

# YOUR JOURNEY STARTS HERE



# KW WORLDWIDE

## GROW YOUR REFERRAL NETWORK TO SEND AND RECEIVE REFFERALS WORLDWIDE AND BUILD A REFERRAL-BASED BUSINESS

By leveraging KW's expansive agent community, you can connect with professionals across the globe, opening doors to a steady stream of client referrals. Utilizing the KW Referrals Platform within Command, you can seamlessly send, track, and receive referrals, ensuring your clients are in trusted hands and enhancing your reputation.

## A GLOBAL REAL ESTATE POWERHOUSE 5 CONTINENTS | 55+ REGIONS

### KW WORLDWIDE REGIONS

- As of January 2025

Keller Williams is the largest real estate franchise in the world — home to more real estate professionals than any other company. As of January 2025, master franchise agreements have been awarded across 55+ regions outside of the United States and Canada.

- Albania
- Argentina
- Aruba
- Bahamas
- Belize
- Bermuda
- Bolivia
- Bonaire
- Colombia
- Costa Rica
- Curaçao
- Cyprus
- Czech Republic
- Delhi NCR, India
- Dominican Republic
- Dubai, UAE
- France
- French Polynesia
- Germany
- Greece
- Guatemala
- Guyana
- Honduras
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Luxembourg
- Malaysia
- Mexico
- Monaco
- Mongolia
- Nicaragua
- Northern Cyprus
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- São Paulo, Brazil
- Saudi Arabia
- Scotland
- Serbia
- Sint Maarten
- Slovenia
- Southern Africa
- Spain
- Suriname
- Thailand
- Turkiye
- Turks and Caicos
- United Kingdom
- Uruguay
- Vietnam



# AWARDS & HEADLINES

WE CONTINUE TO REACH NEW HEIGHTS THROUGH  
INNOVATION, DISRUPTION, AND AN  
UNCOMPROMISING AGENT-FIRST MINDSET.  
AND, THE WORLD IS TAKING NOTICE.



**2024 TOP FRANCHISES  
FOR VETERANS**  
FRANCHISE BUSINESS REVIEW



**2024 INMAN AI  
AWARD "BEST USE OF  
AI" BY A BROKERAGE**  
INMAN



**2024 MOST  
PROFITABLE  
FRANCHISES**  
FRANCHISE BUSINESS REVIEW



**2024 TOP FRANCHISES  
FOR WOMEN**  
FRANCHISE BUSINESS REVIEW



**2024 INMAN INNOVATOR  
"MOST INNOVATIVE  
INDUSTRY PODCAST"**  
INMAN



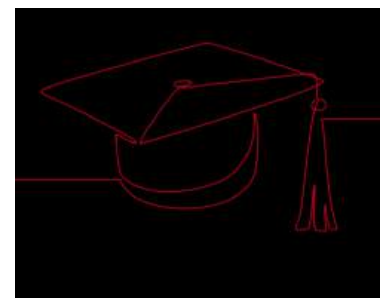
**2024 REAL TRENDS  
VERIFIED 500**  
REAL TRENDS



**2023 CULTURE  
100 AWARDS**  
FRANCHISE BUSINESS REVIEW



**2023 AMERICA'S  
BEST EMPLOYERS  
FOR DIVERSITY**  
FORBES



**2023 AMERICA'S  
BEST EMPLOYERS FOR  
NEW GRADUATES**  
FORBES



# LOCATIONS



**kw NEW YORK CITY**  
KELLERWILLIAMS.

360 Madison Avenue,  
New York, NY 10017  
O: 212-301-1140

**kw EMPIRE**  
KELLERWILLIAMS. REALTY

8508 3rd Avenue,  
Brooklyn, NY 11209  
O: 347-232-0780

**kw GOLD COAST**  
KELLERWILLIAMS. REALTY

1129 Northern Blvd #410,  
Manhasset, NY 11030  
O: 516-482-0200

**kw GREATER NASSAU**  
KELLERWILLIAMS. REALTY

400 Garden City Plaza,  
Garden City NY 11530  
O: 516-873-7100

**kw LEGENDARY**  
KELLERWILLIAMS. REALTY

925 Hempstead Turnpike,  
Franklin Square, NY 11010  
O: 646-639-4155

**kw POINTS NORTH**  
KELLERWILLIAMS.

100 Crossways Park Drive W,  
Woodbury, NY 11797  
O: 516-865-1800

**kw ELITE**  
KELLERWILLIAMS. REALTY

695 Broadway,  
Massapequa, NY 11758  
O: 516-795-6900

# KW CORE

At Keller Williams Core, we believe that where you choose to grow your business matters, and we are honored that you're considering growing your business with us. As a thriving community of over 2,000 agents, we are committed to training, developing, and empowering entrepreneurs to build businesses that create wealth and opportunity. Our culture is built on collaboration, innovation, and limitless growth, providing you with the tools, education, and support to scale your success. With a dynamic presence across New York, we leverage the power of cutting-edge technology, top-tier coaching, and a powerhouse network to help our agents dominate their markets. Whether you're looking to sharpen your skills, expand your influence, or take your career to the next level, KW Core is where ambitious agents thrive. Welcome to a community that invests in you—because your success is our mission.



