell: 856-630-7231  
Office: 856-834-2600  
[gimello@foundationtitle.com](mailto:gimello@foundationtitle.com)

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

## Insurance



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

**610-255-7777**

**Licensed Agent**

Susan Ringer  
[sue@safeguardHA.com](mailto:sue@safeguardHA.com)

## Home Warranty



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

**908-858-6689**

**800-648-5006**

**Area Sales Agent**

Michael Ramos



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

**610-209-9250**

**Senior Business  
Development Manager**

Lisa Strano

## Mortgage



**MOVEMENTMORTGAGE**

**Joseph Bonaduce**

Loan Officer

**908-507-6839**



**Tom Cifichiello**

Loan Officer

**908.809.2714**



**HOME FRONT  
MORTGAGE**

**Cameron Bruce**

Loan Officer

**718-873-4692**



# Kellerisms

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** The 4-1-1 is a productivity tool that drives you 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. It is not a to-do list; it’s a must-do list.
- 8 x 8** Otherwise known as an “eight-by-eight”, it is a lead generation schedule consisting of eight touches over eight weeks. A high-impact, high-saturation technique that is designed to put you in the number-one position in the minds of everyone in your Met database within an eight-week period.
- Above the line** Above the Line Expenses are also known as Approved Expenses. They are deducted from the Market Center income before Profit Share is calculated.
- ALC** Associate Leadership Council. A group of individuals drawn from the top 20 percent of each Market Center’s producers. Together, they assist in leading the Market Center through the areas of profitability, productivity, culture, and growth.
- Allied Resources** People in a position to help each other reach their goals. These are individuals you have met that you expect either to do business with or to receive leads from every year.
- Below the Line** Below the line Expenses are expenses that are taken out of owner profit after Profit Share is calculated.
- Big Rocks** If you are given a glass and different materials including large rocks, small rocks, pebbles, sand, and water, the materials will fit into the glass in different ways. By putting water first, then sand, then pebbles, then small rocks, then big rocks, you might not be able to make everything fit. But if you put the big rocks in first, then the small rocks, etc. you can fit more materials into your glass. Assume the materials are the things you can/should do each day and the glass is the amount of hours you have. Start with your most important tasks, or Big Rocks, first thing each day to make sure they fit in.
- BOLD** Business Objective: A Life by Design. A Keller Williams / MAPS Coaching course consisting of seven days spread over seven weeks. The course is designed to accelerate each attendee’s professional and personal development.

<b>Capper</b>	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 until their anniversary date.
<b>Core Group</b>	The influential group of people at a Market Center who are recruited for their ability to recruit other sales associates and thereby increase Market Center profitability.
<b>DISC</b>	A written personality profiling system that assesses Aggression/Response to Challenge, Influence/Persuasion, Activities/Responsibilities, and Rule/Regulation. The system then describes an individual's personality in terms of D: Dominant/Driver, I: Influencing/Inspiring, S: Stable/Steady and C: Compliant/Correct.
<b>Family Reunion</b>	Keller Williams' annual national convention held every February.
<b>Fill Your Bucket</b>	During Team Meetings you might recognize an individual who has helped you by going above and beyond their job description - you might "fill their bucket."
<b>GCI</b>	Gross Commission Income. The total amount of commission dollars the Market Center receives from a transaction, before an associate's split is taken into account.
<b>High-D</b>	An individual with a high score in the Dominant/Driver category of the <i>DISC Personality Evaluation</i> . Team Leaders are typically High-D.
<b>KWR</b>	Keller Williams Realty International, headquartered in Austin, TX.
<b>MCA</b>	Market Center Administrator. The MCA is responsible for implementing and maintaining all operational and financial system inside the Keller Williams Market Center.
<b>MREA</b>	Millionaire Real Estate Agent, otherwise known as The Red Book. It is a book published by Keller Williams and sets out the systems and models used by successful real estate agents. It is the blueprint of a thriving real estate career.
<b>MVVBP</b>	Mission, Vision, Values, Belief, and Perspective. Our mission is to build careers worth having, businesses worth owning, and lives worth living. Our Vision is to be the real estate company of choice. Our beliefs are found in our W4C2TS. Our perspective is that we are a training and

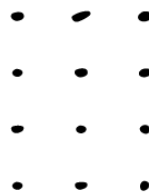
and consulting company that also provides the franchise systems, products, and services that lead to productivity and profitability.

