

KWIR LEADERSHIP TEAM



TODD HAIGH
Operating Principal



NICK DREHER
Team Leader



KARI GENZLER
Dir. of Operations
& Finance



LYNN FRANTZEN
Broker - MN & WI



MATT BROWN
Assistant Team
Leader



JORDAN MARSCHKE
Dir. of Agent Services



ALEC JUNKERT
Productivity Coach



STEVE HYLAND
Dir. of Growth &
Expansion



SEAN HEIER
Dir. of Marketing
& Systems



SHANNON HEIER
Transaction
Coordinator



LINDA MONTOYA
Dir. of First
Impressions

2023 AGENT LEADERSHIP COUNCIL

PARTNERS IN GROWTH AND PROFITABILITY



Alena Behr



JB McGregor



Guille Garza



Tia Turner



Karen Collins



Martha Ballek



Solange Mba



Yanet Diaz

The ALC serves as the "Voice of the agents" within each KW Market Center. They are chosen within the top 20% of producing agents and they discuss to determine agent-facing policies within the office. The support and leadership of the ALC truly makes KW an agent-centric company!

GETTING STARTED

KELLER WILLIAMS

MONTHLY= \$105 FLAT MONTHLY INVOICE*			ANNUAL	ONE-TIME
<p>TECH - KWRI \$50/MO</p> <p>COMMAND (All-In-One): \$45</p> <p>CRM Marketing: Designs Branded Website & App Smartplans Business Reporting Referral Network Mobile Accessibility Transaction Management Campaigns (Social, Mail, Email)</p> <p>Google Suite \$5 PLUS</p> <ul style="list-style-type: none"> • Unlimited Drive Storage • KW Email • Docs • Calendar • And many more! 	<p>TECH - KWIR \$25/MO</p> <ul style="list-style-type: none"> • Leads Community • Scott LeRoy Services • TrustFunds • ListHub & KWLS • Direct Deposit • Marketing Support • Access to OnSite Broker • Coaching & Training • Brand New Office & Training Center • Printer & Scanning Services • Events (Lead Gen, Contests, Client Appreciation) 	<p>E&O \$30/MO</p> <p>Minnesota Compliant E&O Insurance All handled by KWIR</p> <p><i>*Additional fees accrued are optional and at each agent's discretion*</i></p>	<p>KWRI \$25</p> <p>Associate Fee assessed each January, including inactive associates that are "Vested Retired" in the Keller Williams system. This fee is paid to KWRI.</p> <p><i>Associate Renewal fee to KWRI</i></p>	<p>ONBOARDING \$399</p> <ul style="list-style-type: none"> • 400 KW business cards • KW name badge • One (1) custom For Sale sign • Technology setup • Technology and marketing services • Free Launch Coaching available to all new agents

SCHOOL & TESTING

- **\$0* - \$999**
- The CE Shop: www.kwrosevillemn.theceshop.com
- Kaplan: www.kapre.com
- MN Realty School: www.mnrealtyschool.com
- Real Estate Express: www.realestateexpress.com
- *KW Prep Program: Ask your Leadership team how you can take advantage of pre-licensing courses at no-cost-to you!
- State & National Exams: www.home.pearsonvue.com/mncommerce
 - 833-273-1946
 - **\$80 on average**

LICENSING

- \$117.50
- MN Department of Commerce - KWIR submits your application

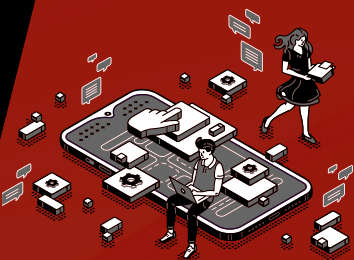
MEMBERSHIP DUES

- St. Paul Association of Realtors (SPAAR) - KWIR submits your application
 - \$574 - Realtor Board Dues (Prorated Based on Month You Join)
 - \$552 - MLS Dues (\$138 per quarter)
 - \$185 - Electronic Supra Key (Prorated monthly)

