

Ignite Tool Kit

411 Template

A goal setting tool you will use in Spark 5: Set Goals That Matter and in Spark 9: A Day in the Life of a Real Estate Agent

Buyer Lead Sheet

This tool guides you through the buyer qualification process. You will learn how to use this tool in Spark 7: Find and Win the Buyer.

Daily 10-4

The Daily 10-4 contains goal setting for the four activities that foster the habits for a successful career in real estate. You will use this tool daily to create your success list and set goals.

Daily Success Habits

The Daily Success Habits are the slides that comprise your daily three-hour lead generation time. You will use as a guide daily to prepare and do your lead generation.

Open House Job Aid

Use this checklist to prepare for an open house. This tool is referenced in Spark 8: Working With Sellers.

Pre-listing Questionnaire

This tool for pre-qualifying sellers will help you determine how quickly you will be able to get into business with a listing lead. You will practice using this tool in Spark 8: Working with Sellers.

Preview Homes Job Aid

Use this Job Aid daily when you preview homes to document features of the homes you view and become familiar with what to look for in a residential property

Resources Job Aid

This job aid is intended to help you navigate KW resources. There is also space to note Market Center resources and personal resources.

Script Book

This script book contains scripts you will be using daily during the Daily Success Habits.

ANNUAL GOALS

YEAR

MONTHLY GOALS

MONTH OF

WEEKLY GOALS

| WEEK 1 | WEEK 2 | WEEK 3 | WEEK 4 |
|--------|--------|--------|--------|
| | | | |

Buyer Lead Sheet

Date: _____

Lead Source/Property that prompted the call: _____

Contact Information

Name: _____

Email: _____

Street Address: _____

Childrens' Names: _____

Home Phone: _____

Mobile Phone: _____

What is the best way to get in touch with you? _____

What times are best? _____

Buyer Consultation Prequalification Questions

1. Has an agent taken you out and shown you any properties? YES NO

If yes, how is it going?

2. Is there anybody else buying the home with you?

3. Who will be living in your home?

4. How long have you been looking for a home?

5. I'm curious, why are you moving?

Buyer Lead Sheet

6. Are you renting now, or do you own? RENT OWN

Renter: Do you know when your lease is up? _____

Owner: Do you need to sell your current home before you buy your next home?

YES NO

If yes: Have you signed a listing agreement with a real estate agent to sell your home?

YES NO

If no: When would be a good time for us to get together so I can give you a free market analysis on your home? _____

7. Are you going to be paying cash or will you be getting a mortgage for the purchase of your home? CASH MORTGAGE

Mortgage: Have you already been preapproved by a lender? YES NO

If yes: Who are you working with? _____

If no: Do you need a lender recommendation? _____

What is the amount you are preapproved for? _____

What will your down payment be? _____

8. What price are you comfortable with? _____

9. Is anyone else involved in your home buying decision? _____

10. On a scale of 1 to 10 with 10 meaning you must buy a home as quickly as possible and 1 meaning you are not sure you'll really buy anything, how would you rate yourself? _____

Anything less than 10: What would it take for you to become a 10?

11. When do you need to be in your new home? _____

12. I'd love to help you buy a home. In order to help you find a perfect home, all we need to do is set an appointment (with all of the decision makers) so I can help you get what you want in the time you want. What is a better time for us to meet? _____ day at _____ time, or _____ day at _____ time?