WHO YOU'RE IN  
BUSINESS WITH  
MATTERS

# CULTURE

## KELLER WILLIAM'S MVVBP

### **OUR MISSION**

TO BUILD CAREERS WORTH HAVING,  
BUSINESSES WORTH OWNING,  
LIVES WORTH LIVING,  
EXPERIENCES WORTH GIVING, AND  
LEGACIES WORTH LEAVING.

### **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 VISION**

TO BE THE REAL ESTATE  
COMPANY OF CHOICE FOR AGENTS AND  
THEIR CUSTOMERS.

### **OUR VALUE**

GOD, FAMILY, THEN BUSINESS

### **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.

## KELLER WILLIAM'S CORE MISSION STATEMENT

TO TRAIN AND DEVELOP A COMMUNITY OF ENTREPRENEURS  
WITH A DYNAMIC CULTURE AND ENDLESS OPPORTUNITIES

## KELLER WILLIAM'S CORE VISION STATEMENT

OUR VISION IS TO BE THE LEADING REAL ESTATE COMPANY IN OUR  
REGION, DEDICATED TO BUILDING WEALTH FOR OUR AGENTS AND  
CLIENTS THROUGH EXCEPTIONAL CUSTOMER SERVICE, INNOVATIVE  
MARKETING, AND A COLLABORATIVE CULTURE. WE ARE COMMITTED TO  
CREATING POSITIVE, IMPACTFUL EXPERIENCES FOR BOTH AGENTS AND  
CLIENTS IN THE REAL ESTATE MARKET,  
FOSTERING SUCCESS AND LASTING RELATIONSHIPS.

# CULTURE IN ACTION

Keller Williams places great value in our culture, which we demonstrate through our behavior and actions

## BEHAVIOR

### The Standards for How We Behave

1. Being the best co-op associate possible; always respecting other associates
2. Doing the right thing without wanting to be acknowledged for it
3. Complimenting others regularly
4. Being a part of the solution and not the problem in the Market Center
5. Taking the high road on confrontational issues or points of difference
6. Living up to the covenant if you are on the ALC
7. Representing the Market Center and the company in a positive way - always smiling at the others in the Market Center regularly
8. Speaking without profanity
9. Avoiding disparaging remarks about anyone, especially who leave KW to join a competitor company - after all, many times they COME BACK
10. Considering the other person's viewpoint before responding
11. Being considerate of the Market Center staff
12. Honoring the policies and protocol of the Region regarding recruiting
13. In building a Market Center, never recruiting associates from another KW Market Center
14. In building a team, never recruiting associates from within your own Market Center without first discussing it with and receiving your Team Leader's prior approval
15. In building a team, never recruiting associates from any other KW Market Center without first discussing it with and receiving prior approval from BOTH Team Leaders and engaging in communication between BOTH rainmakers
16. In building an expansion network, never recruiting associates from any KW Market Center without discussing it with and receiving prior approval from BOTH Team Leaders (associate's primary location and expansion location)
6. Taking a stand on an issue that may not be popular, but is RIGHT
7. Helping someone in the Market Center willingly and with a smile, even though you are busy
8. Committing to sharing knowledge in the Market Center through mentorship or teaching
9. Participating in RED Day annually and participating in community locally, throughout the year
10. Committing to KW Cares
11. Paying a struggling associate's fee anonymously
12. Handling a fellow associate's business when personal or family illness occurs
13. Paying a struggling associate's tuition to a class that may impact the associate's productivity
14. Staying home if you're having a bad day attitudinally
15. When lead generating expired listings NEVER be critical of any previous agent
16. Your social media posts should avoid controversial topics that are inappropriate for business
17. Responding to clients' calls and concerns in a timely manner
18. Committing to a random act of kindness every day
19. Being willing to walk away from a transaction that compromises your principals
20. Paying your Market Center bills on time
21. Not looking for loopholes in Cap and Royalty payments
22. Building your level one Profit Share Tree to 15 as soon as possible
23. Being excited to build your downline by asking others, "Will you promise me that you will take my Team Leader's call?"
24. Implementing the Keller Williams productivity systems such as Growth Initiative and Cap Management
25. Embracing new technology and Labs built by associates, for associates
26. Creating a budget you know you need for your business
27. Consistently lead generating for 3 hours per day
28. Using a monthly Profit and Loss Statement to analyze your real estate business

## ACTIONS

### What We Do

1. Making decisions that are right for the Market Center regardless of individual impact - there is no "I" in TEAM
2. Following the model
3. Not only learning but living the W14C2TS
4. Putting God and your family first, and the business second
5. Understanding the higher purpose of business is to give, share and care
29. Hitting your monthly and annual production goals
30. Profitability in your personal real estate business
31. Listing - before you act
32. Earning - before you spend
33. Waiting - before you criticize
34. Trying - before you quit
35. Giving seven hugs a day
36. BE NICE! Kindness matters



# OUR TEAM



Rich Amato  
Operating Principal (OP)  
KW Core  
Email: Amato@kw.com  
Phone: (212) 301-1140



Lauren Balbuena  
General Manager  
KW Core  
Email: LBalbuena@kw.com  
Phone: (516) 312-5814



Charles Olson  
Broker  
KW Realty Empire  
Email: CharlesOlson@kw.com  
Phone: (917) 836-1050



Neil Barsky  
Team Leader (TL)  
KW Realty Empire  
Email: NeilBarsky@kw.com  
Phone: (347) 232-0780



Olivia Bowes  
Market Center Administrator  
KW Realty Empire  
Email: OliviaBowes@kw.com  
Phone: (718) 954-8400 ex.2