- OP** Operating Principal. The OP is responsible for the success of the business venture. They are also responsible for bringing Capital, Leadership, and Accountability.
- Paid on Volume** Closed Sales Volume on which the associate paid Company Dollar.
- 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.
- RED Day** Renew / Energize / Donate. The second Thursday in May each year when every Keller Williams Market Center closes down for the day and all associates spend it giving back to their community.
- 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.
- TL** Team Leader. The Team Leader is responsible for bringing agents to the Keller Williams Market Center, as well as coaching and consulting to the top 20% of our existing agent base.
- Transmittal** The monthly process through which the Market Center closes their books and sends their information to KWRI.
- WI4C2TS** Pronounced "Why Four Seas Two Tees". Our beliefs are how we grow our relationship among ourselves and stands for:  
W - Win-Win: or no deal  
I - Integrity: do the right thing  
C - Customers: always come first  
C - Commitment: in all things  
C - Communication: seek first to understand  
C - Creativity: ideas before results  
T - Teamwork: together, everyone achieves more  
T - Trust: begins with honesty  
S - Success: results through people

# PROFIT

# share

kw



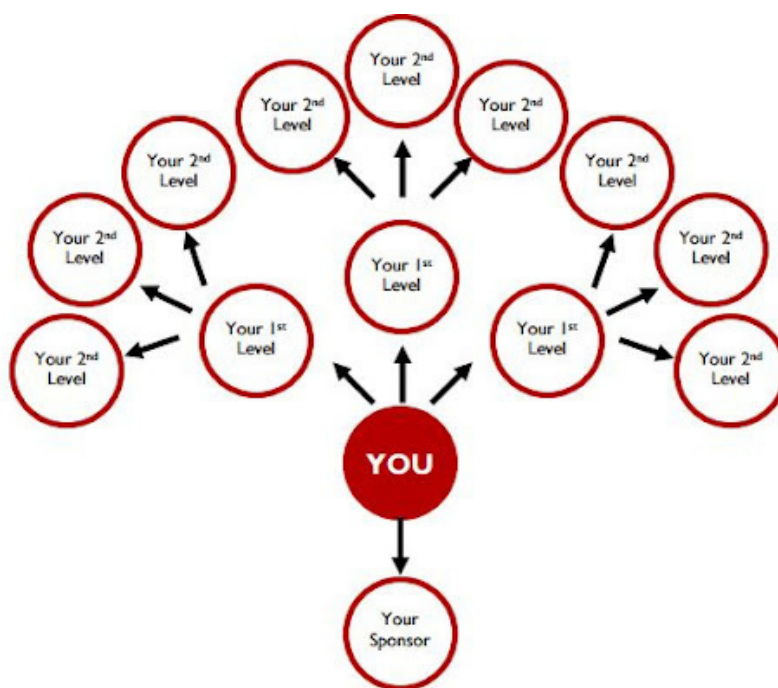
## Wealth Building

We want to make sure our agents have various passive income and equity opportunities. Agents that hit a certain level of production have the benefit to invest in our title company, Keystone Premier Settlement Services, which has an annual ROI of 70% and our insurance company Pearl Insurance.

## Profit Share

At all Keller Williams offices, **49% of month-end profit is distributed back to agents through profit share.**

When you join KW, you will name a “sponsor” - the person who was most influential in you joining the company. In the future, agents you attract to this brokerage will name you as their sponsor and you will receive passive income monthly. Your potential income is based on the productivity of the Realtors that join because of you. Cappers you sponsor will yield you about \$3,000 in income a year. Realtors who you bring in that bring in others will yield you varying amounts. The Profit Share tree is 7 levels deep. It is paid out by KW International on the 21st of each month. Profit Share income is vested after 7 years and will be available to your family regardless where you work.

