

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 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. It is not a to-do list; it’s a have-to-do list.
- 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 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 Market Center producers.
- 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, 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.
- 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.
- 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.
- Core Group** The influential group of people at a Market Center who are recruited for their ability to recruit other sales associates and thereby increase MC profitability.

Kellerisms (cont.)

DISC	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.
Fill Your Bucket	During staff meetings, you might recognize an individual who has helped you by going above and beyond their job description—you might “fill their bucket.”
GCI	Gross Commission Income. The total amount of commission dollars the Market Center receives from a transaction.
High-D	An individual with a high score in the Dominant/Driver category of the <i>DISC personality evaluation</i> . Team Leaders are typically High-D.
MCA	Market Center Administrator. The MCA is responsible for implementing and maintaining all operating systems in a KW Market Center.
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.
Paid On Volume	Closed Sales Volume on which the associate paid Company Dollar (until they cap).
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.
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. Market Centers transmitting late are assessed a late transmittal fee of \$100 per day. This late charge is never waived. Successful transmittal is a critical task for the Market Center leadership team.

The Keller Williams MVVBP

Mission

To build careers worth having, businesses worth owning, and lives worth living.

Vision

To be the real estate company of choice.

Values

God, Family, then Business.

We believe real estate is a local service business driven by individual real estate agents and their local image with their centers of influence and client base.

We believe our associates should be treated like “stakeholders.”

We believe stakeholder companies always measure profit or loss, open the books, and tell the truth.

We believe who you are in business with really does matter.

We believe profit matters.

We believe no transaction is worth our reputation.

The Keller Williams MVVBP (cont.)

Beliefs (Rules)

At KELLER WILLIAMS® International, we proudly and fondly refer to our beliefs as WI4C2TS. They are how we grow our relationship among ourselves.

This symbolizes:

- 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

Perspective

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

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