

kw Where Entrepreneurs Thrive

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kw EMPIRE
KELLERWILLIAMS. REALTY

Welcome Agent Guide

WHO IS KELLER WILLIAMS?



OUR MISSION

To build careers worth saving, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.



OUR VISION

To be the real estate company of choice for agents and their customers.



OUR VALUES

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.



OUR BELIEFS

Win-win: or no deal
Integrity: do the right thing
Customers: always come first
Commitment: in all things
Creativity: ideas before results
Teamwork: together everyone achieves more
Trust: starts with honesty
Equity: opportunities for all
Success: results through people



Our Team



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Erica Longueira
KW Core
Email: elongueira@kw.com



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.

ALC MEMBERS



Alana McIntosh
646-820-8441



Jean Marrone
718-938-9568



Lou Guida
917-200-3505



Michelle Epstein
917-359-0721

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!



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lou.guida@kw.com



Michelle Epstein
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Productivity Coach

AGENT EXPENSES

START-UP COST

KW Start Up Fee	\$105 (Includes business cards, on-boarding concierge services, and first Month's fees)
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 \$105 every month)	\$105

ANNUAL FEES

Profit Share Participation (Renewal in January)	\$25
Brooklyn Board of Realtors Membership (Renewal in January)	\$381 -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 1 st until the end of September, agents will pay half of the dues. -Any time after Oct 1 st until the end of December, memberships will be covered for the entire year following.

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 & Guidelines Manual can be found on your mykw.kw.com on the left side under Resources

YOUR GO TO

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.



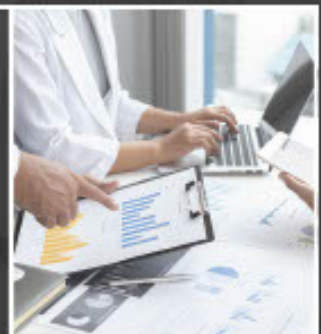
[HTTPS://KWEMPIREZOOM.COM/](https://kwempirezoom.com/)

THIS IS OUR WEBSITE FOR UPCOMING TRAINING SESSIONS AND ACTIVITIES AT KW. THERE ARE AVAILABLE MEETING ROOMS AND DOCUMENT/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.



YOUR GO TO

RESOURCE LIST

[HTTPS://CONSOLE.COMMAND.KW.COM/LOGIN](https://console.command.kw.com/login)

COMMAND IS AN ALL-IN-ONE SUITE OF INTERCONNECTED TOOLS SUPPORTING YOU FROM LEAD TO CLOSE TO LIFETIME

CLIENT CONNECTION.

COMMAND OFFERS:

- CUSTOMER RELATIONSHIP MANAGEMENT
- DIGITAL MARKETING DESIGN AND STRATEGY ONLINE
- INTERNATIONAL REFERRAL NETWORK
- TRANSACTION PIPELINE TOOL
- TASK MANAGER, NOTES, REMINDERS, AND MORE!



[KWCONNECT.COM](http://kwconnect.com)

CONNECT IS A COMPREHENSIVE SET OF ONLINE RESOURCES FROM THE KELLER WILLIAMS CORPORATE OFFICES.

CONNECT OFFERS:

- ONLINE LIVE AND RECORDED WEBINAR TRAININGS
- KW MARKETING MATERIALS AND STYLE GUIDES'
- TECHNOLOGY TUTORIALS AND PRESENTATIONS TO HELP YOU GET STARTED IN COMMAND, AND MORE!



ADDITIONAL RESOURCES

ALL KWNYS AGENTS RECEIVE A @KW.COM GMAIL ACCOUNT, A CUSTOMIZABLE AGENT WEBSITE, ACCESS TO SEVERAL SALE AND RENTAL ADVERTISING SITES, FREE PRINTING, MARKETING AND TECHNOLOGY COURSES LED BY KWNYS STAFF, PRINT AND DIGITAL/SOCIAL MEDIA MARKETING CONSULTATION BY REQUEST, AND MORE.



YOUR GO TO

SUPPORT LIST

OPCITY SUPPORT

WILLIAM DUNKENBERGER
EMAIL: WILLIAM.DUNKENBERGER@REALTOR.COM
PHONE: 512-790-6832

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

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
70% Split to Associate:	\$21,000
Less 6% KWRI Royalty:	\$1,260 *Capped at \$3,000 per year
Associate Check:	\$19,740

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

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% :	\$600



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.

MARKETING YOURSELF

BUSINESS CARDS

Please remember to send a 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 amongst 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.realty-cards.com

www.tpmco.com

www.sswprinting.com

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 and growing business.