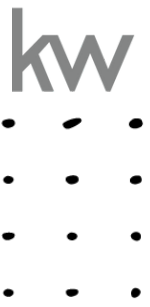


kw  
KELLERWILLIAMS.  
REAL ESTATE

Where Entrepreneurs Thrive

# OPPORTUNITIES

*capping*



***The best part about the Keller Williams commission structure is the 'cap'. Each office has a cap on commissions based on economic conditions and operating expenses for that specific market center. Also contributing to the cap amount is the average median home price in your area. It usually amounts to selling 8-10 houses per year.***

***Once an agent reaches the set amount of production (cap), they are no longer required to pay the office a split, meaning the agent is at a 100% commission until their anniversary year starts again. How amazing is that?***



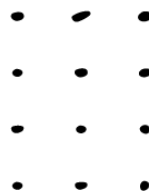
**CAPPERS** earn

**100% COMMISSION**

# SETTING YOUR

*goals*

kw



## GPS

### Goal

#### Priority 1:

##### Strategies

- 1.
- 2.
- 3.
- 4.
- 5.

#### Priority 2:

##### Strategies

- 1.
- 2.
- 3.
- 4.
- 5.

#### Priority 3:

##### Strategies

- 1.
- 2.
- 3.
- 4.
- 5.

# SETTING YOUR *goals*



## 4-1-1 ACTION GOAL WORKSHEET

Name

**ANNUAL GOALS** | YEAR \_\_\_\_\_

ANNUAL **PERSONAL GOALS** \_\_\_\_\_

**MONTHLY GOALS** | MONTH OF \_\_\_\_\_

MONTHLY **PERSONAL GOALS** \_\_\_\_\_

### WEEKLY GOALS

WEEK 1	WEEK 2	WEEK 3	WEEK 4

# 90-DAY OUTCOME

*Overview*

## ESSENTIALS

- Affiliated with RE commission, local board and mls
- Activated on all MC websites, apps & social media
- Activated on all internal platforms; MC & KWRI
- Met with all leadership staff at the MC
- Access to all Education and training; in person, virtual & KW connect

## TECHNOLOGY

- Connected to all tech in the MC
- Command Applets
- 201 Club
- Mobile App
- KW Website

## MARKETING & BRANDING

- Business Announcement
- Bio & Mission statement
- Brand Identity Created
- Marketing Package Built
- Social Media campaigns activated

## EDUCATION & TRAINING

- Broker related training
- Productivity training
- Technology training
- KW Connect
- KWRI Events

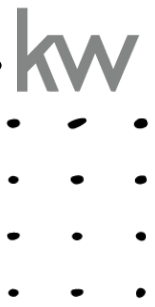
## COACHING

- Established relationship and action plan with a coach and/or mentor
- Goals created
- GPS
- 4-1-1

## OTHER SERVICES

- Technology
- Marketing
- Transactions

# KELLER PERSONALITY *assessment*



— “ —  
“Understanding a candidate’s unique talents and personality traits helps you align their personal goals with your business growth.”

John Davis, president of Keller Williams, said during the State of Your Company address at Family Reunion.

— ” —

## Behavior and Thinking Traits

With his thoughts in mind, Keller Williams completed the development of a behavioral tool, the KPA (Keller Personality Assessment), for all KW agents. The KPA is an enhanced behavioral assessment that measures personality traits and cognitive thinking abilities.

The KPA is designed to help Keller Williams’ market center leadership and agents who are building teams get into business with the right people, but it also brings self awareness to individual agents as well.

# REAL ESTATE

# signage



## Recommended Websites:

KWMarketingCenter.com

Buildasign.com

Customrealestatesigns.com

Agentstore.com

(All of these websites have premade Keller Williams branded signs)



## Please Visit

<https://www.njrealtor.com/government-affairs/advertising-rules/> for all signage rules and regulations



- All sign orders must be approved by the Broker of Record
- The Market Center has standard For Sale and Open House signs, as well as sign riders available to borrow or purchase!



