



KELLER WILLIAMS® REALTY



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Keller Williams® Realty

A Paradigm Shift

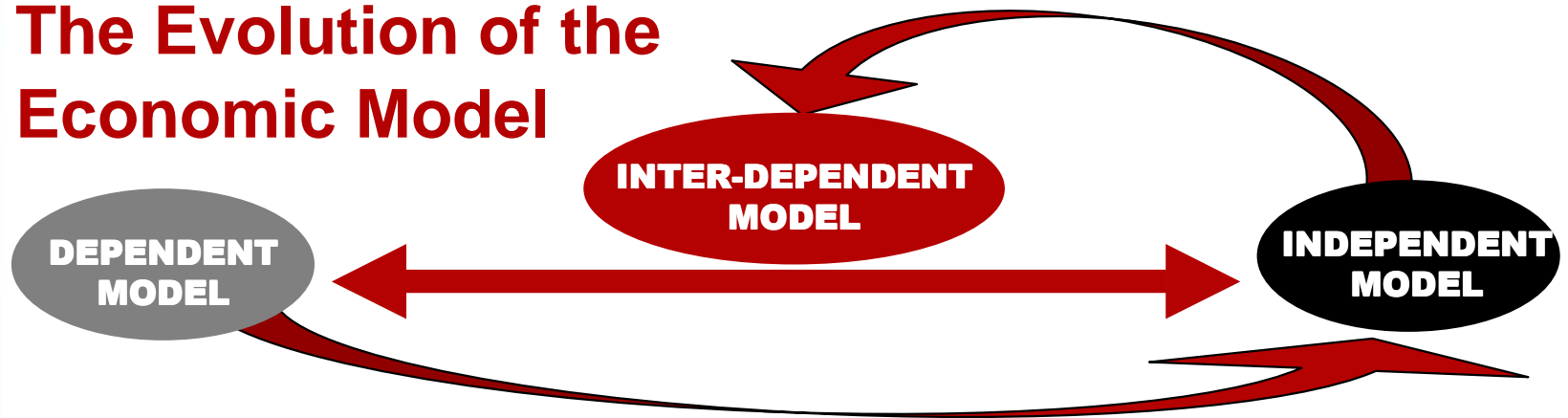
Today's real estate industry is leaving behind outdated broker-focused business strategies.

- **Keller Williams Realty** emphasizes associate leadership and the importance of individual real estate businesses.
- **Keller Williams Realty** believes we must remain flexible and innovative in the face of an evolving market and an increasingly Internet-empowered clientele.
- **Keller Williams Realty** represents a vehicle for profit, stability, and success to REALTORS®.
- **Keller Williams Realty** offers a unique culture of teamwork and cooperation.
- **Keller Williams Realty** offers training and consulting opportunities to grow your business.

INTRODUCTION



The Evolution of the Economic Model



CULTURE

DEPENDENT	INTERDEPENDENT	INDEPENDENT
Associate is dependent on the company; associates are replaceable.	Associates have an interdependent relationship with their company; associates are business partners; when associates are developed to the highest level, the company develops to the highest level.	Associates are independent; Associates have a landlord/tenant relationship with their company.
Traditional Real Estate Companies	KELLER WILLIAMS®	100% Real Estate Companies
Broker Focused	Associate & Broker Focused	Associate Focused
Control the Associates	Empower the Associates	Give your rebellious Associates their freedom
Broker Brand Strategies	Associate/Company Brand Strategies	Associates Brand Strategies
Associates overpay management for what they get	Associates pay a reasonable fee for what they get	Associates do not pay for things that they do not use
Low Risk/Low Take	Low Risk/ High Take	High Risk/High Take

The Fundamental Difference

Most real estate companies today operate under the belief that their associates are great because they work for a ***great company***.

Keller Williams Realty believes it is a great company because it has ***great associates***. We believe that if we build the careers of our people, they will build the company.

Keller Williams Realty represents a radical shift in the real estate industry. It vows to put its agents first, placing value in the principles of education, teamwork, and sharing.

What are the assets of your company?



CULTURE



CULTURE

Mission

To build careers worth having, businesses worth owning and lives worth living.

Vision

To be the real estate company of choice for a new generation of sales associates and real estate owners.