Open house signs can be ordered using the links below:

Oakleysign.com

<https://www.buildasign.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/>

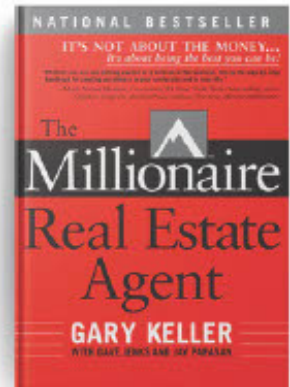
<https://myredgear.com/>

KELLER WILLIAMS LITERATURE

**It's not about the money... It's about being the
best you can be!**

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?" Believe it or not, it is a simple question with a simple answer. MREA lays the "how-to" groundwork for you to think like a Millionaire Real Estate Agent.

CLICK HERE FOR FREE AUDIO BOOK



The ONE Thing is a book for busy people.

Authors Gary Keller and Jay Papasan demonstrate that the results you get are directly influenced by the way you work and the choices you make. You'll learn how to identify the lies that block your success and the thieves that steal time from your day. By focusing on your ONE Thing, you can accomplish more by doing less. What's your ONE Thing? The ONE Thing, a #1 Wall Street Journal bestseller, has been featured on more than 175 bestseller lists including The New York Times and USA Today.

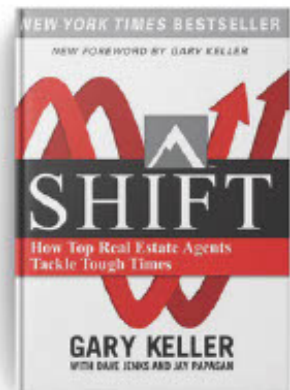
CLICK HERE FOR FREE AUDIO BOOK



Put your business into another gear—shift!

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 real estate business in tough times will power it forward in good times.

CLICK HERE FOR FREE AUDIO BOOK



These books and more can be found and purchased from:

<https://www.kellerink.com/>

www.Amazon.com (Print and Kindle Edition)

MARKETING YOURSELF

SOCIAL MEDIA

FOR CREATING AND DESIGNING

CANVA

"Create anything in a snap, from presentations and logos to social media posts. Get inspired and see what you can do on Canva, no design skills or experience required."

<https://www.canva.com/>

[CLICK HERE to watch Canva Introduction](#)

[CLICK HERE to watch Canva tutorial for Real Estate Business](#)

COMMAND

Command Designs is a work-space where you can create social graphics, print materials, and email designs. Create personalized marketing materials from scratch or from professionally designed templates.

<https://console.command.kw.com/command/designs>

[CLICK HERE for tutorial](#)

[CLICK HERE to watch Command Designs Tutorial](#)

[CLICK HERE FOR KW LOGOS](#)

Platforms that will help you brand yourself

Instagram

Facebook

LinkedIn



KELLER WILLIAMS TERMS

GCI-Gross Commission Income: The total amount of commission dollars the Market Center receives from a transaction.

Kelle: An exclusive app for KW agents, Kelle is a Virtual Personal Assistant powered through Artificial Intelligence. Your mobile command access.

KELLERISMS: Keller Williams Terms

KPA: A written personality profiling system that assesses Aggression/Response to Challenge, Influence/Persuasion, Activities/Responsibilities and Rule/Regulation.

MC-Market Center: Term used instead of "Office."

MCA-Market Center Administrator: The MCA is responsible for implementing and maintaining all operating systems in a KW Market Center.

MREA or the Red Book: Millionaire Real Estate Agent book written by Gary Keller and Jay Papasan.

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.

TL-Team Leader: The person at a Market Center who is responsible for recruiting/ selecting sales associates. The TL also trains and consults the associates to greater performance.

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.

KELLER WILLIAMS TERMS

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 database within an eight-week period.

Aha's: A self discovery of a moment, statement or action you find inspiring, worth remembering or motivational.

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.

Associate: An agent who joins Keller Williams Realty is referred to an associate because they are treated like a stakeholder in an interdependent business model.

Big Why: The biggest motivational factor in your life that pushes you daily to excel and be your best both personally and professionally.

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 until their anniversary year resets.

Career Growth Initiative (CGI): A tool used to track your desired Gross Commission Income (GCI) and the activities that lead to your goal.

Command: Command helps you connect in a more targeted and meaningful way. More than a CRM, Command is a platform that puts you in control of your database, your business and your future. And, because it was built hand-in-hand with agents, it's designed to be used by agents. (Contact input, paperwork, referrals, marketing material, goal setting, email campaigns, agent sites, etc.)

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.

DAS: Director of Agent Services

Database: Anyone that you have their name and email/phone number/ mailing address are considered to be in your database. Aim to add 10 per day to your database.

DOFI: Director of first impressions, front desk coordinator.