# Culture

Whether it's serving each other, serving our communities, or serving our planet, a culture of doing more than just selling real estate defines us as a company.



## KW Cares

**Our culture of caring is based on family helping family**

We are so glad you are part of the KW family! KW Cares is a charity created by and for Keller Williams Associates and their families during times of hardship. Sudden emergencies happen, and this fund is put in place to ensure that everyone in our KW family feels supported, safe and valued. This 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. If you, or an immediate family member, is in financial need due to any of the below, or other sudden emergencies, please contact your Market Center Leadership to discuss the grant application process.

## REDDAY

 **renew**  **energize**  **donate**

Renew, Energize, and Donate is an initiative dedicated to celebrating Keller Williams' year-round commitment to improving our local communities. Each year, on the second Thursday in May, tens of thousands of associates participate in a wide range of projects, devoting their time to renewing and energizing aspects of the neighborhoods in which they serve. Projects are chosen by each individual market center based on a need they see within its community. Recognizing her leadership in guiding the culture of the company, RED Day is held in honor of Mo Anderson, Vice Chairman of the Board. It's an entrenched part of our culture and displays the extraordinary effect a company can have when individuals come together to work as a team for the greater good of everyone.

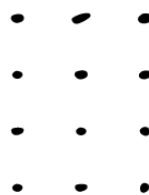
**To learn more about RED day, visit: [headquarters.kw.com/red-day](http://headquarters.kw.com/red-day)**

**To learn more about KW Cares, visit: [kwcares.com](http://kwcares.com)**

# KW

# communities

# kw



Narrow your niche for improved success.

Find your people. Hone your craft. Build a community.

## kw | DIVERSITY, EQUITY AND INCLUSION

As the future of homeownership becomes increasingly diverse, it's more important than ever to meet the changing needs of a consumer today. Putting diversity, equity, and inclusion at the forefront of your business not only ensures professional growth and success, but also empowers the communities in which you live and serve.

## kw | Luxury

The House of Excellence: Renowned for unparalleled expertise, Keller Williams' luxury agents stand in a class of their own. Whether you are just entering the luxury market or you are a top-tier agent, our carefully curated communities speak to the training, insights, and resources you need to succeed in the competitive landscape of luxury.

## kw | LAND

As the rural property division of Keller Williams, KW Land offers local, influential, and results-driven real estate professionals the opportunity to dive headfirst into one of the nation's most lucrative industries for market success, today.

## kw | COMMERCIAL<sup>SM</sup>

Committed to finding the higher purpose of business, the KW Commercial team consists of knowledgeable, results-driven brokers backed by the most innovative and scalable technology the commercial real estate industry has to offer.

## kw | MILITARY

With KW Military, you are proudly serving those who served our country. At KW Military, build a thriving business which offers unique opportunities to work with others who share your passion for serving veterans and active duty military members.

## kw | NEW HOMES POWERED BY LEGACY INTERNATIONAL

Equipped with proven training, exclusive resources, and infinite opportunity for members to grow and succeed, KW New Homes is a community of professionals embracing the expanding market of new home sales.

## kw | Relocation

Designed to empower agents with exclusive networking and training opportunities, KW Relocation is a community of professionals looking to grow their business and explore the burgeoning market of relocation.

## kw | *Style* <sup>to</sup> DESIGN

Equipped with expert marketing materials, interior design resources, and exclusive design, staging, luxury, and renovations boards, KW Style to Design provides new, innovative solutions for agents looking to add additional value and differentiate their business.

## kw | REAL ESTATE PLANNER

As a KW Real Estate Planner, you can learn how to create strategic property plans and better position yourself to receive referrals in your local market from trusted advisors, including CPAs, Financial Planners, Trust Attorneys, Retirement Communities, Care Homes and Case Managers

## kw | sports + entertainment<sup>TM</sup>

Driven by consideration, discretion, and a desire to empower professional athletes, musicians, and artists, the KW Sports + Entertainment (KWSE) is your opportunity to acquire, refine, and expand this unique skill set, providing valuable resources to help you grow your network while developing your personal brand.