Appointment Date & Time: _____



IGNITE

SKILLS TO SPARK A GREAT CAREER

Daily Success Habits



Spark: Goals to Set Your Career on Fire

10 **Contacts Added**

10 **Conversations a Day**

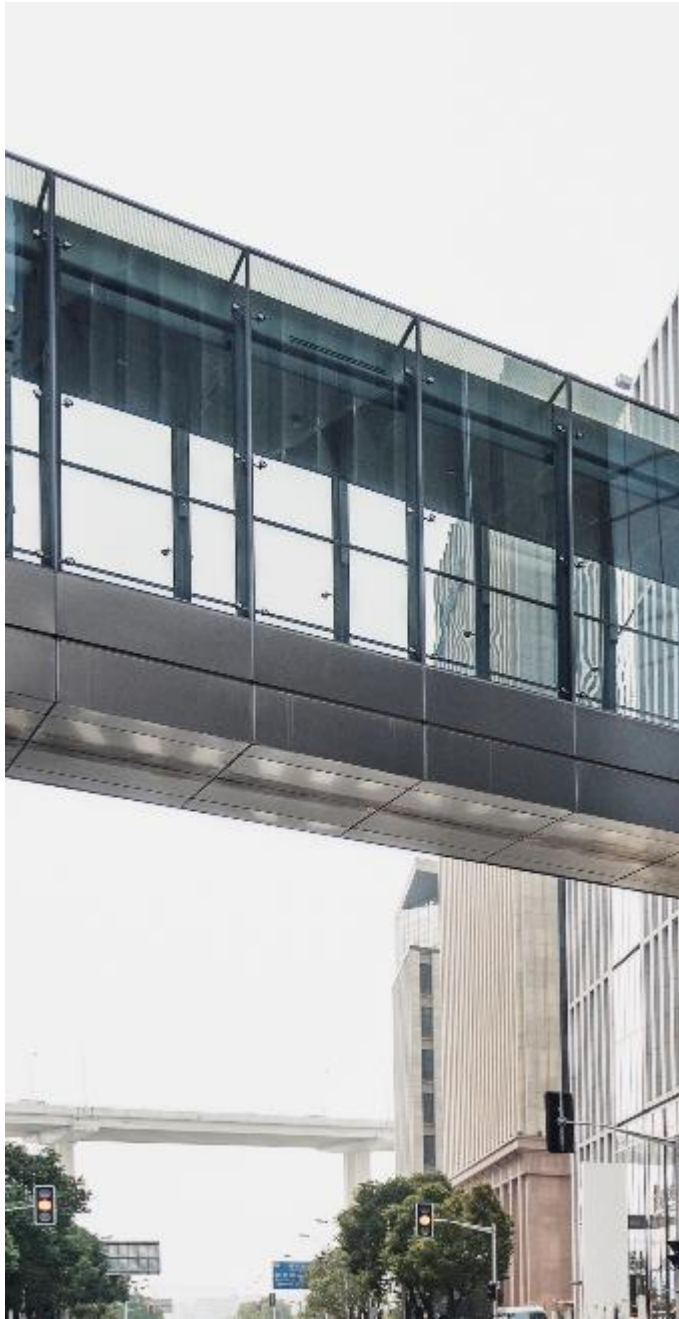
10 **Handwritten Notes**

10 **Home Previews per Week**

- Lead generate
- Uncover motivations
- Identify objections
- Close deals
- Speak in terms the customer understands
- Build confidence

Scripts

Why is it important to learn, internalize and personalize scripts?

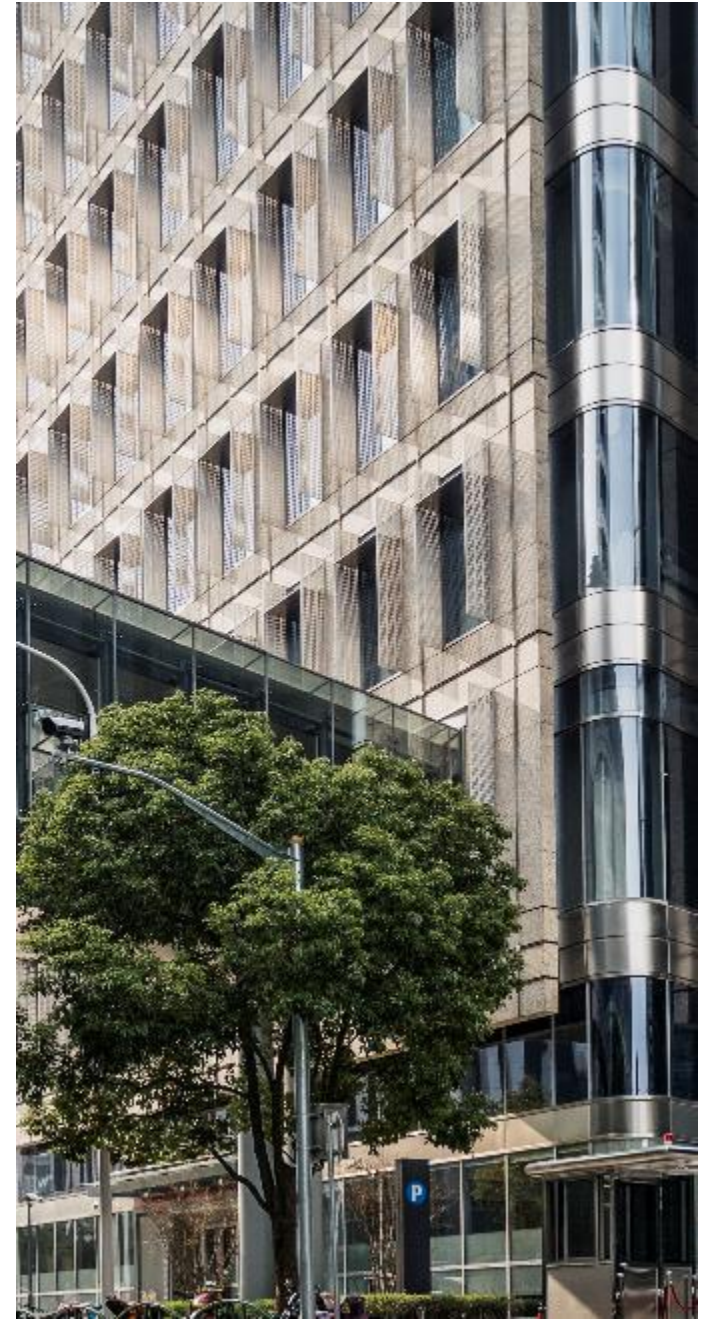


Role-Play:

Script Practice



30 minutes



Compliance: Do Not Call

Under federal law, sellers and telemarketers (including real estate agents) are prohibited from calling consumers listed on the Federal Trade Commission's Do Not Call Registry.