AVERAGE COST OF GETTING STARTED: \$2,420.50
AVERAGE FIRST COMMISSION CHECK: \$4,860



TECHNOLOGY COMPARISON



OUTSIDE SYSTEMS

CRM

Follow Up Boss	\$69
Top Producer	\$60
Zoho	\$49
Lion Desk	\$39
Wise Agent	\$32

E-signature

Dootlop	\$32
DocuSign	\$20

Google Suite

Plus	\$18
Basic	\$12

Marketing

HootSuite	\$99
Curated Social	\$25
Canva	\$15

CRM + Website

KvCore (\$999 setup fee)	\$499
Real Geeks	\$299
Brivity	\$85

KW SYSTEMS

COMMAND (All-In-One)

\$45

CRM
Marketing: Designs
Branded Website & App
Smartplans
Business Reporting
Referral Network
Mobile Accessibility
Transaction Management
Campaigns (Social, Mail, Email)

Google Suite

\$5

Plus
- Unlimited Drive Storage
- KW Email
- Docs
- Calendar
- And many more!

Facebook

\$0

Ad Campaigns
- More exposure per dollar

KWIR Tech

\$25

KW Command, KW Connect, Consumer App, Agent Site, DocuSign, Calendly, BLINQ business card, Scott LeRoy Marketing, Showingtime, Facility Provisions, ListHub & KWLS, TrustFunds, Direct Deposit

AVG TECH TOTAL

\$1,716

KWIR TECH TOTAL

\$75

TECHNOLOGY.KW.COM

KWIR SPECIFIC

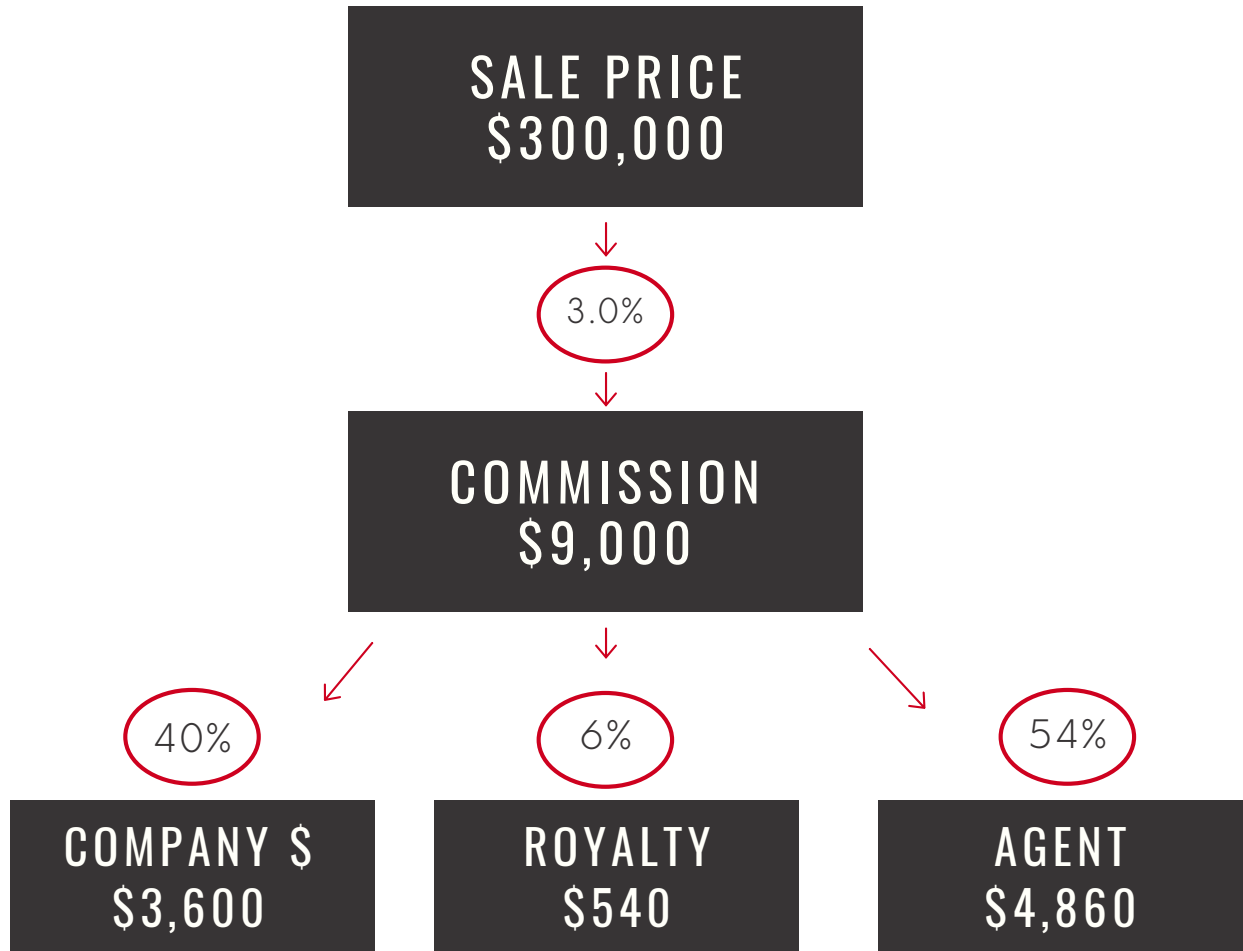
(ADDITIONAL VALUE)