Belief

Real estate is a local service business driven by individual real estate associates and their local image with their centers of influence.

Values

GOD - FAMILY - BUSINESS



Gary Keller
Chairman of the Board
Author of *The Millionaire Real Estate Agent* and
The Millionaire Real Estate Investor

Belief System

W I 4 C 2 T S

WIN / WIN - or no deal

INTEGRITY - do the right thing

CUSTOMERS - always come first

COMMITMENT - in all things

COMMUNICATION - seek first to understand

CREATIVITY - ideas before results

*TEAMWORK - together everyone achieves
more*

TRUST - starts with honesty

SUCCESS - results through people

CULTURE



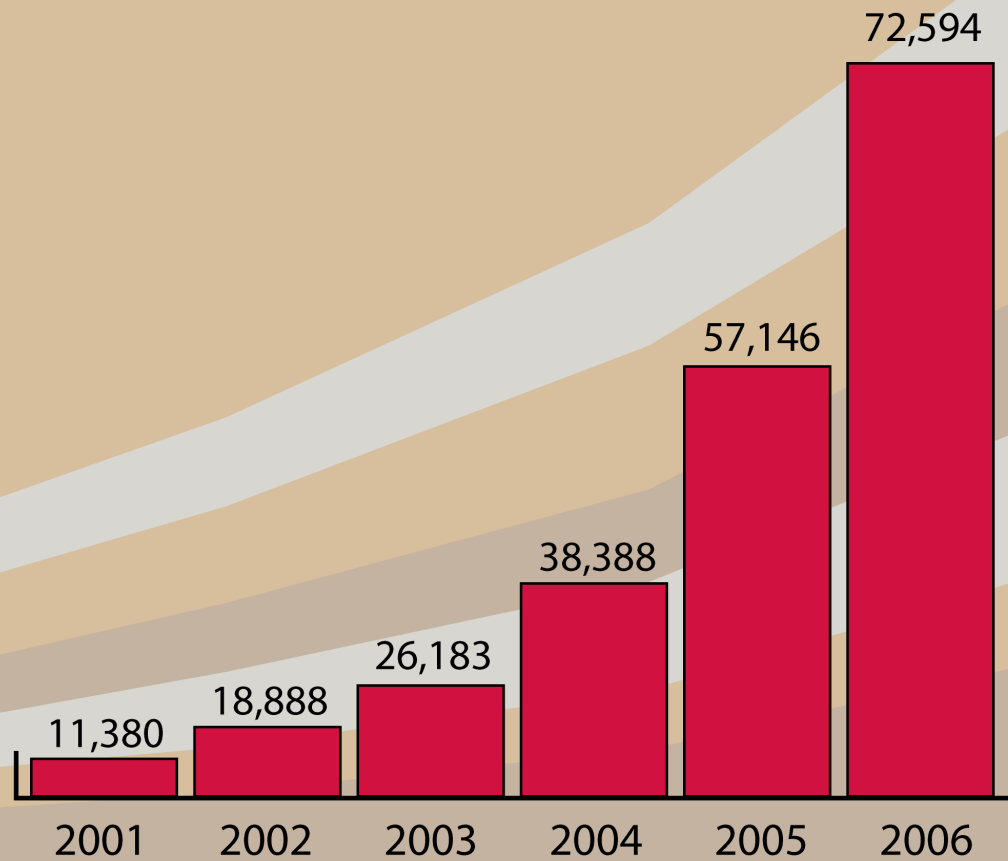
Mo Anderson, Vice Chairman
Keller Williams Realty International

Keller Williams Realty is GROWING...