Stephanie Roman  
Director of First Impression &  
Agent Services  
KW Realty Empire  
Email: SRoman@kw.com  
Phone: (718) 954-8400



Michelle Epstein  
Productivity Coach (PC)  
KW Realty Empire  
Email:  
MichelleRealEstate1@gmail.com  
Phone: (917) 359-0721



Julia Presta  
Director of Technology &  
Marketing  
KW Core  
Email: JPresta@kw.com  
Phone: (516) 865-1800 x 200



# OUR PC PROGRAM

At Keller Williams Realty Empire, we like to think of our productivity Coaching Program as the vehicle that helps our agents to bridge the divide between the understanding of what it takes to succeed in real estate and actually doing it. focus, purposefulness, and accountability, are all the key factors we aim for success. Our leadership team intends to get you motivated to embrace accountability as one of the most powerful tools you have available to achieve any level of success you desire.

Our Productivity Coach is a top producer and a recognized leader with high integrity and a track record of business success. This individual is driven, yet has the heart to lead others (especially those launching or relaunching their careers). They exhibit a patient, yet, results-oriented approach to goals and thrives seeing others achieve. Their mission is to empower agents to build successful businesses through support and accountability and to take agents from zero to cap. With productivity coaching, you will receive a solid foundation to build upon so that you may graduate out of the program with the skills, determination, and confidence to have a successful and long career in real estate!



**Michelle Epstein**  
917-359-0721

[MichelleRealEstate1@gmail.com](mailto:MichelleRealEstate1@gmail.com)

Productivity Coach

# OUR ALC TEAM

The Keller Williams ALC, or Agent Leadership council consists of the top 20% agents in each office. This dynamic board of directors is actively involved in leadership decisions that increase the office's productivity and profitability. Their responsibilities include inspiring, motivating, participating, and listening. Each office can tailor their strategies to thrive in all stages of the market by soliciting input from these associates.



Michelle Epstein  
Email: MichelleRealEstate1@gmail.com  
Phone: (917) 359-0721



Jean Marrone  
Email: JMarrone@kw.com  
Phone: (718) 938-9568

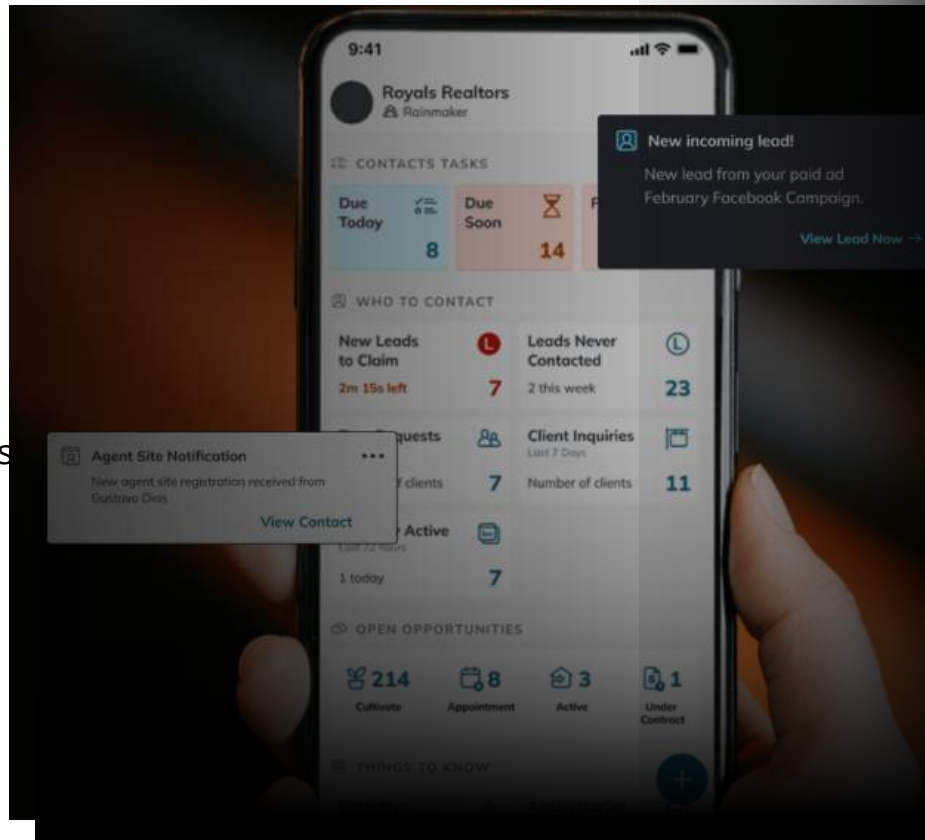


Antoinette Burke  
Email: A.Burke@kw.com  
Phone: (347) 302-4065

# TECHNOLOGY

## COLLABORATE. DESIGN. TEST. BUILD. REPEAT. REFINE

The business of real estate is based on relationships. That's why we build our technology to enhance our relationships – with our clients and with each other. Our proprietary tech is built by agents, for agents. And when it comes to innovation, our collaborative design process, LABS, puts the power to influence and upgrade our software solutions in the hands of our agents.



## FUTURE PROOF YOUR BUSINESS WITH COMMAND

### SIMPLE

Command streamlines the entire transaction from lead to close, to your next payday.