Business expenses can be costly, and a benefit to joining a larger brokerage is we can get more things for less money!

- **Leads Community**
- **Coaching & Training**
- **Brand New Office & Training Center**
- **Proven Models, Systems and Leverage**
- **Multicultural Agent Council**
- **Transaction Coordination**
- **Marketing Support**
- **Events (Lead Gen, Contests, Client Appreciation)**
- **E&O Insurance Premium Reduction**
- **Access to OnSite Broker**

INDIVIDUAL NEW AGENT COMMISSION SPLIT BREAKDOWN

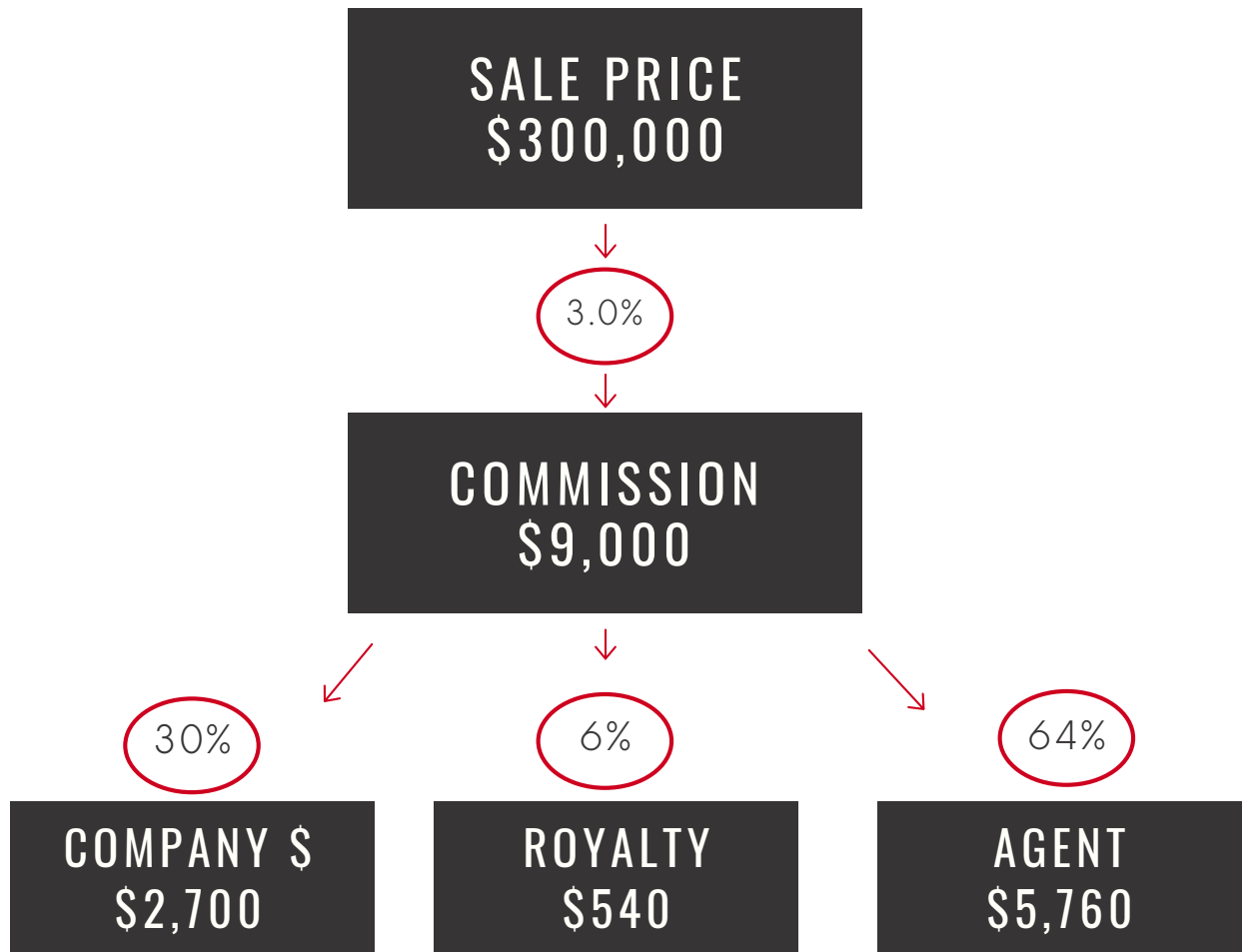
ALL BRAND NEW LICENSEES START ON A 60/40 COMMISSION SPLIT
FOR THEIR FIRST 7 TRANSACTIONS WITH KWIR