OUR STORY

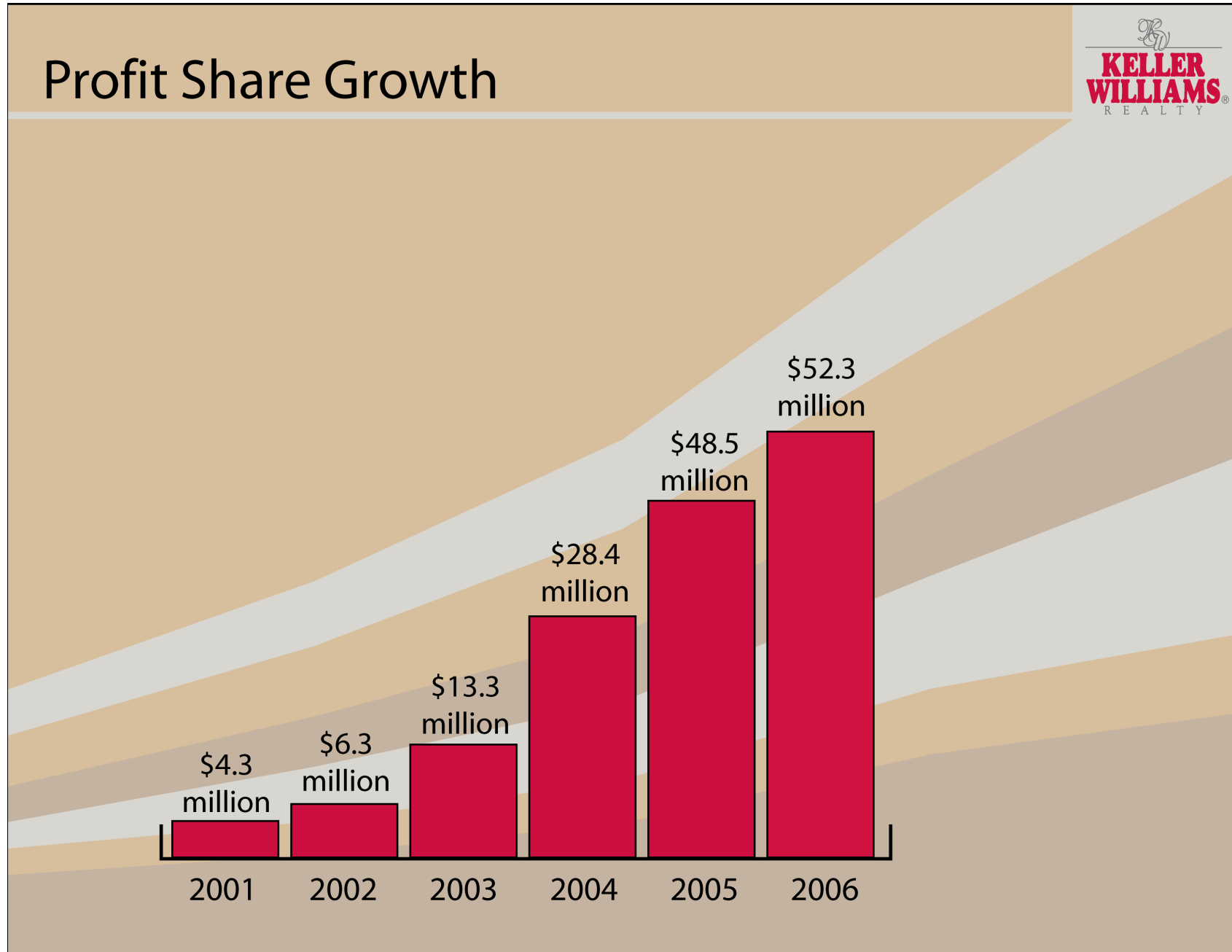
Agent Growth



Keller Williams Realty Profit Share is GROWING...