Subscribe to the registry



Update your call list regularly



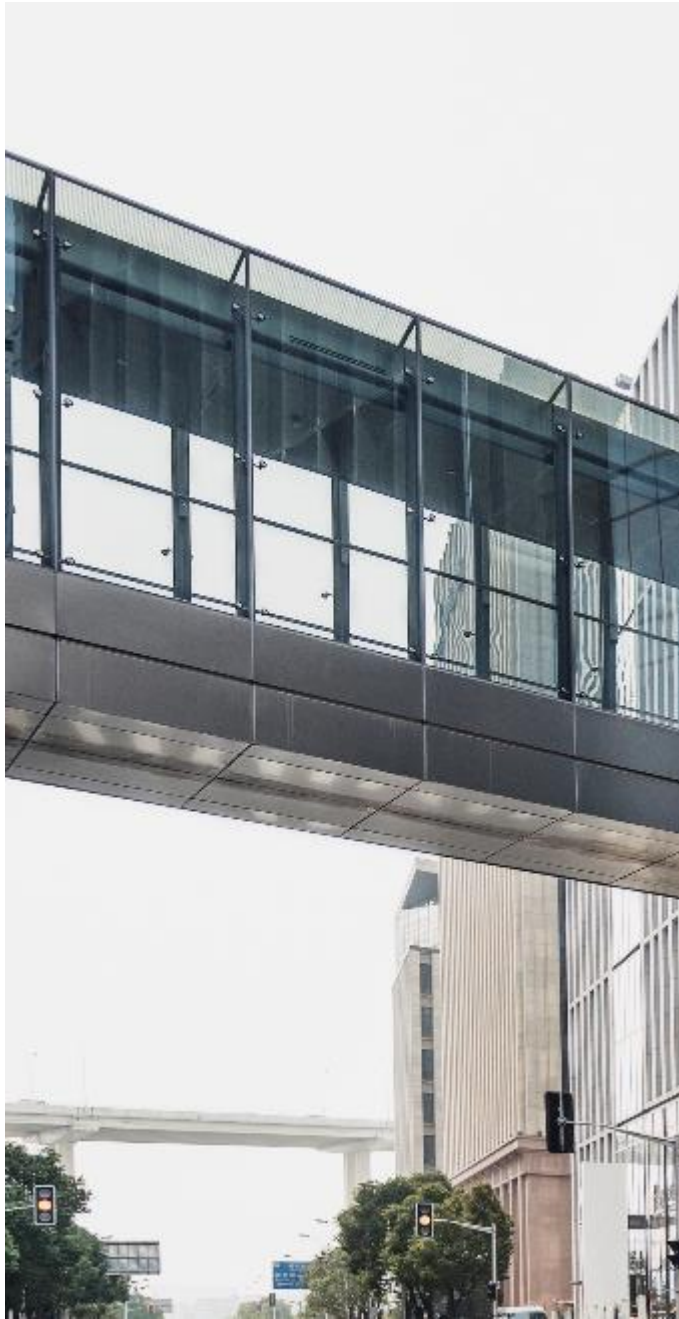
Know the state and federal laws



Check before you call



Honor consumers' requests



Real-Play:

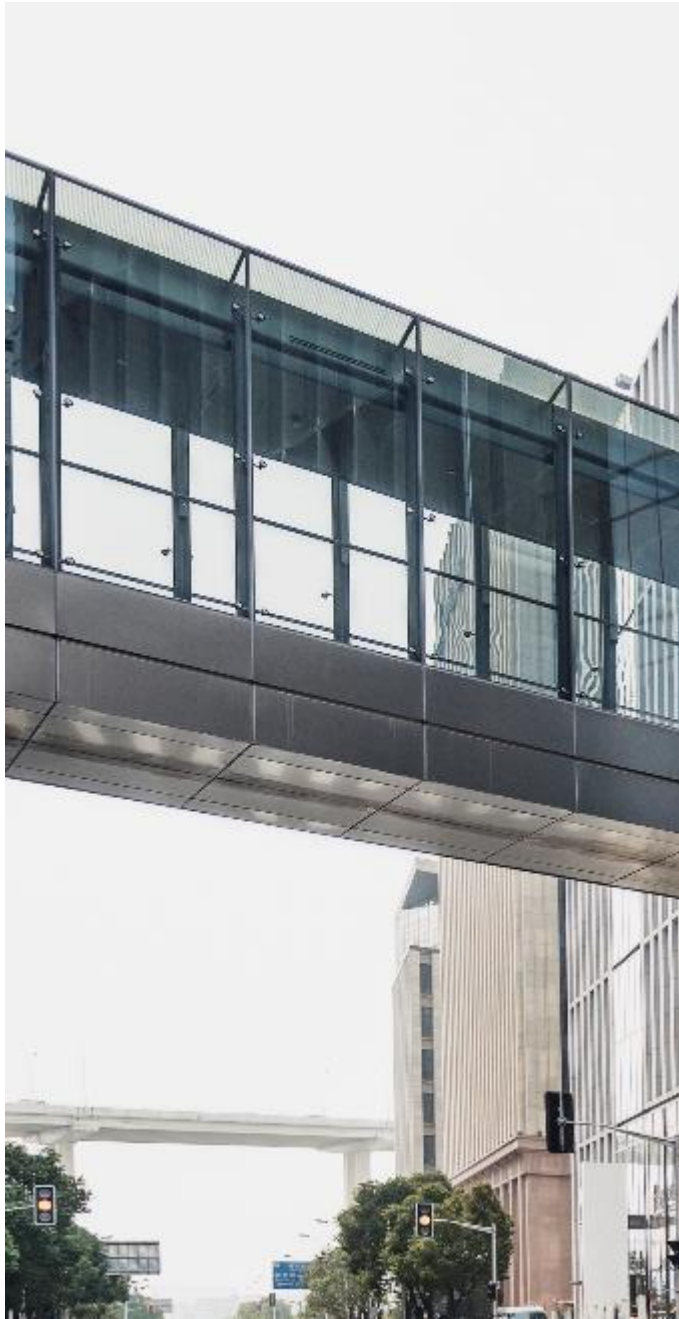
**Lead
Generation**

**Calling with
Scripts**



1 hour

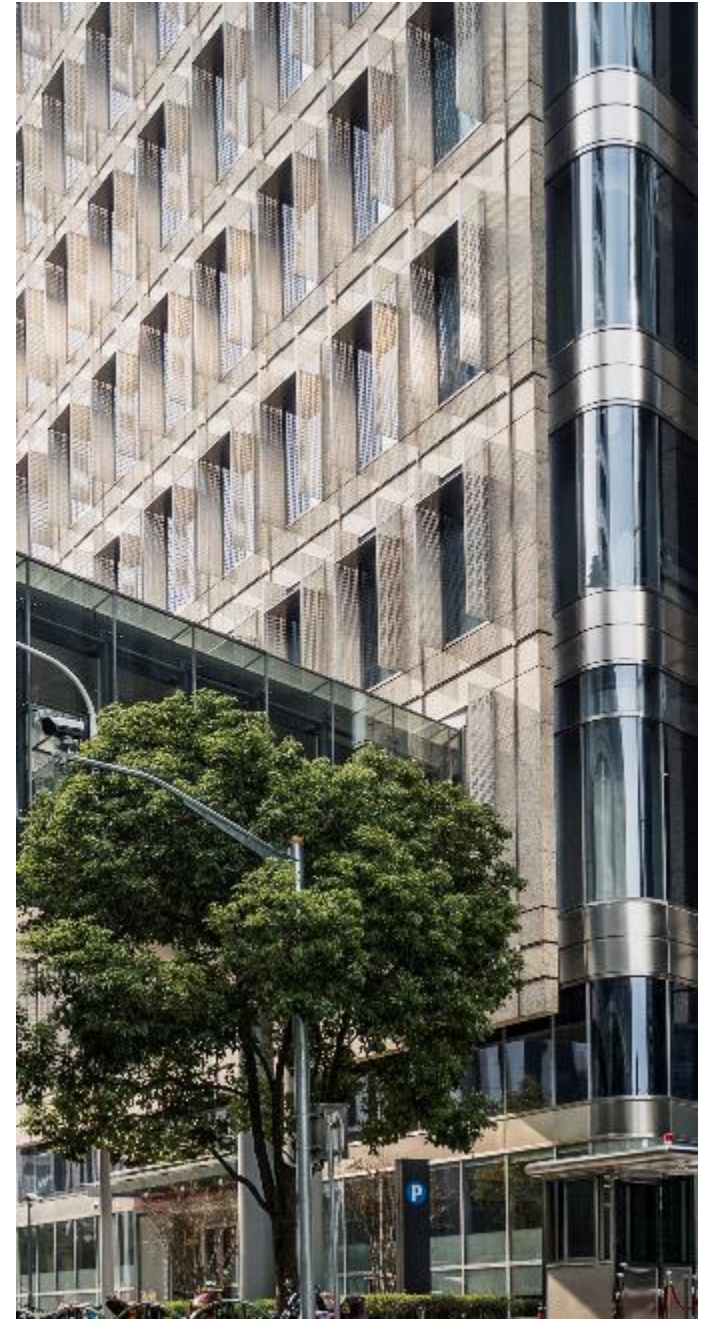