### SMARTER

Win more business and wow clients with real-time neighborhood marketing and address-level insights.

### MORE HUMAN

Save time and money by automating tasks that keep you from earning more business.

### ALL YOU NEED

Everything you need to run a successful real estate business is in one place.



# TECH CONCIERGE

## SCOTTLEROYMARKETING

### INCLUDED IN OUR VIRTUAL TECH CONCIERGE PACKAGE

#### SETUP/UPDATE:

- Command
- My Profile
- Marketing Profile
- KW Email
- KW Mobile App
- Smartplans
- KW Command Website
- Docusign
- Brand Assets
- KW Connect Profile
- Digital Business Card
- Zoom Calendly
- Homekeep
- Canva
- And More!

### ALSO INCLUDED:

#### DAILY LIVE TRAINING COVERING

- KW Command
- Marketing
- Docusign Database
- Management and much more...
- Monday-Friday Support Line for questions or issues related to KW Technology
- 40+ Free Services for Agents and Leadership to Utilize

*Please visit  
[scottleroymarketing.com/support](https://scottleroymarketing.com/support)  
for free services*

### OUR STORY

Scott Le Roy Marketing was founded in 2012 and provides new agent on boarding and technology support for brokerages, agents, and teams. With over 700+ happy clients, SLM has worked tirelessly to provide the highest level of marketing and customer service. There are no 9to5ers around here. We strive for excellence and thrive on customer satisfaction.



### TRAIN WITH SCOTT LE ROY MARKETING 24/7!

SLMTRAINING.COM



SLMTIPS.COM



**SCOTT LE ROY**

CEO

**CONTACT US: Monday-Friday  
9AM-6PM EST**

[support@scottleroymarketing.com](mailto:support@scottleroymarketing.com)



# TRAINING & EDUCATION

At Keller Williams Realty, we empower agents with the training, tools, and mentorship needed to thrive in an ever-evolving real estate market. With live, local, and on-demand learning, our award-winning education system offers proven programs to launch your career, models to scale your business, and personal development to fuel innovation. Whether you're a new agent or a seasoned professional, KW provides the resources to accelerate your growth, increase profitability, and unlock your full potential. Stay ahead, master your craft, and build the career you envision with Keller Williams.



**Keller Williams Inducted  
Into the Top 10 Hall of  
Fame**

Training Magazine

**#1 training organization  
across all industries**

Training Magazine

**#2 training organization  
across all industries and  
third consecutive year in  
Top 5**

Training Magazine

# EDUCATION PROGRAMS

**BIGGER RESULTS. BETTER OUTCOMES.**



KW University empowers real estate professionals through a comprehensive curriculum encompassing in-person classes, on-demand courses, and specialized training programs, all designed to foster continuous growth and success.



Ignite is a hands-on training program designed to help agents develop strong business fundamentals, generate leads, and close deals with confidence. Taught by top agents in local offices, Ignite provides practical instruction, productivity-based exercises, and expert strategies to help both new and experienced agents launch, grow, and reignite their business.

