

Regional Guide for Reviewing IMAO Applications



- ☐ Copy of State/Provincial Laws (If applicable)
- ☐ IMAO Name, Location, and Map
 - a. Map with proposed location signed by OP and RD
 - b. If location is close to another Market Center border, recommend acknowledgement from the OP of that Market Center
- ☐ Broker
 - a. Identify Broker if not using MC Broker
- ☐ Signage
 - a. Please submit example of proposed signage.
 - i. Refer to state and local regulations regarding signage.
 - ii. Proof of signage should indicate affiliation with the host Market Center or include KW/Keller Williams if using proposed IMAO DBA Name
 - iii. NOTE: If not using Market Center DBA Name, proposed IMAO DBA Name is subject to KWRI approval. State DBA Name Registration required upon approval.
 - 1. Proposed IMAO DBA Names should not be geographically specific.
 - 2. May include Indie or Team Name
- ☐ IMAO Market Center Relationship Terms (Reviewed by RD); Highly recommend more extensive agreement between Host Market Center and IMAO (see Considerations on Regional Intranet)
- ☐ \$1,000 Mega Agent Office Fee will be drafted via ACH upon Execution of the Mega Agent Office Addendum
- ☐ Application fully signed
 - a. If OP is RD: ROP will need to sign the application