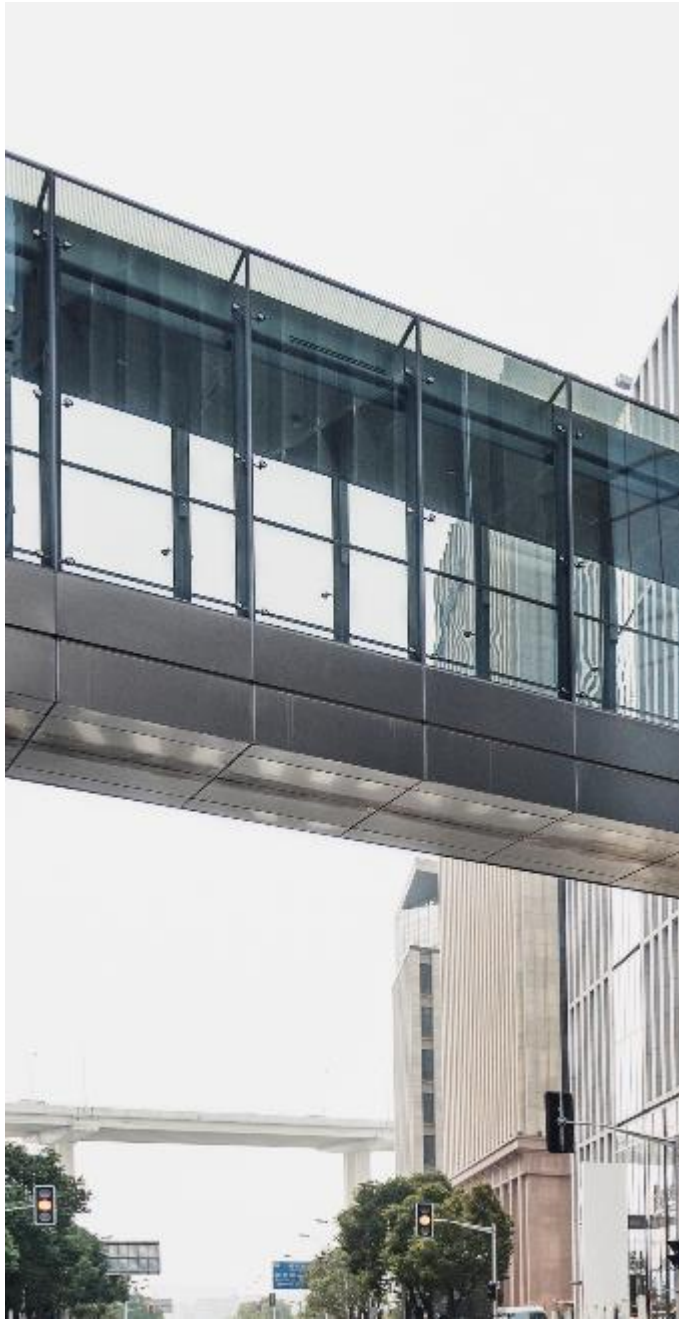


Update Contacts & Follow Up



30 minutes



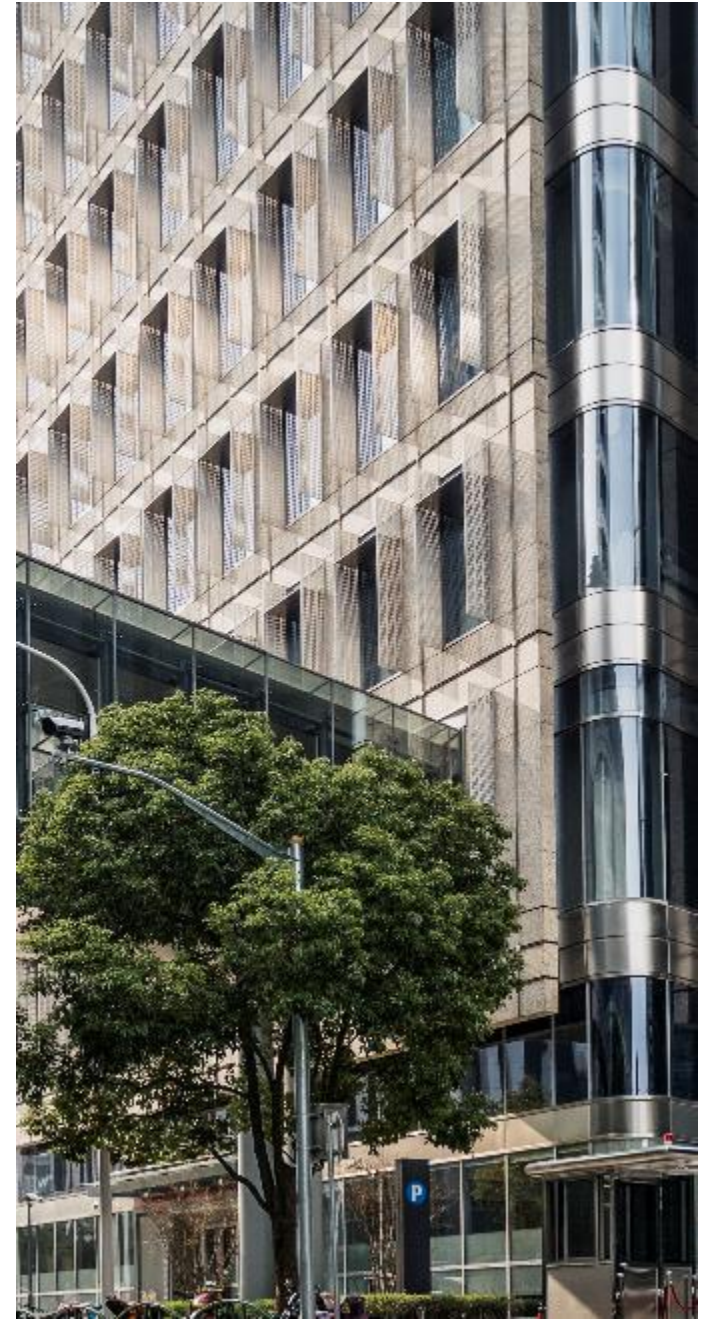


Real-Play:

Contract Practice



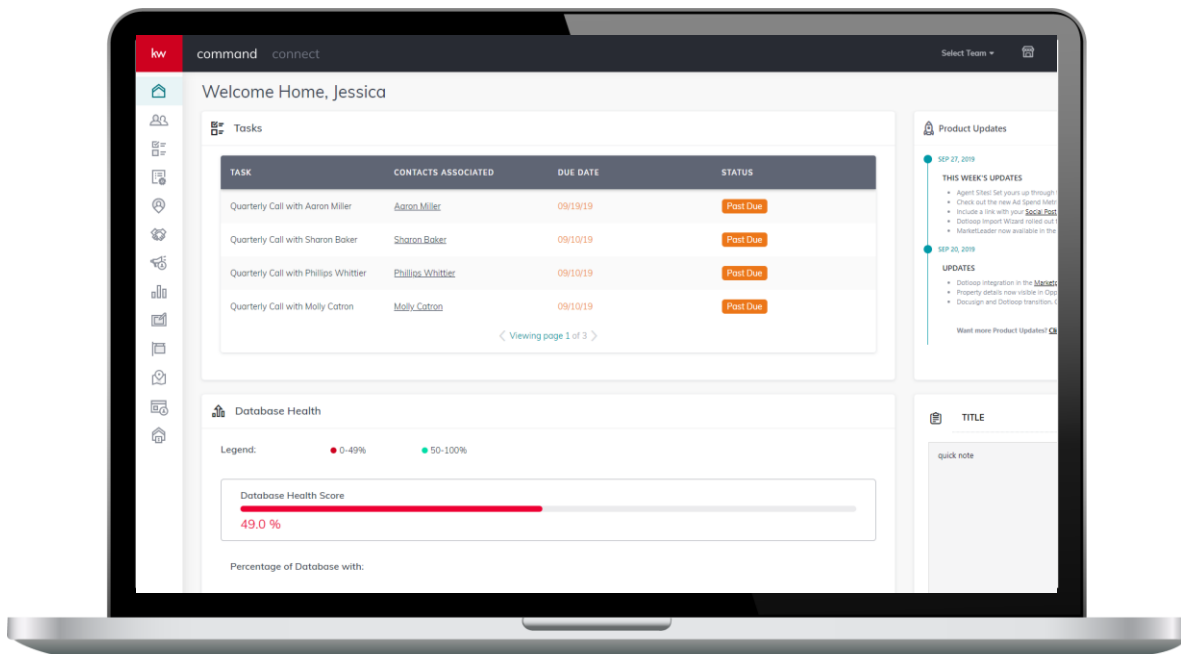
30 minutes



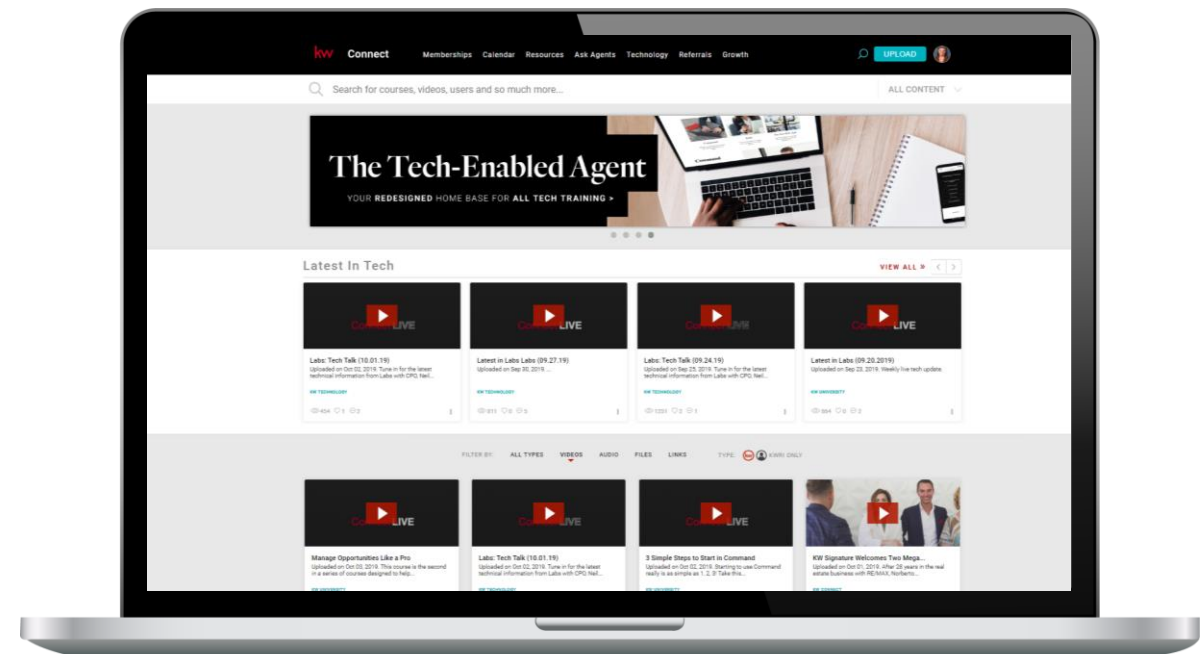
Get Help

Use Command and Connect to get help.

Command



Connect



OPEN HOUSES: Countdown Checklist

3 days before

- Confirm date/time of open house with listing agent
- Print a map of the neighborhood surrounding the open house (5-mile radius)
- Research sign-placement regulations (HOA, city, county, etc.)
- Order 10 helium balloons
- Get 1 yard sign with rider
- Get 10 directional signs with riders
- Print 100 flyers (include map)
- Role-play your scripts with a partner
- Mark on map where you'll place signs

2 days before

- Knock on 100 doors in neighborhood to invite neighbors; leave a flyer at each door
- Advertise the open house on Social Media
- Role-play your scripts with a partner
- Compile information on "alternative" properties. Print 5 copies of each.
 - 2-3 properties in a lower price range
 - 2-3 properties in a higher price range
 - 2-3 properties with one more bedroom
 - 1 condominium
- Print two blank contracts (just in case you meet a motivated buyer)
- Put together a home book to display at open house
 - Property photos
 - Details of property
 - Tax information
 - Survey of lot
 - Floor plans
 - School information
 - Community information

1 day before

- Assemble your showing kit
 - Bottled water
 - Notepads
 - Flashlight
 - Coloring books and crayons for kids
 - Toilet paper
 - Tape measure
 - Level
 - Paint, carpet, shingles samples
- Review floor plan of house and decide where you'll set up your desk
- Print a guest register and write in two fake names
- Role-play your scripts with a partner

OPEN HOUSES: Countdown Checklist

The day of the open house

Before the open house starts

- Role-play your scripts with a partner
- Arrive early to ensure the home smells and looks clean and welcoming
 - Open all shades and drapes
 - Open windows (if weather permits)
 - Turn on all lights
 - Spray air freshener, light a candle or bake cookies in the oven
 - Wipe counters, sinks, etc., if necessary
 - Ensure valuables, breakables and prescriptions are safely hidden.
- Bring work to stay productive during down time (e.g., blank note cards, phone, your database)

During the open house

- Greet visitors within 5 seconds or 5 steps of them walking into the home.
- Ask each visitor to sign the guest register. If you have a drawing, ask them to enter that as well.
- Tour the home with guests and use your rapport building skills to create connections.
- Use the appropriate script (buyer, seller, or neighbor) to ask for an appointment or referral
- If traffic slows down:
 - Call people in your sphere and ask them to stop by
 - Rethink your sign strategy and have your partner move signs

After the open house

- Clean up. Leave the house exactly as you found it. Turn off all lights and lock all doors.
- Collect all of your signs.
- Enter all contact information you gathered into your database
- Call all visitors to thank them for stopping by
- Implement a Smartplan to immediately contact all names you gathered that were not converted to appointments
- Provide feedback to the listing agent. Include the number of guests and their reactions.

REMEMBER: Every guest is a lifelong client in the making!

Pre-listing Questionnaire

Seller (s) Name(s): _____

Email: _____

Street Address: _____

Home Phone: _____

Mobile Phone: _____

Appointment Date: _____

Time: _____

Location: _____

Do you have about 5 minutes so I can ask you some very important questions before I come out to meet you?

1. How did you hear about me?
2. Where are you moving?
3. What's motivating you to move there?
4. How soon do you have to be there?
5. If we sell your home in the next 30 days, will that pose a problem for you? If "yes," what would the problem be?
6. What would happen if your home did not sell?
7. How much do you want to list your home for?
8. How much do you owe on the property?
9. I'll be sending you a packet of information. Will you take a few minutes to review it before we meet?
10. Do you have any questions before we meet?
11. Will all decision-makers be there when we meet?

Just so you know, our meeting will take between _____ and _____ minutes, OK?