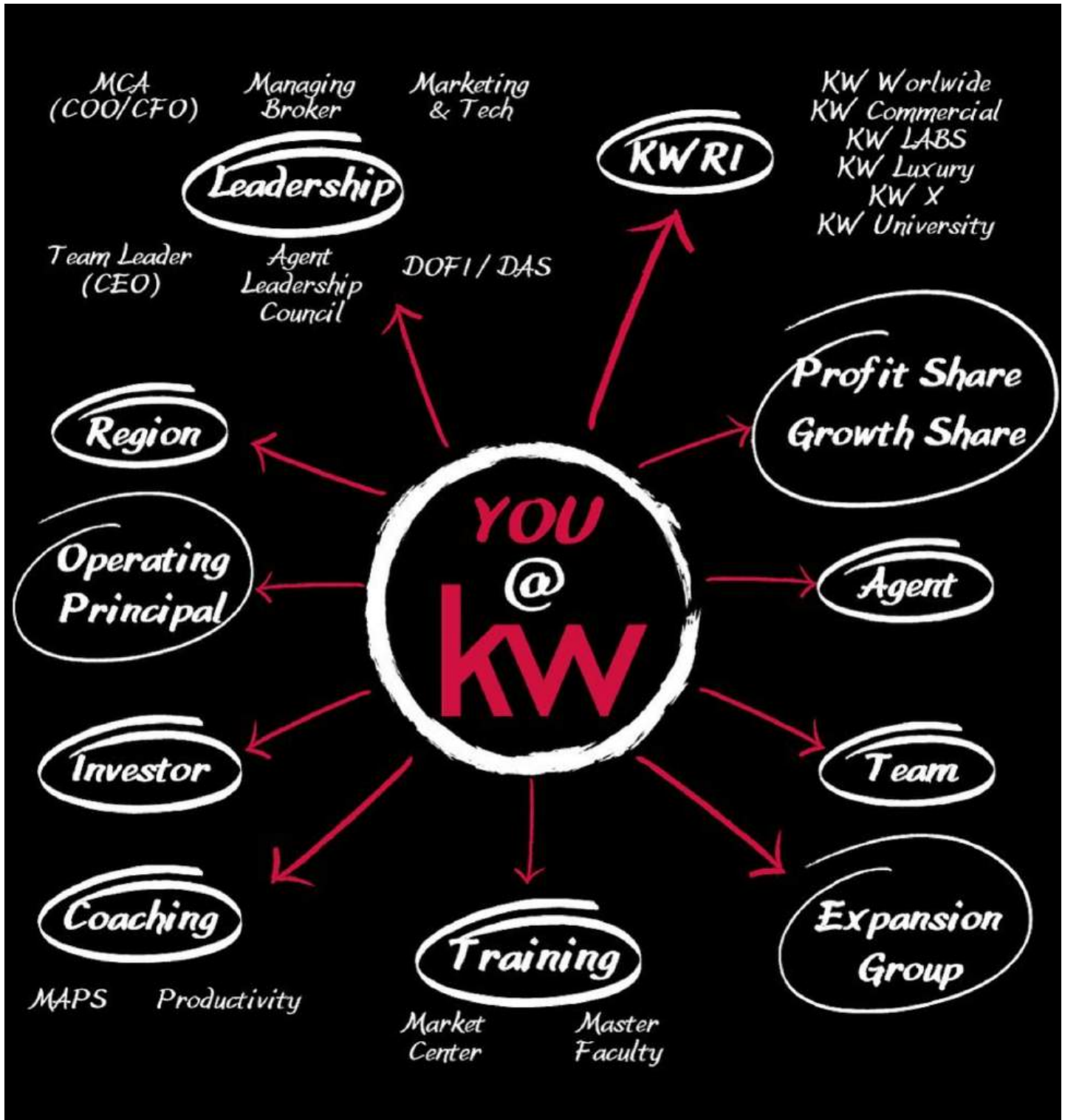


Business Objective: A Life by Design is a transformative coaching program designed to elevate agents' productivity and profitability through proven models and systems. Rewritten for today's market and authored by Gary Keller, the all-new BOLD integrates insights from foundational KW publications and courses, offering agents tools to build sustainable, thriving businesses.



Mega Achievement Productivity Systems offers a comprehensive suite of coaching programs tailored to real estate professionals' diverse needs, including one-on-one sessions, group coaching, and specialized events. These programs are designed to enhance productivity, master skills, and foster personal growth, empowering agents to achieve their highest potential.

# OPPORTUNITY MAP





# LEADERSHIP OPPORTUNITIES

## **Market Center Leadership Team**

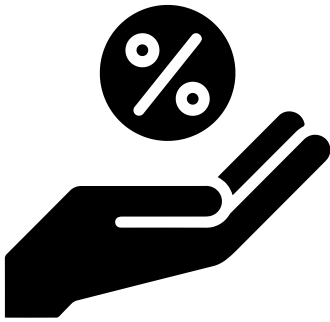
Market Center Leadership at Keller Williams is a dedicated team of professionals responsible for driving growth, supporting agents, and managing daily operations within the office. This team includes key roles such as the Team Leader, Market Center Administrator (MCA), Operating Principal (OP), Director of Agent Services, Market Center Tech Trainer, Director of First Impressions, Productivity Coach, and more, all working together to provide coaching, training, and strategic direction to help agents build thriving businesses. By fostering a culture of success, maintaining office operations, and ensuring compliance, Market Center Leadership plays a crucial role in the growth, productivity, and profitability of the Market Center. Their mission is to empower agents, cultivate leadership, and create an environment where businesses and careers flourish.

## **Market Center Associate Leadership Council**

The Agent Leadership Council (ALC) is a select group of top-producing agents who influence decision-making, drive innovation, and uphold professional standards within their Market Center. ALC members play a key role in setting goals, fostering collaboration, and shaping the office's culture and success while honing their own leadership skills. This prestigious position offers opportunities to mentor, mastermind with other top agents, and lead committees that impact growth, productivity, and profitability. Being part of the ALC is both an honor and a powerful opportunity to lead, inspire, and elevate your business.



# COMMISSION & CAPPING



Once payment of \$38,000 has been made to the company (\$35,000 to KW Brooklyn and \$3,000 to KWRI), associate receives 100% of their commissions until their next anniversary date.

## COMMISSION CALCULATION EXAMPLE

Sale Price:	\$1,000,000	
Commission: (3%)	\$30,000	
30% Split to KW Office:	\$9,000	*Capped at \$35,000 per year
<b>70% Split to Associate:</b>	<b>\$21,000</b>	
Less 6% KWRI Royalty:	\$1,260	*Capped at \$3,000 per year
<b>Associate Check:</b>	<b>\$19,740</b>	

# AGENT EXPENSES

## START-UP COST

KW Start Up Fee	\$105 (Includes business cards, onboarding concierge, and first Month's fee)
Dept. of State License Fee	Transfer License: \$20 New Licensee: \$65

## Monthly Fees

E & O Insurance	\$25
Command Fee	\$70
OLR - REBNY Listing Service	\$10
Total (You will be charged every month)	\$105

## Annual Fees

Profit Share Participation (Renewal in January)	\$25
Brooklyn Board of Realtors (Renewal in January)	\$396 -If you would like to add residential and commercial, you would have to pay an additional \$50
Brooklyn MLS (Renewal in July)	\$275
REBNY - Real Estate Board of New York Membership	First Year: \$325 After First Year: \$400 -Any time after July 1st until the end of September, agents will pay half the dues. -Any time after Oct 1st until the end of December, memberships will be covered for the entire year following

# PROFIT SHARE PASSIVE INCOME

**Total Profit**  
\$100,000

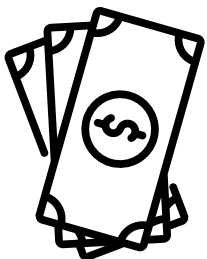
**Owner Profit (52%)**  
\$52,000  
Goes to owners

**Profit Share Pool (48%)**  
\$48,000  
Goes to associates

**Associate A:  
contributed 10%**  
\$4,800

Associate B recruited Associate A, so B is entitled to 50% of the profit that A contributed to the Profit Share Pool, and the rest flows down the profit share tree.

