

DATABASE DAY



kw KELLERWILLIAMS®
INTEGRITY REALTY



COMMAND

ADD A CONTACT

1. *Log in to agent.kw.com with your Keller Williams login credentials.*
2. *Click the Contacts icon on the left sidebar.*
3. *Click Add Contact, at the top right of the page.*
4. *Enter the contact's Name, Email Address, Phone Number.*
5. *Select the contact Lead Source.*
6. *Apply any applicable Tags to the contact.*
7. *Click "Add More Information"*
 - a. *Under "Additional Contact Information" you can add more information, including their address.*
 - b. *Under "About" you can add their birthday, home anniversary, relationships, and their company name.*
8. *When you're finished, make sure to click the "Create" button.*

READ THE KW GUIDE

[HTTPS://BIT.LY/COMMANDADDACONTACT](https://bit.ly/commandaddacontact)



COMMAND IMPORT CONTACTS

1. *Log in to agent.kw.com with your Keller Williams login credentials.*
2. *Click the Contacts icon on the left sidebar.*
3. *Click Import, at the top right of the page.*
4. *You can either download the Import Template, or use your own Spreadsheet*
5. *Once you have your file ready, Upload the file*
6. *If you are using your own Spreadsheet, you will have to match the columns*
7. *Visit the link below for a step-by-step guide to each method.*

READ THE KW GUIDE

[HTTPS://BIT.LY/COMMANDIMPORTCONTACTS](https://bit.ly/commandimportcontacts)

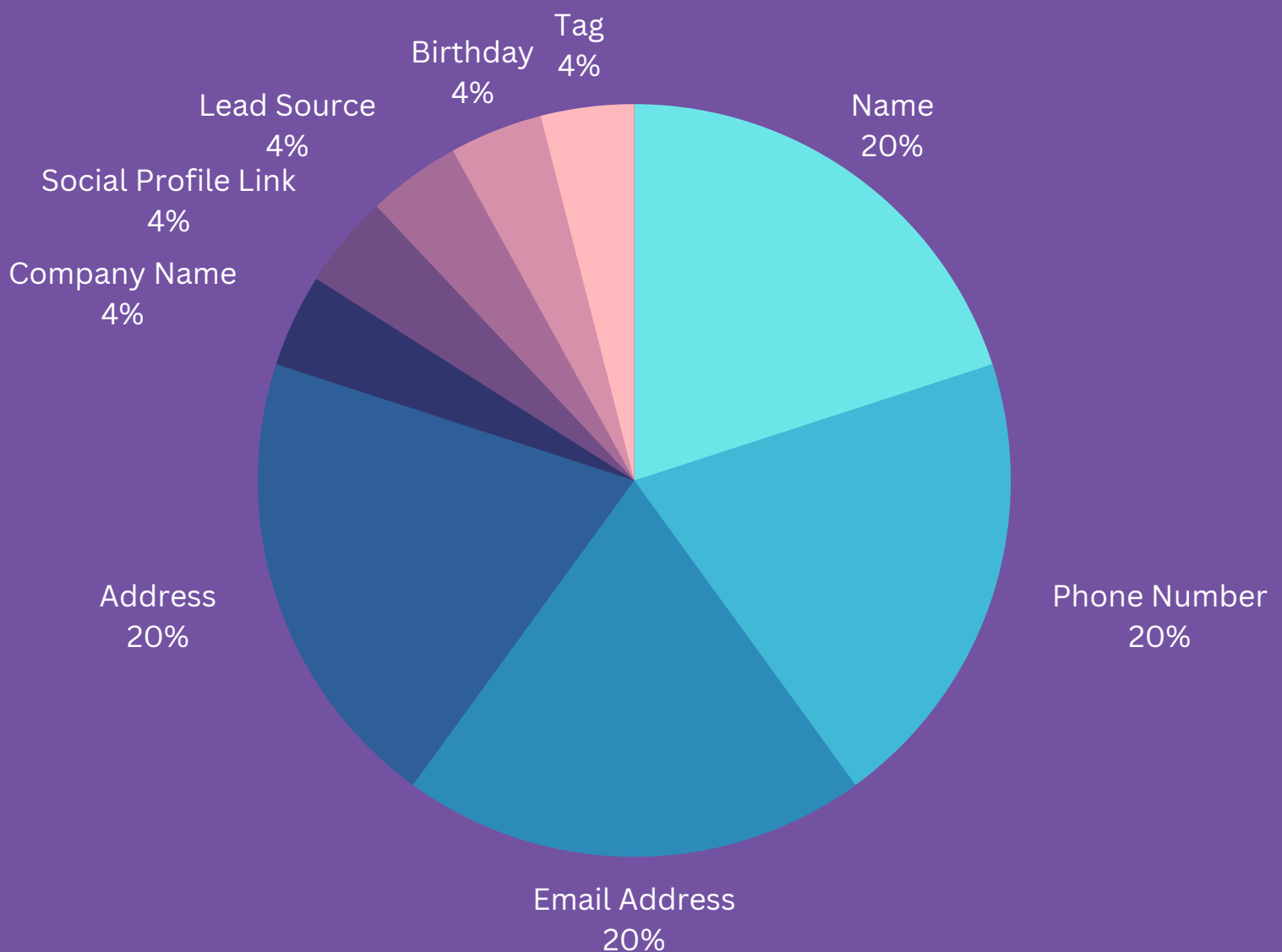


CONTACT

HEALTH SCORE

Focus on the four main pieces of information for each of your contacts to build the most rewarding database.

Name | Phone | Email | Address = 80% Health Score





COMMAND TAGS

Task Based Tag: Fix Me

Transactional Based Tags:

- *Buyer*
- *Bought*
- *Seller*
- *Sold*
- *Investor*

Relationship Based Tags:

- *Sphere*
- *Allied Resource*
- *Referral Partner*
- *Co-Worker*
- *Classmate*
- *Neighbor*
- *Friend*
- *Family*

Location Based Tags:

- *City*
- *County*
- *State*
- *Out of Area*

READ THE KW GUIDE

[HTTPS://BIT.LY/COMMANDTAGS](https://bit.ly/commandtags)



COMMAND SMARTPLANS

Foundational SmartPlans:

- *Monthly Neighborhood Nurture*
- *Bi-Weekly Neighborhood Nurture*
- *Quarterly Call Plan*
- *Promote My App*
- *Happy Holidays 2022 - KWCRNW*
- *Happy New Years 2023 - KWCRNW*

READ THE KW GUIDES

[HTTPS://BIT.LY/COMMANDSMARTPLANS](https://bit.ly/commandsmartplans)



RESOURCES

DATABASE DAY

Apps for Exporting Contacts from Your Phone

- *SA Contacts Lite*
- *Covve*

Research Tools

- *Realist - (Have Name, Need Address)*
 - <https://bit.ly/RealistHowTo>
- *Remine - (Have Address, Need Name, Phone, Email)*
 - <https://bit.ly/RemineHowTo>
- *FastPeopleSearch.com*
- *WhitePages.com*

Social Media

- *DM x10 to x20 people per day*
- *Copy Facebook Profile URL - Paste in Contacts*
- *Facebook Friends Lists*
 - *Learn More Here:*
<https://bit.ly/CustomFacebookFriendsLists>



SOCIAL MEDIA

DIRECT MESSAGE SCRIPT

Hey [NAME], it's [YOUR NAME]. Just checking in with you, hope all is well. I'm updating my contacts list and I've lost a bit of information. Would you mind sharing with me your email, phone, and address so I can be sure everything is up to date as possible? Let me know if you have any real estate questions as well. Thanks.