## kw | wealth

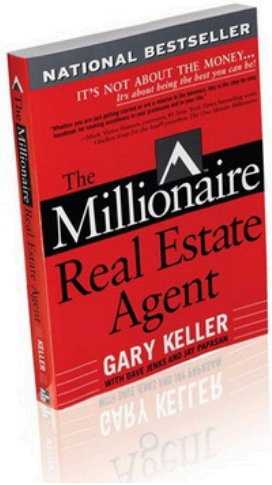
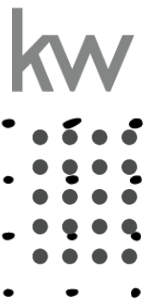
As an exclusive community dedicated to helping you build better profits by leveraging your current real estate business, KW Wealth is here to help you grow your business, create passive income, and build a better future for you and your family.

## kw | YOUNG PROFESSIONALS

From training and community networking to personal and career growth development, the Keller Williams Young Professional community offers unique and exclusive opportunities to our members with natural talent and drive looking to invest in their careers.

# READ AND

# listen



Do you ever ask yourself, "How do I, as a real estate salesperson, net \$1,000,000 a year? Gary Keller's nationally best-selling real estate career guide shows you how it's done.

## **THE MREA CURRICULUM**

The complete MREA Curriculum drills down on the models of The MREA, giving you and your team the steps, scripts and systems to take your business to the 7th level.

## **SUPPORT IN BUILDING YOUR TEAM**



### **SHIFT: HOW TOP REAL ESTATE AGENTS TACKLE TOUGH TIMES**

SHIFT HAPPENS. Markets shift and so can you. Both transform your business and your life. In Gary Keller's third national best-seller, you will learn the 12 proven tactics that will power your business forward - no matter the market. An entire curriculum is also available that drills down on the 12 tactics from the book.



### **THE ONE THING**

In The ONE Thing, New York Times bestselling authors Gary Keller and Jay Papasan present the lies that block your success and how to identify (and thwart) the thieves that steal your time and life. They model the laws of purpose, priority and productivity, and finally, they teach you that the ONE thing can radically change the way you work, the choices you make and the results you get.

WILLIAMSON KELLER WILLIAMS UNIVERSITY  
MOVING TO THE  
KEY OF THE MOMENT



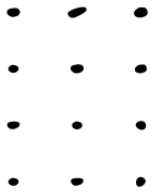
**"CHANGE IS INEVITABLE.  
PARTICIPATION IS OPTIONAL."**

- GARY KELLER | CO-FOUNDER & CHAIRMAN

# JUMP INTO

# events

kw



Keller Williams is the largest Real Estate Company in the World!

You are welcome to join KWRI, Keller Williams Realty International, events found in KW Connect as well as our local events which will be posted in our App as well as our Market Center Website at [kellerwilliamsclinton.com](http://kellerwilliamsclinton.com).



**Family Reunion** - Mix and mingle with world-class agents, leaders, and educators. This four-day event is your chance to celebrate successes and gain actionable insights that will propel your career to the next level. Learn from the best in the business, attend powerful sessions and immerse yourself in KW culture! KWRI



**Mega Camp** - Once a year, thousands of Keller Williams agents and guests descend upon the Austin Convention Center for Mega Camp. The entire week at Mega Camp is broken into three parts: Mega Agent Camp, Mega Leadership Camp and Mega Technology Camp. The schedule is usually Mega Leadership on Monday and Tuesday (designed primarily for Keller Williams managers, owners and owners of Mega Agent teams), Mega Technology on Wednesday (designed for owners, managers and agents) and Mega Agent Camp on Thursday and Friday (designed primarily for agents). KWRI