Company \$ Cap @ \$13,000

Royalty Capped @ \$3,000

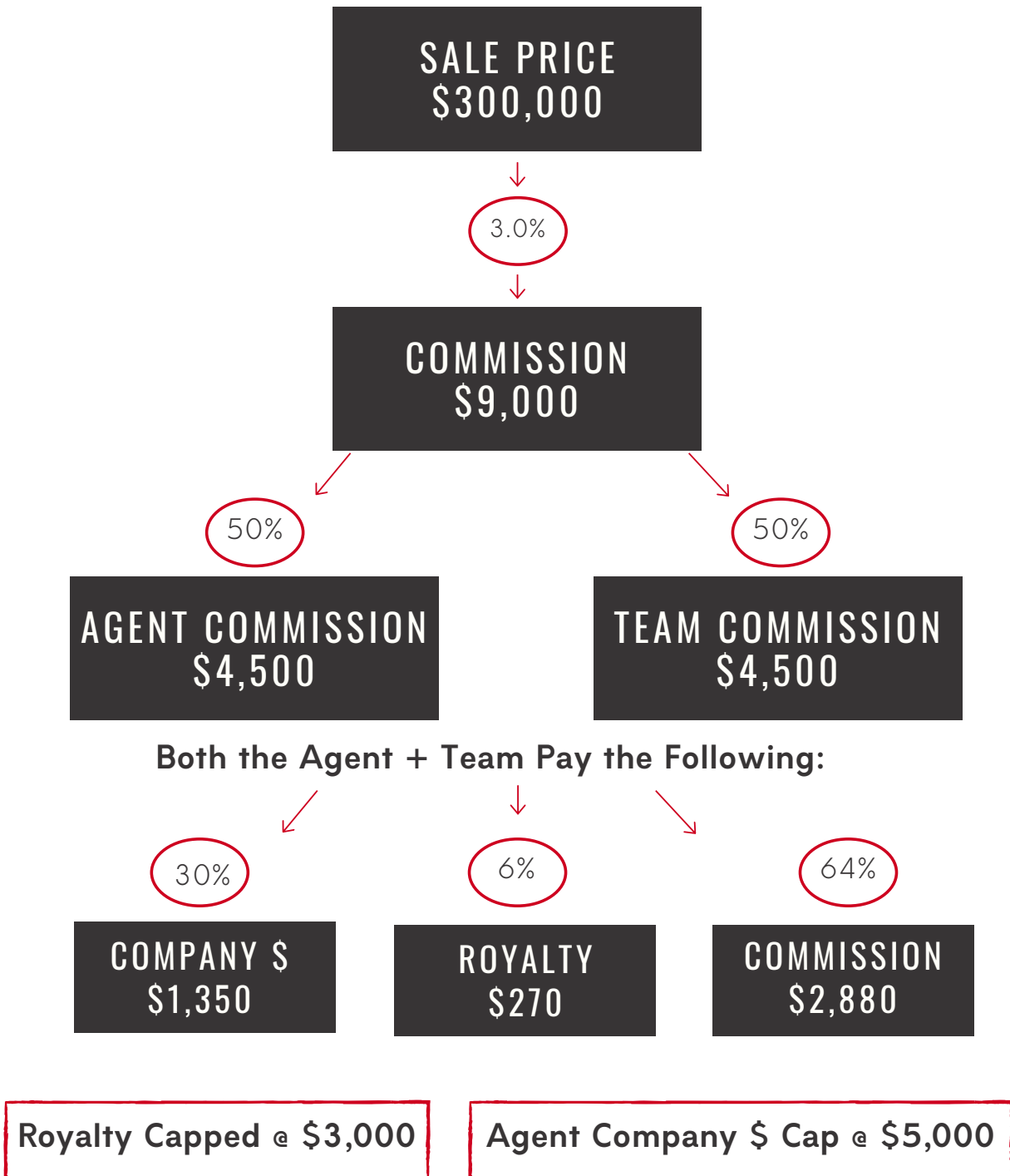
INDIVIDUAL PRODUCING AGENT COMMISSION SPLIT BREAKDOWN



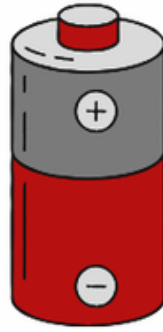
Company \$ Cap @ \$13,000

Royalty Capped @ \$3,000

AGENT ON A TEAM COMMISSION SPLIT BREAKDOWN



POWER-UP COACHING PROGRAM.



POWER-UP
REAL ESTATE COACHING
kww KELLERWILLIAMS
INTEGRITY REALTY  

WHY DO I NEED COACHING?

Those who have had great success in their life (professionally and personally) have had coaches. Would an Olympic athlete hire a coach after they have won their medal? No, of course not.

The athlete decided if they wanted to perform at a high level, they had to have a coach that held them accountable, pushed them beyond what they thought was possible and encouraged them to unlock their true potential. That is our promise to you -encourage, coach and hold you accountable to ensure you have the business and life you desire.

LAUNCH COACHING



0-7+ transactions

Your coach for the launch of your business (transactions 0-7). 1:1 coaching bi-monthly, weekly group masterminds, and virtual coaching



Coaching

Offer review and transaction guidance, mindset coaching, accountability utilizing the GPS and Daily Action checklist, tracking your numbers and improving your conversion rates, and use of our coaching Listing and Buyer presentation



Training

Ignite Spark and Elementals, learn the basics of lead generation and building your business, learn the steps of a transaction, weekly classes online or in person and exclusive training tools

GROWTH COACHING



8+ transactions

Your coach for the growth of your business (transactions 8+). 1:1 coaching bi-monthly, weekly group masterminds and accountability, and virtual coaching



Coaching

Offer review and transaction guidance, mindset, accountability with GPS and Daily Action Checklist, tracking your numbers and improving your conversion rates, customizing your Buyer Consultation and Listing Presentation, building and growing your business, and creating an LLC



Training

Training on SHIFT topics, utilizing the MREA models, quarterly top producing guest speakers and industry leaders, and negotiation tips and techniques



