

LBS

# IGNITE

SPARK 1:

FUEL YOUR CAREER

kw<sup>®</sup>

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WARNING! Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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# What Successful Agents Do Every Day

## Grow Business

1. Lead generate for buyers and sellers
2. Make seller listing presentations and get listings
3. Make buyer presentations and get listings
4. Preview real estate

## Run Business

1. Market seller listings
2. Show buyers houses
3. Negotiate contracts
4. Transaction management to closing
5. Vendor management
6. Set goals
7. Compliance/risk management
8. Attend training and get coaching
9. Manage money



**Aha's**

Lined writing area for notes, featuring a large, faint watermark reading 'LABS' in the background.

# Overview: What is Spark

“Nothing else about your business will have as big an impact as the number of leads you have”  
-Gary Keller, *The Millionaire Real Estate Agent*



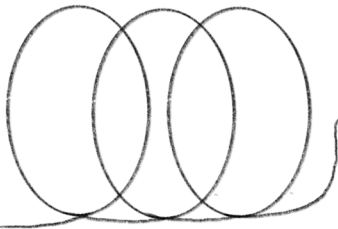
# Overview: What is Spark

## Ignite

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### Spark

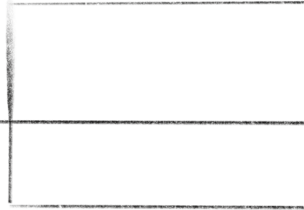
The whys and hows of lead gen.



Appointment

### Elementals

Business basics.



**Daily Success Habits**

## Notes

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# Start With Your Sphere

## DEFINING YOUR SPHERE



*Who do you know that is going through a life event that might lead to a move?*

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*Who does not yet know you are a real estate agent?*

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*Who have you not spoken to in the last two weeks?*

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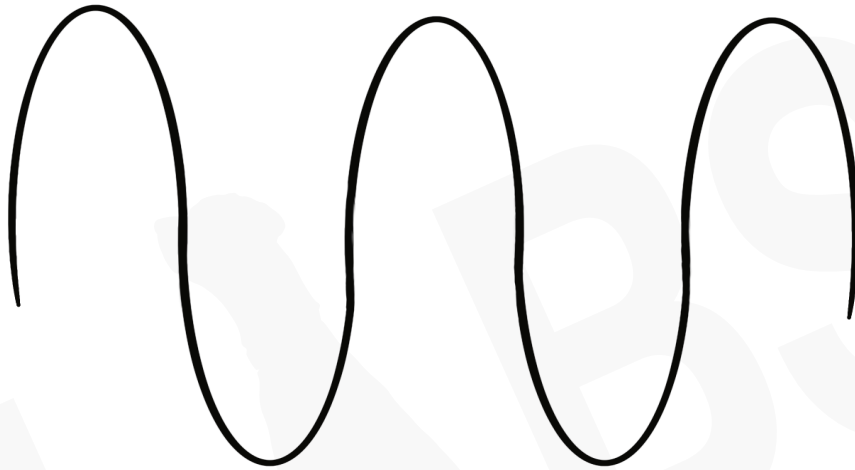
# Start With Your Sphere

*How often does the average person move?*

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*Where on the wave are the people in your sphere? Put 5-7 people from your sphere on the waves below:*



*How you stay top of mind throughout this cycle?*

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# Compliance: Do Not Call/Telephone Consumer Protection Act

## WARNING!

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The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

### ① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer

### ① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

### ① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

### ① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

## DO NOT CALL DO'S AND DON'TS

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Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

### ① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

### ① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2.any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

### ① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

### ① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

# Start With Your Sphere

## FORD Script

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Hello, this is \_\_\_\_\_! How've you been?

F.O.R.D. Options:

F: How's the family?

O: Are you still working at \_(occupation)\_\_\_?

R: Are you still enjoying \_\_(recreation)\_\_\_?

D: Did you ever pursue that \_\_(dream)\_\_\_?

I'm calling to share that I am now a real estate agent with Keller Williams Realty. I thought of you because I knew you would be someone to help me grow my business. Especially since you know my track record and commitment to doing the very best.

I'd like to share my free real estate app with you. It's so easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

I'd also like to offer a real estate update on your neighborhood. You can also add additional neighborhoods you may be interested in, and even customize how often you receive the update. All I need is your current address and email and you'll start receiving it right away. Do you mind sharing this information with me? Thanks!

I am building my business on people I know and the people they know. Do you know of anyone from work, your neighborhood, or a group you belong to who's thinking of buying, selling a home, or investing in real estate? I'd be pleased to be a resource for them.

IF REFERRAL GIVEN:

Would you mind sharing their name and phone number or email so I can contact them?

Thanks for taking a moment to think about it. And please keep me in mind for all real estate needs.

OPTIONAL:

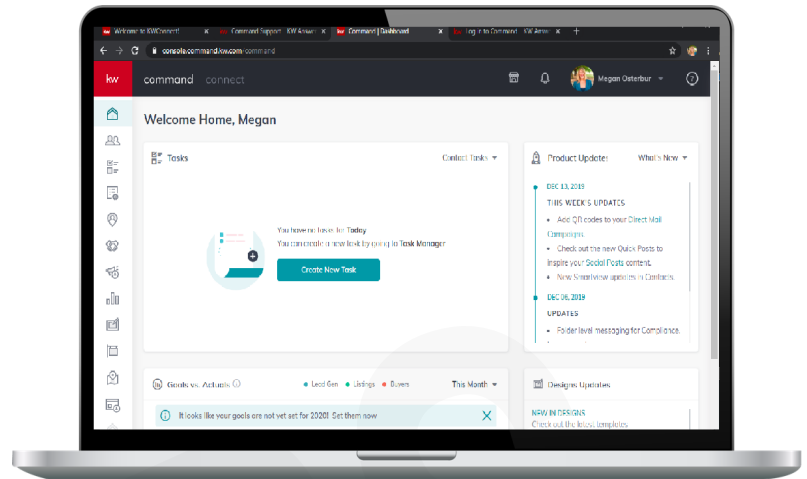
Do you have time to get coffee sometime soon? How about \_\_(date/time) or (date/time) ? Which time is better?

Thanks, and I look forward to seeing you.






# Know the Tools

## Log in to Command

1. Go to [agent.kw.com](http://agent.kw.com)
2. Log in using your KW credentials
3. If you have forgotten your password, select **Forgot Password**, next to the sign in button
4. Enter your KW Username, then click **Submit**



## Identifying Icons in Command

Icon	Where does this take me?
	
	
	
	
	
	
	
	
	
	
	
	

# Prepare for Success

*When is each Spark learning module being offered?*

Week 1

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Week 2

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

# Prepare for Success

## Afternoon Success Activities

These are suggested activities for your afternoon. Next to each activity rate your confidence with the task from 1-10.

Confidence Ranking 1-10	Suggested Activity
	Call your sphere
	Enter contacts in Command
	Take Command trainings on Connect
	Preview homes
	Write handwritten notes to follow up with contacts
	Shadow an agent
	Doorknocking
	Create professional social media accounts
	Set up marketing profile in Command
	Read <i>The Millionaire Real Estate Agent</i>
	Open Houses
	Post about real estate on social media
	Review Designs in Command
	Read <i>The One Thing</i>
	Practice Home Valuations

# Turn Aha's into Achievement



How has your **thinking** changed?



What do you **feel** differently about?  
What was meaningful for you today?



How will your behaviors be different going forward? What **actions** will you take?



What **tools**, models, or systems will you use? How will they make you accountable?