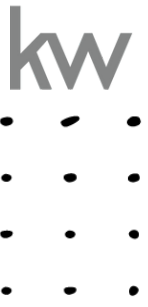


**BOLD:** Once a year, our Market Center brings in a MAPS coach for an intense course that will maximize your business. It is one day a week for seven weeks and the rate of return on this investment speaks for itself. On average, agents close 11 deals during BOLD. This is a local event where we fly in a the best of the best KW MAPS Coach!

kw  
KELLERWILLIAMS.  
REAL ESTATE  
*Where Entrepreneurs Thrive*

# KW MAPS

# coaching

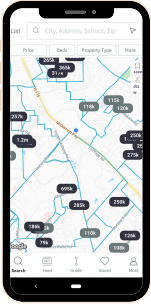


Keller Williams, the world's largest real estate franchise by agent count and the U.S. leader in units and sales volume, is home to KW MAPS Coaching – awarded a Stevie Award for Sales Training and Coaching Program of the Year – and was the first real estate company to be nominated for the PRISM Award for excellence in coaching.

## Coaching Program Categories



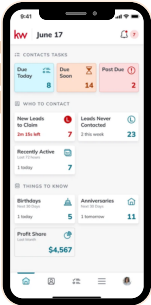
# DOWNLOAD THESE APPS



## **KW REALTY** **Consumer App** For your Clients



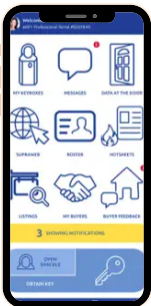
- Branded with your name, when you share from app
- Clients can find listings in ANY zipcode or neighborhood.
- Devise a plan for every buyer and seller, monitor their progress, send valuable recommendations and keep your client informed.



## **Command Mobile** Command on the go



- Manage your database on the go
- Quickly see tasks and important dates
- Easily message or call your database
- Take notes of your activity as it prompts you after each call



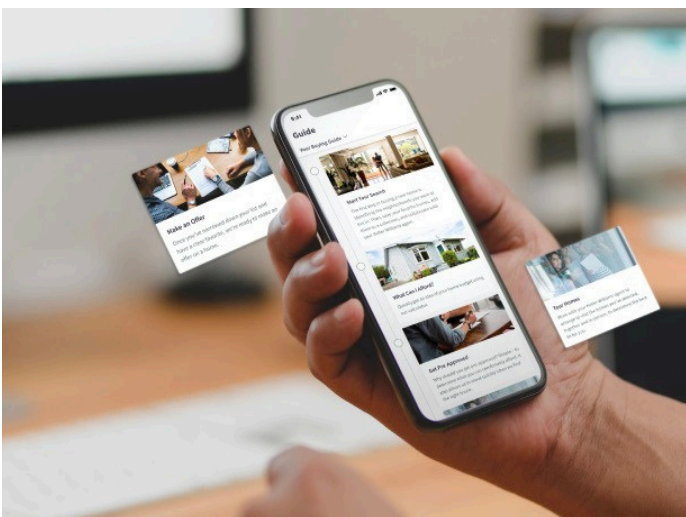
## **Supra EKey** Lockbox access



- The Supra eKEY app is designed for real estate professionals who belong to an association or MLS using the Supra system. Contact your association or MLS to subscribe to eKEY service or to upgrade from eKEY Basic to eKEY Professional.



# COMMAND YOUR DAY



## 01. COMMAND YOUR DATABASE

Easily group and organize your contacts for timely, automated follow-up and lead generation, then use SmartPlans to design specific (automatic) communication plans for each one.

## 02. COMMAND YOUR TRANSACTIONS

Streamline your appointments, listings, deals, and projected revenue from one convenient location. Opportunities shows you the road ahead and keeps tabs on your cash flow.

## 03. COMMAND YOUR CONSUMER EXPERIENCE

Build deeper, more meaningful relationships with your leads, contacts, and entire SOI. Lead capture and share listings on your website, then keep your KW App close at hand to stay ultra-connected to your clients, guiding them through their journey with care.