Alec Junkert

Productivity Coach

651-769-4636

coachwithalec@gmail.com

kww KELLERWILLIAMS.
INTEGRITY REALTY

TRANSACTION COORDINATOR SERVICES

LISTING TRANSACTION TO CLOSE \$349

- Review listing documents for missing/incomplete signatures or forms and help agents obtain a complete file.
- Create Opportunity in Command and upload documents.
- Send copies of documents to sellers.
- Upload listing to the MLS.
- Add pictures, showing info, open houses, and make updates on MLS as needed.
- Review Purchase Agreement documents for missing/incomplete signatures or forms and help agents obtain a complete file.
- Send information/documents to Title/Lender/Coop Agent.
- Create Calendar reminders for any contract deadlines.
- Complete Opportunity in Command.
- Submit additional documents received during the transaction to all parties.
- Follow Up with all involved parties throughout the transaction.
- Advise agents of any issues that arise and assist in resolution.
- Status reporting each step of the way.
- Assure file is compliant ahead of closing.
- Work with all parties to make sure everything is on track to close.
- Submit Commission Details in Command

BUYER TRANSACTION TO CLOSE \$349

- Review Purchase Agreement documents for missing/incomplete signatures or forms and help agents obtain a complete file.
- Send information/documents to Title/Lender/Coop Agent.
- Send copies of documents to buyers.
- Create Calendar reminders for any contract deadlines.
- Complete Opportunity in Command.
- Submit additional documents received during the transaction to all parties.
- Follow Up with all involved parties throughout the transaction.
- Advise agents of any issues that arise and assist in resolution.
- Status reporting each step of the way.
- Assure file is compliant ahead of closing.
- Work with all parties to make sure everything is on track to close.
- Submit Commission Details in Command

SHANNON HEIER
TRANSACTION COORDINATOR
SHANNONHEIER@KW.COM
605.380.4191



MARKETING SERVICES

Premium Listing Package

- Cost includes cost of FB Ad (\$30) + postcard printing & shipping.
- 1 Facebook Ad
- 1 Social Media Post for your listing
- 1 Direct Mail Postcard with trackable QR Code (100)
- 1 New Listing Email sent to your database with custom landing page
- 1 Listing Flyer (Printable PDF Design)
- Smart plan lead nurturing with custom tags.

\$249

Build Out KW Website

- This service includes all of the Basic website package items, but includes multiple premium "value add" website pages for your clients including:
- Meet the Team
 - What's My Home Worth?
 - Mortgage Calculator & Keller Mortgage
 - Local School Search
 - Download My App
 - Homekeeper Blog /Vendors (Homekeepr Account Required)
 - Any additional custom pages (blogs, etc.).

\$50-\$75

Custom Listing Postcard

- Create a Custom Postcard design for your listing.
- Create a trackable QR code and landing page.
- Cost includes printing and shipping of 100 postcards.

\$99

Custom Listing Flyer

- Create custom design for your listing delivered in a printable PDF format.

\$25

Just Listed Email Campaign

- Create a custom email design for our listing.
- Send out to your database on the date of your choosing.

\$35

Listing Social Media Design

- Price INCLUDES \$30 ad budget which will be charged to your business CC through Command.
- Create "Just Listed" or "Coming Soon" social media design.
- Create social media post copy promoting your listing.
- Schedule and Publish to your Facebook for you.
- Create a Smart plan drip for lead follow up.

\$75

Open House Flyer / Postcard

- Create custom design for your open house delivered in a printable PDF format.

\$25

Door Knocking Flyer / Postcard

- Create custom door knocking flyers/postcards to your specifications.

\$25

Set Up My KW Website

- Using the Set up my KW Website (Basic) service, we will get your basic KW website up and running. We will make sure you have your About Me page, headshot and logos, and links to your social channels on your activated KW website with the domain URL of your choice.

FREE

Upload Database to Command

- Upload all contacts into the Command Database.

FREE

Logo Branding

- Have a custom logo designed to your preferred specifications.