Associate B - 50%: \$2,400  
Associate C - 10%: \$480  
Associate D - 5%: \$240  
Associate E - 5%: \$240  
Associate F - 7.5%: \$360  
Associate G - 10%: \$480  
Associate H - 12.5%: \$680



Receiving \$100 per month in Profit Share would be equivalent to having \$24,000 after -tax invested for a year at 5%. However, Profit Share required absolutely no investment on the associate's part

# READY TO JOIN?

## HERE IS WHAT TO EXPECT NEXT!



### STEP 1

Apply for your license or get your licensed released from current brokage.



### STEP 2

Complete your onboarding paperwork, Command invite and pay onboarding fees.



### STEP 3

You will receive logins from Scott Le Roy and will begin receiving welcome/onboarding emails from our leadership team.



### STEP 4

Attend orientation and compliance classes. Connect with a KW coach.



### STEP 5

Get plugged in! Check your emails, attend office trainings, connect with other Core agents and join the internal FB groups.



*Where Entrepreneurs Thrive*



# CHARITY & COMMUNITY

At Keller Williams, we believe in the power of community and collaboration to create meaningful change. Our culture is built on coming together for a common good, whether it's through charity events, local outreach, or simply supporting one another. These events aren't just about giving back—they're about team building, connection, and strengthening the bonds that make us a family. Whether we're volunteering, fundraising, or working side by side toward a shared mission, we grow together, support each other, and create lasting impact. Together, we make a difference—because at KW we're more than a team, we're a community.



# COMMUNITIES

FIND YOUR PEOPLE. HONE YOUR CRAFT. BUILD A COMMUNITY.



## **KW Luxury**

Join KW Luxury for a unique perspective and coveted networking opportunities with the most exclusive, ultra-affluent buyers, brands, and interior designers all over the globe.



## **KW Commercial**

KW Commercial offers exclusive opportunities to build upon your portfolio and increase your skillset in one of the fastest-growing commercial real estate firms.



## **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.



## **Diversity, Equity & Inclusion**

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 Land**

Break into KW Land, one of the market's most stable and profitable industries, while accessing industry-leading marketing materials and networking opportunities with international referral agents and leadership teams.



## **KW Wellness**

It's a proven fact: Investing in wellness yields major returns. Through education, training, and events, KW Wellness offers you opportunities to invest in meaningful experiences and build powerful practices that lead to greater health and well-being, and result in a shared Return on Wellness (ROW).



## **KW Real Estate Planners**

Become the expert your top clients need; with KW Real Estate Planners, you'll learn everything from client advocacy strategies and investment property planning to network building and everything in between.



### **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 Sports & Entertainment**

KW Sports and Entertainment is your ticket to growing your portfolio with the world's most elite clientele with exclusive resources no other industry can provide.



### **KW Style to 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 Talent**

Learn how to recruit the best team members, foster the next generation of leaders, and build your empire by joining KW Talent. Our mission is to transform you from a successful real estate professional to an unstoppable, world-class business owner.



### **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**

Propel your career forward with KW Young Professionals' exclusive training and career opportunities designed for members with natural talent and the drive to become professional leaders.



### **KW Default Solutions**

Master Complex Real Estate Transactions & Thrive in Any Market! Join our expert-driven community to gain advanced skills, proven systems, and strategic relationships that help you handle everything from motivated sellers to foreclosures and corporate portfolios—ensuring long-term success in any market.





# AFFINITY GROUPS

BELOW ARE JUST A FEW OF THE HUNDREDS OF AFFINITY GROUPS AVAILABLE WITHIN KW, EACH DESIGNED TO FOSTER CONNECTION, COLLABORATION, AND GROWTH AMONG OUR AGENTS.



We take Pride in our community mission and unique culture with a commitment to our agents, associates, leaders and staff at KW to build a diversity worth celebrating.



We are a group committed to excellence by serving our Latino/Hispanic community through our unique company culture, dignity, integrity, and compassion.



To celebrate our traditions, foster relationships with fellow Jewish KW associates, grow referral networks, mastermind ideas, share successes, and grow together.



The KW Pan-Asian Network is a global collective of Asian and Pacific Islanders who have chosen to build their real estate careers and businesses within the Keller Williams culture.



This group has been created as a platform for the amazing, powerful women leaders of real estate. We are committed to being the best version of ourselves we can be and rock this female movement.



We are a group designed for black KW agents to share our thoughts, celebrate our wins, uplift our spirits and grow our lives.



KW-Sign is a nationwide network of D/HH and ASL-accessible hearing agents with adequate tools to meet the real estate needs of the D/HH communities.



This community is cultivated to support the voices of the individuals involved, nurture cultural understanding, and to empower all collaborators.



Providing a community for KW agents who either have family members with a disability or are working with clients with a special need. We have the resources and guidance to help you navigate working in AND with the special needs community both inside KW and outside for our clients.



