

Getting Started Right

THE DIRECTOR OF AGENT SERVICES WILL HELP YOU:

- **Join a Board within 48 hours (You will need this to gain MLS access & to get paid through KWPR)**
- **Download Kelle app on your phone**
<https://apps.apple.com/us/app/kelle/id1257127586>
<https://play.google.com/store/apps/details?id=com.kw.kelle>
- **Time block 3 hours a day for lead generation (group lead gen is every morning from 8:00am-11:00am in the BOLD room)**
- **Mark your calendar for our next New Agent Orientation and Productivity Coaching**
- **Join the KWPR Facebook group & turn notifications on**
<https://www.facebook.com/groups/KWPreferred/>
- **Give your headshot to DAS or schedule an appointment to get your headshot**

WEEK 2

- **Start learning proper scripts and continue lead generation daily**
- **Take a KPA and review with a Productivity coach**
- **Attend weekly group coaching session**
- **Review current training calendar with your coach and add trainings to your calendar**
- **Create a 1-3-5 and 4-1-1 with a Productivity Coach**
- **Complete your MLS profile with phone number, KW email and headshot**
- **Explore the MLS for properties, statistics, expirds, etc.**
- **Explore MyKW & Command**
<http://www.kwconnect.com/details/3-simple-steps-to-start-using-command>
- **Create/organize your database in Command (set up an appointment with the Director of Technology for assistance)**
- **Create a “launch letter” in the Command “Designs” applet to send out to your database**
<https://agent.kw.com/command/designs>



WEEK 3

- ☐ **Continue time blocking for lead generation daily**
- ☐ **Continue attending new agent training classes; based on the Market Center calendar.**
- ☐ **Introduce yourself to 10 agents in the office and collect their business cards.**
- ☐ **Build and present buyer presentation to your productivity coach**
- ☐ **Build and present listing presentation to your productivity coach**
- ☐ **Start reading the MREA (Millionaire Real Estate Agent)**
- ☐ **Meet with the MCA to learn about your GCI goals and how to look up your personal reports on MyKW.**
- ☐ **Upload your photo to the KW Command site and complete your agent profile to 100% completeness.**



WEEK 4

- ☐ **Lead generate and role play scripts (utilize the facebook group to find a partner to practice with).**
- ☐ **Continue attending new agent training classes; based on the Market Center calendar.**
- ☐ **Find a networking opportunity and plan to attend with business cards.**
- ☐ **Attend an ALC meeting (Meetings are held the second Tuesday of the month at 12:30PM)**
- ☐ **Join a Committee which is lead by an ALC member**
- ☐ **Attend Ignite**
- ☐ **Add 200 names to your database (50/week, 5/day!)**
- ☐ **Set up your 36 touch**
<https://www.kwconnect.com/details/2019-07-22-5d35eebdca59a-pdf>
- ☐ **Learn how to perform a Comparative Market Analysis (CMA)**
- ☐ **Attend Open House training**



WEEK 5

- ☐ **Continue time blocking for lead generation daily**
- ☐ **Continue attending new agent training classes; based on the Market Center calendar.**
- ☐ **Attend 3 open houses and compile a list of action items for when you host your first.**
- ☐ **Preview 5 homes and run a CMA on the properties. Compare your estimated value vs the listed value.**
- ☐ **Plan for and host your first open house (be on the lookout in the Facebook group for open house opportunities).**
- ☐ **Follow up with the people in your database that you mailed or emailed your announcement to.**



WEEK 6

- ☐ **Continue time blocking for lead generation daily**
- ☐ **Create a 4-1-1 for the month**
<http://www.kwconnect.com/page/kwu/411>
- ☐ **Continue group coaching classes and working with your Productivity Coach**
- ☐ **Choose 3 classes on the training calendar to attend**
- ☐ **Attend a Profit Share class**
- ☐ **Start to read “The One Thing”**
- ☐ **Start a 66 Day Challenge**
<https://www.the1thing.com/blog/productivity/we-dare-you-to-take-a-66-day-challenge/>
- ☐ **Learn about 8x8 campaigns**
<https://www.kwconnect.com/details/samples-of-effective-8x8-campaigns>