\$30

Custom Project

- This is for special requests like building a new website outside of KW IDX's sites, starting a blog, social media marketing, marketing plans, etc. Cost will depend on size of project.

TBD

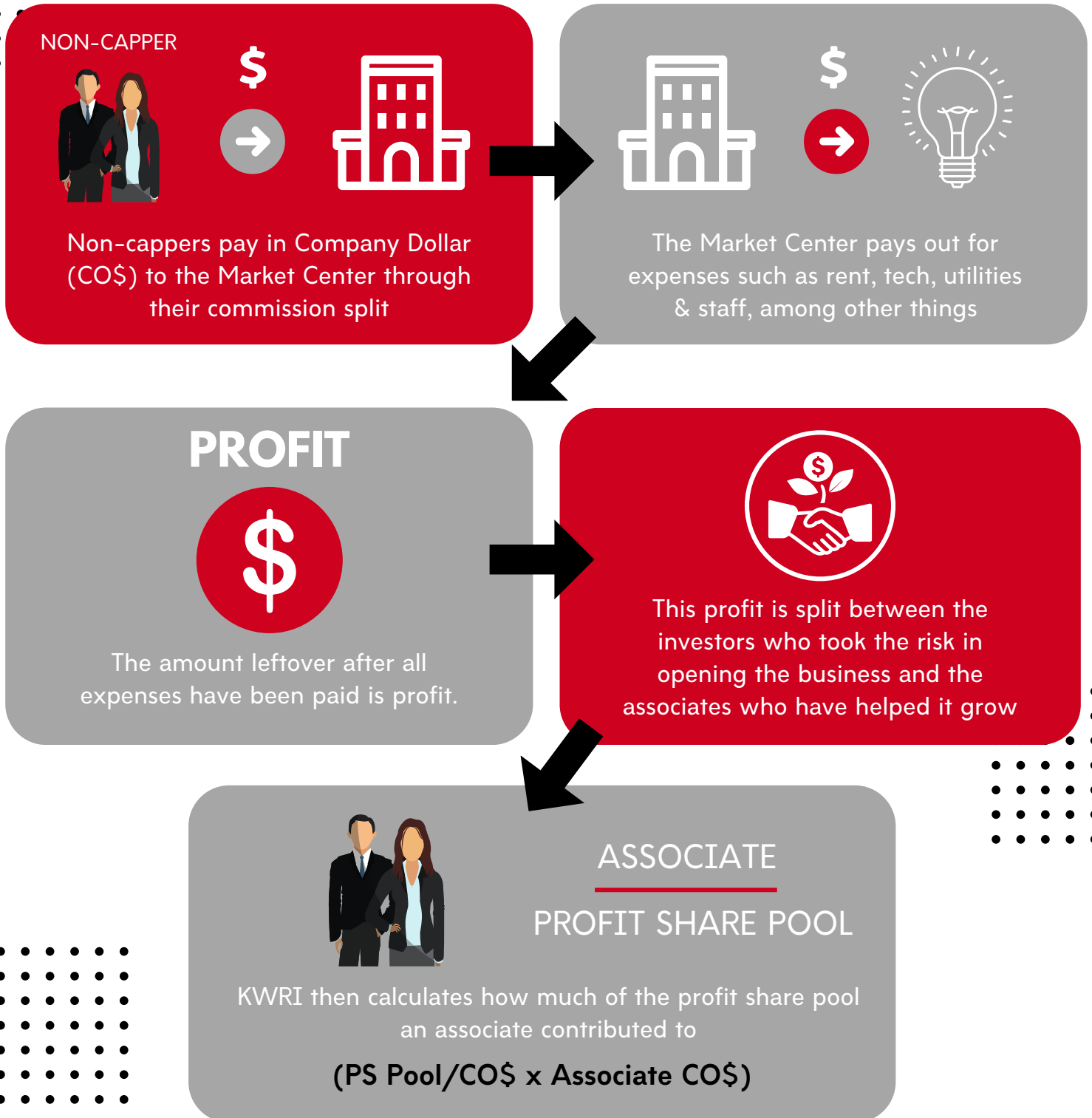


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KW KELLERWILLIAMS.
INTEGRITY REALTY

PROFIT SHARE

EXPLAINED





BREAKTHROUGH MOMENTS

ARE WHAT DEFINE KELLER WILLIAMS



They are what have gotten us up in the morning for more than three decades and counting.