KW Tribal is a collective of indigenous peoples & allies from diverse tribal backgrounds who have chosen to cultivate their understanding of homeownership with Native Communities.



Provide exclusive access to a powerful network of real estate professionals all dedicated to sharing knowledge, and providing support to help each other succeed.



Our mission is to cultivate a thriving community of KW Latino real estate agents through collaboration, education and a strong network.



# KW GIVES BACK!

## REDDAY

 renew  energize  donate

At the heart of Keller Williams' culture is a deep-rooted commitment to giving back. RED Day (Renew, Energize, Donate) is a powerful example of our dedication to service, bringing our entire team together to make a tangible impact in our communities. Whether it's rebuilding homes, organizing food drives, supporting local nonprofits, or lending a helping hand to those in need, we believe in showing up for our neighbors in meaningful ways. The generosity of our KW family enables us to care for our own and uplift our communities, no matter the scale of the need.



At Keller Williams, we believe that taking care of our own is just as important as serving our communities. That's why KW Cares exists: to provide critical support to KW associates and their qualifying family members in times of unexpected hardship. Whether facing a sudden emergency, natural disaster, or personal crisis, our KW family steps up to ensure that no one has to navigate difficult times alone.

Through the generosity of our agents and leadership, KW Cares provides financial assistance, relief grants, and resources to those in need, reinforcing our culture of compassion, community, and unwavering support. Because at KW, we are more than colleagues — we are family. Learn more about how KW Cares makes a difference: [www.kwcares.org](http://www.kwcares.org)



# OFFICE INFORMATION

**Office Hours:**

Mon - Fri 9:00 AM - 5:00 PM  
Excluding KWRI Holidays

**Address:** 8508 3rd Avenue  
Brooklyn, NY 11209

**Phone:** 718-954-8400

**Email:** FrontDesk@kwempire.com

**Wi-Fi Login:**

Username: KWRE-VZ  
Password: TimeBlockForDollars

**Desk and Offices:**

A section of desks are available for any agent to use for the day, on a first-come-first-serve basis.

Desks and Private offices are available to rent permanently as well.

**Market Center Number:**

922

**KW License Number:**

**10491204283**

**KW Policies**

The Keller Williams Policies and Guidelines Manual can be found on your mykw.kw.com on the left side under Resources

# RESOURCE LIST

## **[HTTPS://WWW.KWEMPIRE.COM/](https://www.kwempire.com/)**

THIS IS OUR OFFICIAL KELLER WILLIAMS WEBSITE WHICH CONSISTS OF OUR OFFICE'S LISTINGS, INFORMATION ABOUT THE COMPANY, AND OUR TEAM, WE ALSO HAVE A PAGE DEDICATED TO RESOURCES FOR OUR AGENTS. PLEASE SEE THE NEXT LINK BELOW.



## **[HTTPS://WWW.KWEMPIRE.COM/RESOURCES](https://www.kwempire.com/resources)**

THIS IS A PAGE DEVOTED TO RESOURCES FOR OUR AGENTS. THERE ARE VIDEO TUTORIALS, POWERFUL TOOLS, AND A SUPPORT SERVICE AS WELL.



## **[HTTPS://KWEMPIREZOOM.COM/](https://kwempirezoom.com/)**

THIS IS OUR WEBSITE FOR UPCOMING TRAINING SESSIONS AND ACTIVITIES AT KW. THERE ARE AVAILABLE MEETING ROOMS AND DOCUMENTS/FORMS ALL GATHERED FOR YOUR EASE.



## **[SCOTTLEROYMARKETING.COM](http://scottleroymarketing.com)**

THIRD-PARTY TECH SUPPORT AND TRAINING, LIVE WEBINARS, MARKETING TIPS AND CONSULTATIONS, EMAIL MARKETING, VIRTUAL MARKETING SUPPORT.



# SUPPORT LIST

## **OPCITY SUPPORT**

WILLIAM DUNKENBERGER

EMAIL: WILLIAM.DUNKENBERGER@REALTOR.COM

PHONE: 512-790-6893

## **DOCUSIGN SUPPORT**

PHONE: 800-379-9973

## **KW SUPPORT INTERNATIONAL SUPPORT**

WWW.ANSWERS.KW.COM/

SUPPORT@KW.COM

512-306-7191 MONDAY-FRIDAY 7AM-6PM CT

## **BROOKLYN MLS**

INFO@BNYMLS.COM

718-253-8815 | 718-692-1508

## **THE REAL ESTATE BOARD OF NEW YORK (REBNY)**

PHONE: 212-616-5200

## **ONE KEY MLS SUPPORT**

PHONE: 631-670-0710

# MARKETING YOURSELF

## BUSINESS CARDS

Please remember to send proof of your business cards & signs to your DAS before purchase. When meeting new prospects, it is important that agents leave a good lasting impression in order to win their business and stand out against competitors. Remember, if you are including a photograph on your business card, it is important that it is a professional headshot. Below are some links used to order business cards:

[www.realtycards.com](http://www.realtycards.com)   [www.tpmco.com](http://www.tpmco.com)  
[www.sswprinting.com](http://www.sswprinting.com)   [www.vistaprint.com](http://www.vistaprint.com)

**In order for your business cards to be compliant, they MUST include:**

- Keller Williams Empire Logo (not altered or edited)
- NYS Licensed Real Estate Salesperson (or assoc. broker)
- Fair Housing logo, MLS logo, REBNY logo
- Name as it appears on your license
- Office address and Phone Number

## OPEN HOUSE SIGNS

Open house signs are a great way to advertise a new growing business.