OUR STORY

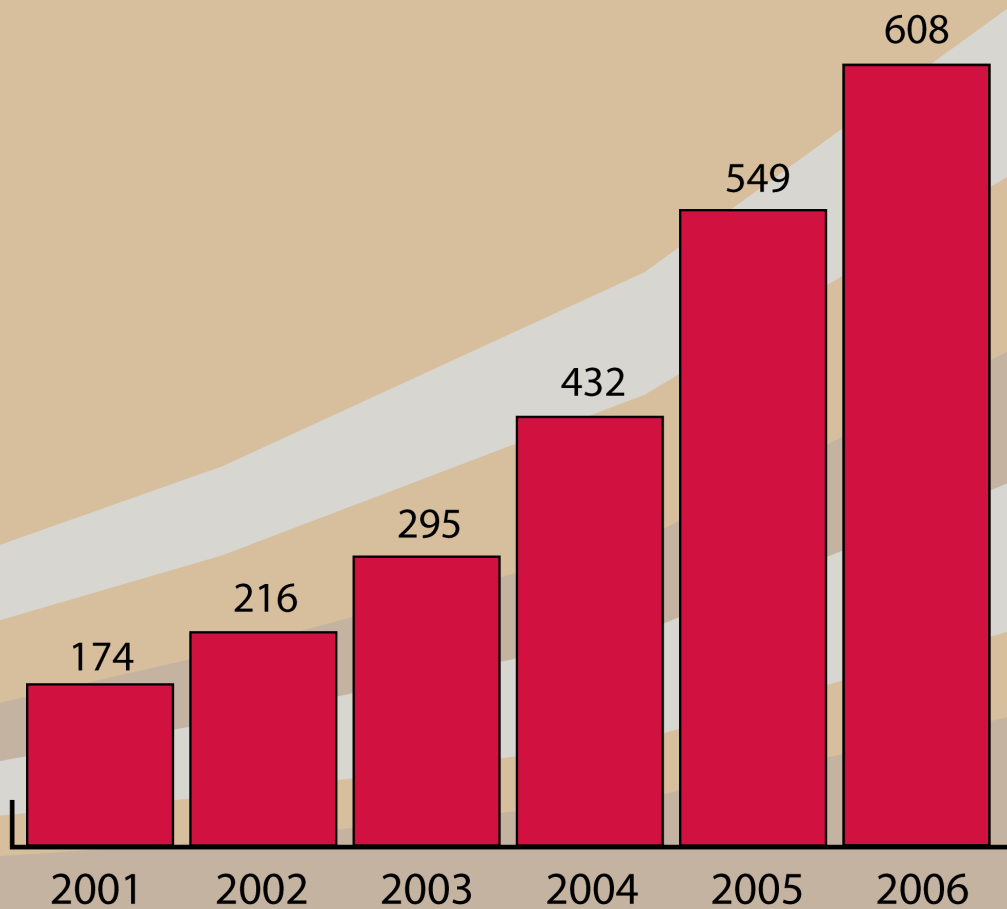


Keller Williams Realty Market Centers are GROWING...



OUR STORY

Market Center Growth





Local Management Support

Keller Williams Realty operates on the principle that people make a difference. Sales associates are considered colleagues and if Brokers concentrate on developing their people, their people will, in turn, develop their companies.

The **Keller Williams** System and Management Support work interdependently to provide the foundation for this leading-edge career opportunity.

To facilitate this forward thinking, full company support for the associate/partner is a priority.

STAFF:

- **NON-COMPETING TEAM LEADER (TL)**
- **MARKET CENTER ADMINISTRATOR (MCA)**
- **FULL TIME CALL COORDINATORS**

BUILDING:

- **COMPANY IMAGE**
- **PROMINENT LOCATIONS**
- **OFFICE LAYOUT**

TRAINING:

- **Keller Williams UNIVERSITY**

TECHNOLOGY:

- **eAgentC**



**KELLER WILLIAMS
UNIVERSITY**

Learning Based Belief



As you would expect in the industry's finest real estate company, both education and training are tailor-made for our affiliate Brokers and Associates. **Keller Williams Realty** Associates receive the very best in real estate education through ongoing training from **Keller Williams University**. Keller Williams University was developed around a “learning-based belief” system.

A learning belief system is based on the theory that an individual is learning based when they have made the decision to use effective learning as the foundation piece for their action plan to develop their life. This is not knowledge for knowledge sake, but “**knowing for doing sake.**”

At **Keller Williams Realty** our education programs provide our associate/partners a learning-based environment. Our associate/partners are encouraged to develop **a learning plan that incorporates the steps to self-mastery.**



**KELLER WILLIAMS
UNIVERSITY**

KELLER WILLIAMS University Curriculum



The **Keller Williams University** Curriculum is based on seven curriculums delivered at a grass roots level.

