

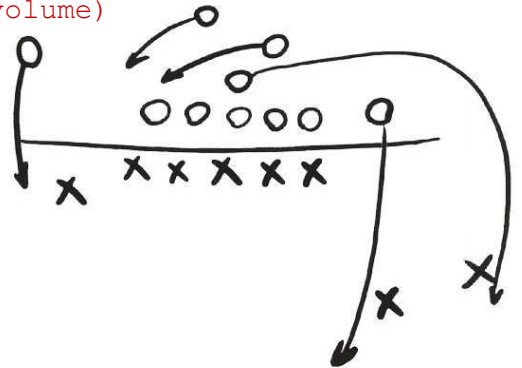
The LEADERSHIP PLAYBOOK

① Lower Expenses (low fixed-low variable)

1. Get Financially Fit: <https://www.kwconnect.com/details/getting-financially-fit-8>
2. Renegotiate Leases: <https://www.kwconnect.com/details/renegotiating-leases-14>
3. Live on Less: <https://www.kwconnect.com/details/learn-to-live-on-less-1>
4. Create Smart Habits and Hold your Money Accountable: <https://www.kwconnect.com/details/create-smart-habits-and-hold-your-money-accountable>
5. Build a Moat Around Your Fortress: <https://www.kwconnect.com/details/build-a-moat-around-your-fortress-10>

② Competitive Model (low margin-high volume)

1. Manage Expenses
2. Increase tax % to reflect actual
3. Split
4. Cap
5. Agent charges



③ Business Consultations (5 conversations)

1. **TECH:** Tech Audit Simplified: <http://www.kwconnect.com/page/clr/agent-tech-audit-simplified>
2. **PROFIT:** 30-30-40 Assessment Consulting: <http://www.kwconnect.com/page/clr/the-30-30-40-assessment>
3. **PEOPLE:** Org Chart: <http://www.kwconnect.com/page/clr/the-people-assessment>
4. **INDIE:** Disruptive Growth: <http://www.kwconnect.com/page/clr/indie-partnerships>
5. **EXPANSION:** Consulting to Expansion: <https://www.kwconnect.com/page/clr/consulting-conversation>

④ KW Value Proposition (unrecruitable agents)

1. **Training:** PIVOT: **CONNECT** - Daily training & resources: <https://www.kwconnect.com/page/pivot-shift-ahead>
 PIVOT: **FACEBOOK PAGE** <https://www.facebook.com/groups/SHIFTDaily/>
 Tip - Follow Keller Williams on Connect: <https://www.kwconnect.com/profile/171379>
2. **TECH** <https://www.kwconnect.com/tech-enabled-agent>
 * KW App: Leadership Cheat Sheet: <https://www.kwconnect.com/details/2020-02-26-5e56f9bfd2bc-pdf>
3. **Keller Mortgage:** <https://www.kwconnect.com/page/kellermortgage>
4. **Keller Covered:** <https://kellercovered.com/agentassets/>
1. **MAPS:** <https://mapscoaching.com/mastery-pivot-2020/> & **BOLD:** <https://mapscoaching.com/coaching-programs/bold>
5. **Keller Offers** <https://kelleroffers.com/>