**Open house signs can be ordered using the links below:**

[oakleysign.com](http://oakleysign.com)  
<https://www.buildesign.com/store/keller-williams>  
<https://www.lowensign.com/realestatesigns/?step=category>

In order for your open house signs to be compliant, they MUST include:

- Name as it appears on License
- NYS Lic. Real Estate Salesperson
- Office phone number and address
- Keller Williams Empire logo not altered or edited

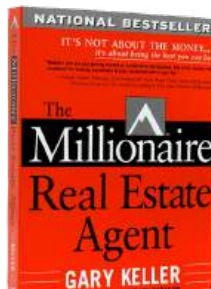
## KW APPAREL

**Order KW apparel and merchandise below:**

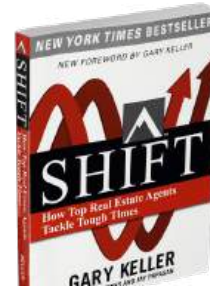
<https://www.aredstore.com/collections/apparel-1>  
<https://agentstore.com/product-category/kw/merch-and-apparel/>  
<https://myredgear.com/>



# BEST-SELLING BOOKS



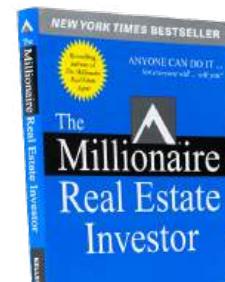
**THIS NATIONAL BESTSELLER BEGS THE MOST IMPORTANT QUESTION ANYONE IN REAL ESTATE SALES COULD EVER ASK: "HOW DO I TAKE MY SALES INCOME TO THE HIGHEST LEVEL POSSIBLE?"**



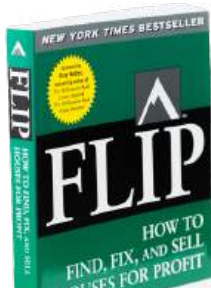
**CHANGE YOUR THINKING, YOUR FOCUS, YOUR ACTIONS AND ULTIMATELY, YOUR RESULTS. SHIFT EXPLAINS HOW TO GET BACK IN THE GAME AND AHEAD OF THE COMPETITION, SPECIFICALLY IN A CHANGING MARKET. THE TACTICS THAT JUMP-START THE BUSINESS IN TOUGH TIMES WILL POWER IT FORWARD IN GOOD TIMES.**



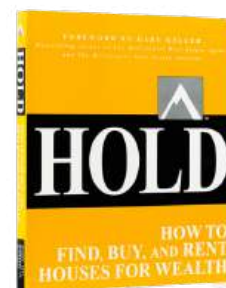
**AUTHORS GARY KELLER AND JAY PAPASAN SHOW THAT THE RESULTS YOU GET ARE DIRECTLY INFLUENCED BY THE WAY YOU WORK AND THE CHOICES YOU MAKE. YOU'LL LEARN TO IDENTIFY THE LIES THAT BLOCK YOUR SUCCESS AND THE THIEVES THAT STEAL TIME FROM YOUR DAY.**



**BASED ON EXTENSIVE RESEARCH AND INTERVIEWS WITH MORE THAN 120 MILLIONAIRE REAL ESTATE INVESTORS, GARY KELLER'S "HOW-TO" GUIDE REVEALS THE MODELS, STRATEGIES AND FUNDAMENTAL TRUTHS MILLIONAIRES USE TO BECOME WEALTHY THROUGH REAL ESTATE**



**FLIP IS THE THIRD BOOK TO BE RELEASED IN THE BEST-SELLING MILLIONAIRE REAL ESTATE SERIES AND PROVIDES A STEP-BY-STEP GUIDE TO SUCCESSFULLY FINDING, FIXING AND SELLING INVESTMENT PROPERTIES.**



**LEARN HOW TO OBTAIN FINANCIAL FREEDOM THROUGH REAL ESTATE. THE FINAL BOOK IN GARY KELLER'S NATIONAL BEST-SELLING MILLIONAIRE REAL ESTATE INVESTOR TRILOGY TEACHES THE PROVEN, RELIABLE REAL ESTATE INVESTING PROCESS TO ACHIEVE FINANCIAL WEALTH.**

# *Where Entrepreneurs Thrive*

AS YOU CAN SEE, KELLER WILLIAMS OFFERS A VAST ARRAY OF TOOLS, TRAINING, AND OPPORTUNITIES TO HELP YOU BUILD A THRIVING REAL ESTATE BUSINESS.

WITH UNMATCHED SUPPORT, WORLD-CLASS COACHING, AND A COLLABORATIVE CULTURE, WE ARE HERE TO HELP YOU SUCCEED AND DESIGN A LIFE BY YOUR OWN VISION.

IF YOU HAVE ANY FURTHER QUESTIONS, OUR MARKET CENTER LEADERSHIP TEAM IS READY TO PROVIDE THE GUIDANCE, RESOURCES, AND CONNECTIONS YOU NEED TO REACH YOUR GOALS.

YOUR SUCCESS STARTS HERE,  
AND WE CAN'T WAIT TO GROW TOGETHER.

**WELCOME HOME.**