From sharing profits, to agent-led leadership, to team and expansion models, to technology – we continue to reach new heights through innovation, disruption, and an uncompromising agent-first mindset.
And, the world is taking notice.



FAST COMPANY
#1 MOST INNOVATIVE
REAL ESTATE COMPANY



#1 IN REAL ESTATE
AGENT COUNT, CLOSED UNITS, &
CLOSED SALE VOLUME IN THE U.S.



**OUTPACING THE
COMPETITION**
WITH 1M+ TRANSACTIONS,
\$332B IN VOLUME



INMAN
MOST INNOVATIVE
REAL ESTATE
TECHNOLOGY



ONE OF THE WORLD'S
LARGEST, MOST
PROFITABLE
REFERRAL NETWORKS



**180K ASSOCIATES
SUPPORTED, \$45M+
GRANTS AWARDED, &
4K+ FAMILIES HELPED
THROUGH KW CARES**



**ARGENTINA, BELGIUM,
LUXEMBOURG,
CAMBODIA,
TRINIDAD AND TOBAGO,
IRELAND, & CHILE JOIN
KW WORLDWIDE**



INDEED
#1
WORKPLACE
CULTURE



**WINNER OF
NAR
HACKATHON**



FORBES
ONE OF THE WORLD'S
BEST EMPLOYERS
FOR WOMEN



**TRAINING
MAGAZINE**
TRAINING TOP 10
HALL OF FAME



NEWSWEEK
#1 CUSTOMER
SERVICE



CAREERBLISS
HAPPIEST
COMPANY



**SWANEPOEL
MEGA 1000**
COMPRISED
30% OF LIST



REAL TRENDS 500
COMPRISED
34% OF LIST



**RISMEDIA POWER
BROKER 1000**
324 FIRMS RANKED,
916+ TRANSACTIONS,
& \$272B IN VOLUME



**GIVING BACK TO
THE COMMUNITY
THROUGH RED DAY**



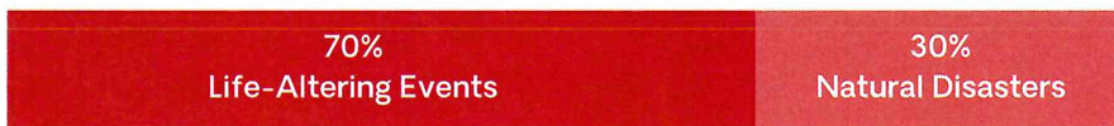
KW Cares is a Resource for KW Associates & Immediate Family Members

Our culture of caring is based on *family helping family*

We are so glad you are part of the KW family! KW Cares serves Keller Williams associates and their qualifying family members during times of hardship due to sudden emergency to ensure that everyone in our KW family feels supported, safe and valued. If you, or an immediate family member, is in financial need due to any of the below, or other sudden emergencies, please contact your Market Center Leadership to discuss the grant application process.

For example, some of the needs we are able to help with are: stroke, cancer, heart attack, accidents, emergency surgery, medical disabilities, assistive technologies, sudden loss of immediate family, natural disaster relief, and other emergency situations.

Here is how KW Cares grants have been distributed historically.



Life-Altering Events

The majority of KW Cares grants are awarded to assist with the out-of-pocket expenses for life-altering events. Our team is available to serve KW associates and their qualifying family members in times of need.

Natural Disasters

We step in swiftly during natural disasters, working alongside Regions and Market Centers, distributing funds in response to immediate needs in the aftermath of hurricanes, wildfires, flooding and other forms of natural disasters.



**To learn more about KW Cares grants, visit:
<https://www.kwcares.org/apply-for-a-grant/>**