I look forward to meeting with you on _____ at _____.

PREPARATION FOR BEST EXPERIENCE IN IGNITE

FACILITATOR

| | |
|--|--|
| | Download and review all course materials (PPT, Facilitator Guide, Participant Guide)T |
| | Provide copies of Participant Guide, Script/Toolkit to participants |
| | Ensure participants are set up on Command |
| | Be familiar with Command, along with online Help Articles, Videos, and Livestreams related to Command |
| | Be prepared to demonstrate actions in Command, or use videos or recorded livestreams to demonstrate |
| | Faciliate the Daily Success Habits time - 3 hours each morning |
| | Facilitate the daily Learning Modules |
| | Hold participants accountable to completing activities and achieving the Daily 10/4 |
| | Track activities and results |
| | Complete feedback surveys |
| | Download and familiarize yourself with the Toolkit, including the Script Book ,in it's entirety so as to refer participants to tools they will use throughout Ignite and afterward |

PARTICIPANT

| | |
|--|--|
| | Bring cell phone and computer to class each day |
| | Attend class each day |
| | Have KW credentials and access to Command |
| | Download the Kelle app to your phone and sign in with KW credentials |
| | Track progress with Daily 10/4 Success Habits |
| | Complete feedback surveys |

Preview a Home

The purpose of previewing homes is to gain insights into existing inventory in the market and learn what features impact home prices. Remember to leave a handwritten note when you leave the home.



Address _____

of Bedrooms _____

Listing Price _____

of Bathrooms _____

This price is (circle one):

Square Footage _____

Low Accurate High My Price _____

Taxes _____

Exterior Features

Architectural style _____ Garage (Y/N) _____ #of cars _____

Roofing Material _____ Deck/Patio _____

Exterior Material(s) _____ Swimming Pool _____

Foundation _____ Front Landscaping _____

Dormer Style _____

Column Style _____ Rear Landscaping _____

Heating _____ A/C _____

Water _____ Sewer _____ HOA _____

Interior Features

Green/Energy Saving Features _____

Smart Home Features _____

Moulding Style _____

Fireplace(s) (number) _____ gas/wood burning _____ mantle style _____

Kitchen

Countertop Material _____

Full/Partial Lip on Counters _____

Appliances Brand _____

Flooring _____

Master Bedroom

Closet Features _____

Flooring _____

Bedroom(s)

Closet Features _____

Flooring _____

Study

Flooring _____

Features _____

Comments:

Bathroom(s) _____ #Full _____ #Half

Style (eg Rustic) _____

Countertop Material _____

Flooring _____

Bath style _____

Tile _____

Dining Room

Flooring _____

Features _____

Family Room

Flooring _____

Features _____

Basement

Finished/Unfinished _____

Features _____

Resources Job Aid

| Resource | Description | Contents | How to Access |
|---------------------|--|--|--|
| Command | Integrated, end-to-end Keller Cloud platform that contains business-critical apps for running your business and gaining insights into consumer behaviors | <ul style="list-style-type: none"> ▪ Command Applets ▪ Connect Groups ▪ Support Widget ▪ KWU Help Articles ▪ Help Videos | Visit: agent.kw.com |
| Ideas.kw.com | Labs feedback repository to share feedback and submit or upvote ideas for Keller Cloud technology products | <ul style="list-style-type: none"> ▪ Repository of existing ideas ▪ Web form for submitting new ideas | Access via KWConnect or visit the web page: ideas.kw.com |
| KW Support | Help desk for business operations and technical support | <ul style="list-style-type: none"> ▪ Command Help ▪ Connect Support ▪ Kelle Support | Available options: Click the Support widget in Command to ask the search bot questions, live chat with the Support Team, leave a message for follow up. Or email a request to mailto:support@kw.com |
| KWConnect | Intranet page for all Keller Williams associates; contains training resources, technology growth tools, culture, and coaching information | <ul style="list-style-type: none"> ▪ Resources > KWU Ignite ▪ Connect Live training calendar ▪ Connect Live On-Demand training videos ▪ Growth Resources ▪ Memberships ▪ Profit Share ▪ Technology | Visit the web page: kwconnect.com |
| myKW | Intranet website for market centers; contains business tools and transaction resources for agents and teams | <ul style="list-style-type: none"> ▪ Change Password ▪ Greensheets ▪ KW Email ▪ KW Google Apps ▪ KW Mobile App ▪ Marketing | Visit the web page: mykw.kw.com/kwintranet/ |



SPARK

SCRIPT BOOK




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Get Your Branded Home and Property Search App

Agents, be prepared to offer your branded home and property search app with everyone you know and everyone you meet.

1. From the App Store or Google Play, search “Keller Williams Real Estate,” download, and open.
2. Touch the drop-down menu button at the upper left. 
3. Scroll to Profile.
4. Login as Agent using your KWConnect credentials.
5. To share your App with others, touch the Share App button on the front screen.

Lead Generation Scripts



Lead Generation - Calling with Scripts

Warning! Failure to comply with Do Not Call laws could result in federal fines of up to \$40,654 per violation, state fines, and/or legal action against you.

1. Begin by say the affirming message out loud.

“I always come from contribution. People will welcome my call.”

2. Call contacts (people you know) and referral names you have been given by your contacts.

Only call people you have permission to have a conversation with.

3. Use the scripts provided to make calls.

4. Call for 20 minutes and contact as many people as possible.

5. Write handwritten notes to 2-3 people to thank them for their time.

CONTACTS

Thank you for taking the time to chat with me today. It was great to catch up with you and let you know what I’ve been up to with my business. I’m thrilled to be with Keller Williams Realty, and I am available to you at any time, to be an asset and resource to you, your family and your friends. Please call me whenever a question or need comes up. I’ll stay in touch. I appreciate you and I wish you all the best.