## 04. COMMAND YOUR MARKETING

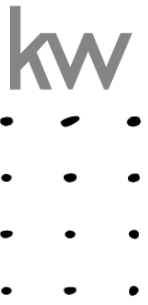
Peruse a library of over 1,400 ready-made templates to point, click, and customize beautifully-branded assets. Using real-time market data, launch dynamic ads in Campaigns, then optimize future actions with reporting and analytics.

## 05. COMMAND YOUR NETWORK

Find trusted partners, negotiate, and arrange specifics while keeping your finger on the pulse of every deal. KW's worldwide presence is 50 regions strong, with more on the way.

# MY LOGIN

*information*



Mykw.kw.com

Command (Agent.KW.com)

www.KWConnect.com

Command App

Username: \_\_\_\_\_

Password: \_\_\_\_\_

---

www.Gmail.com

(KW Email)

Username: \_\_\_\_\_ @KW.com

Password: \_\_\_\_\_

---

Board Login

Username: \_\_\_\_\_

Password: \_\_\_\_\_

---

GSMLS Login

Username: \_\_\_\_\_

Password: \_\_\_\_\_

---

DocuSign Login

Username: \_\_\_\_\_

Password: \_\_\_\_\_

WEBSITE \_\_\_\_\_

NRDS# \_\_\_\_\_

STATE# \_\_\_\_\_

"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*



*Where Entrepreneurs Thrive*

# KWC Office Supplies

See Front Desk for these items



ITEM DESCRIPTION	UNIT	PRICE
FOR SALE SIGN W/ FRAME- ALUMINUM	EACH	\$66.0
FOR SALE SIGN W/O FRAME- ALUMINUM	EACH	\$25.0
OPEN HOUSE SIGN W/ GROUND STAKES	EACH	\$28.0
RIDER- SOLD	EACH	\$7.50
RIDER-UNDER CONTRACT	EACH	\$7.50
RIDER- FOR RENT	EACH	\$7.50
RIDER-OPEN HOUSE	EACH	\$7.50
RIDER- COMING SOON	EACH	\$7.50
RIDER- SHOWN BY APPOINTMENT	EACH	\$7.50
MREA- THE MILLIONAIRE REAL ESTATE AGENT BOOK	EACH	\$15.00
MREI- THE MILLIONAIRE REAL ESTATE INVESTOR BOOK	EACH	\$15.00
HOLD- HOW TO FIND, BUY, AND RENT HOUSES	EACH	\$15.00
FLIP-HOW TO FIND, FIX, AND SELL HOUSES	EACH	\$15.00
SHIFT COMMERCIAL- HOW TOP COMMERCIAL BROKERS...	EACH	\$15.00
THE ONE THING- GARY KELLER (HARDCOVER)	EACH	\$15.00
GREEN YOUR HOME- GARY KELLER	EACH	\$7.50
YOUR FIRST HOME-GARY KELLER	EACH	\$7.50
KW WHITE - 2 POCKET FOLDERS	EACH	\$1.50
KW RED - 2 POCKET FOLDER	EACH	\$1.50
KW BLACK - 2 POCKET FOLDER	EACH	\$1.50
KW NOTE CARD- BLANK WHITE W/ LOGO	PK/25	\$8.50
KW NOTE CARD- BLANK RED W/ LOGO	PK/25	\$8.50
KW NOTE CARD- BLANK BLACK W/ LOGO	PK/25	\$8.50
KW LETTERHEAD	PK/25	\$2.00
KW ENVELOPES- BUSINESS	PK/25	\$3.00
KW ENVELOPES- 10X13	EACH	\$0.25
ADDRESS LABELS (30 PER SHEET)	PER SHEET	\$0.50
PRESENTATION CLEAR COVER, BLK BACKING, & SPIRAL COMB	SET	\$1.00

kw

KELLERWILLIAMS®  
REAL ESTATE

*Where Entrepreneurs Thrive*

120 West Main Street  
Clinton, NJ 08809  
908-751-7750