REFERRALS

Thank you for taking the time to chat with me today. It was great getting to know you and I look forward to helping you. Please know that I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I’ll stay in touch. I wish you all the best.

Compliance: Do Not Call

WARNING! Failure to comply with do-not-call laws could result in federal fines of up to \$40,654 per violation, state fines, and/or legal action against you.

RULE

Under federal law, sellers and telemarketers (including real estate agents) are prohibited from calling consumers listed on the Federal Trade Commission's Do Not Call Registry.

- ① **Subscribe to the Registry**
The registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and provide you with login credentials. Note that it is a violation of federal law to make ANY telemarketing calls without access to the registry.
- ① **Update Your Call List Regularly**
Delete all numbers in the registry from your list at least every 31 days.
- ① **Know the State and Federal Laws**
Know that, in addition to federal laws, many states also have laws governing telemarketing. Make sure you are familiar and compliant with your state's laws.
- ① **Check Before You Call**
Before making a call, check to see if the consumer is on the Registry. If the consumer is on the Registry, do not call!
- ① **Honor Consumers' Requests**
Never call a consumer if the consumer requests to be placed on your personal (or your Market Center's) do not call list. All consumer do-not-call requests must be placed on a list and honored permanently, unless the consumer subsequently consents to be called.

EXCEPTIONS

There are some instances in which you may call a consumer on the Registry.

- ✓ **Inquiry Exception**
The rules permit calls to a consumer following all inquiry for three months after the inquiry or until the consumer requests to be placed on the telemarketer's do not call list (whichever is sooner).
- ✓ **Established Business Relationship Exception**
The rules permit calls to existing customers – those people with whom you've done business in the past 18 months – unless the customer requests to be placed on the telemarketer's do not call list.
- ✓ **Written Permission Exception**
The rules permit calls to a consumer on the Registry if the consumer has given you written permission to call.

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New to Real Estate

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.

New to Keller Williams

Hello, this is _____! Do you have a moment? 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'd like to share some exciting news with you. I've moved my real estate business over to Keller Williams Realty and just because my company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

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?

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IF REFERRAL GIVEN:

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

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. Let me know how you like my search app and the neighborhood updates.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

Remind Them You're in Real Estate

Hello, this is _____! Do you have a moment? It's been awhile and I'd like to apologize for not staying in touch. 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've been busy growing my real estate business and working with great clients like you. I wanted to share that I have a personal goal to help (#) families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

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!

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

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. Let me know how you like my search app and the neighborhood updates.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

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.

New to the Area

Hello, this is _____! Do you have a moment? 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'd like to share some exciting news with you. I have moved to _____ (new town) and I'm with Keller Williams Realty, and I thought about connecting with you because I knew you would be someone to help me get my business going in _____ (new town). May I count on you?

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.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

Calling Referrals

Hi _____, my name is _____ with Keller Williams Realty. Your name was given to me by a close friend of both of ours, (*your Contact's name*), and he/she/they said that I should give you a call. Is right now a good time to talk for a couple of minutes? Excellent!

(*Your Contact's name*) said you were thinking about (*buying/selling*) a house in (*time frame for buying/selling*) and asked if I would please give you a call. We both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.

Since everyone likes to know what houses are selling for, I'd like to share my free real estate app with you. It's 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?

If they are buying ...

Have you seen anything you like thus far? Great!

Are you working with any other agent? No? That's good.

If they are selling ...

When are you planning to move?

Have you listed your house with another agent? No? Excellent!

Continue ...

The next step is for us to get together. I can answer all your questions and explain how the entire process works. It will only take about 20 minutes. Can we meet today or would tomorrow be better for you?

If no thanks ...

I understand. I'd also like to offer a real estate update on your neighborhood or any neighborhood you're interested in. You can customize what you receive and how often. 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!

And do me a favor, please. If you hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it. I'd appreciate that. Thank you for your time today, and please let me know if there is anything I can ever do for you.

Calling Personal and Professional Service Industries

Creating referral partnerships with business owners you have done business with

Hi _____ (*business owner*), I'm _____ with Keller Williams Realty. I'm in the process of creating a list of preferred businesses and service providers to give to my clients. Since I frequently have clients ask me for a good _____ (*dentist, landscaper, or other business*), I only want trusted companies to refer them to. Since I have had excellent service from you, would you and your business be interested in being included?

(If yes, continue . . .)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(If yes, continue . . .)

Excellent! How about we confirm each other's contact information so that we can get started?

Creating referral partnerships with business owners you have not done business with

Hi _____ (*business owner*), I'm _____ with Keller Williams Realty and I'm in the process of creating a list of preferred businesses and service providers to give to my clients. Since I frequently have clients ask me for a good _____ (*dentist, landscaper or other business*), I'm looking for a trusted company to refer them to. I've heard good things about your company. Would you and your business be interested in being included?

(If yes, continue . . .)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(If yes, continue . . .)

Excellent! How about we confirm each other's contact information so that we can get started?

Social Media Messages

Social Media Direct Message—option 1

Hi *(name)*, thanks for following me! I saw you *(liked/commented on)* my listing at *(address)*. It's an amazing place and I don't anticipate it being on the market long. Are you or someone you know interested in buying, selling, or investing in real estate?

If they say they're just looking:

Ah, I see. If you know of anyone looking for a great home like this one, would you mind sending them my way?

Social Media Direct Message—option 2

Hi *(name)*! My name is *(agent)* with *(office)* at Keller Williams. Thanks for following me! I saw you *(liked/commented on)* my listing at *(address)*. It's an amazing place and I don't anticipate it being on the market long. Are you thinking of buying or selling in the near future?

If they say they're just looking:

Great! I'm the local real estate expert in *(region/neighborhood)*. Most people who are following me are thinking about a move or curious about the worth of their place. Which one are you?