Seven Curriculums:

- SALES
- MEGA SALES
- MANAGEMENT (TEAM LEADERSHIP)
- OWNERSHIP
- TECHNOLOGY
- LIFE
- PERSPECTIVE

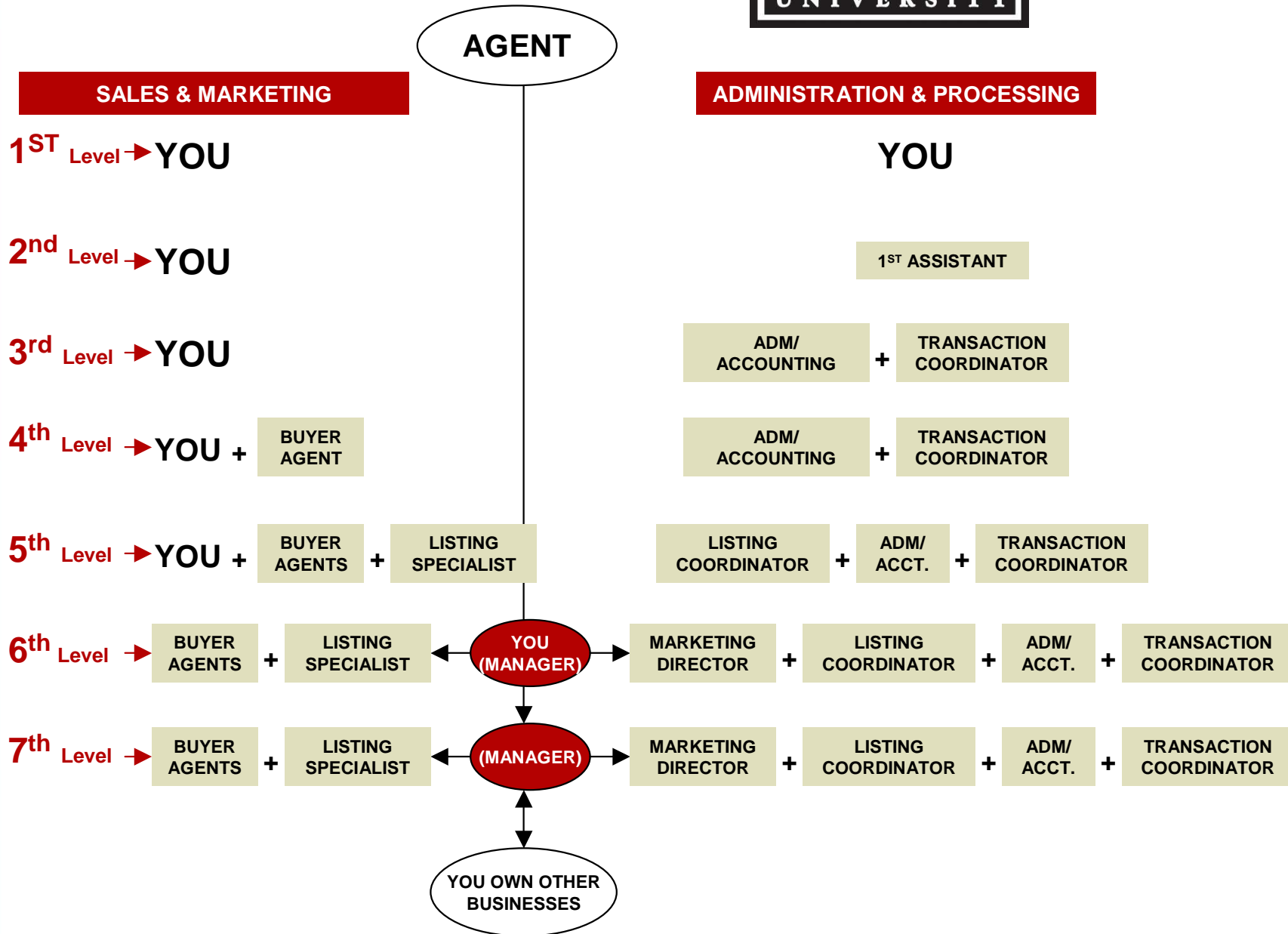
Personal Development:

- TRAINING
- MASTERMIND GROUPS
- MAPS Coaching
- KW Connect distance learning
- CAMP 4:4:3 – Career Launch



**KELLER WILLIAMS
UNIVERSITY**

The sales career path of people leverage





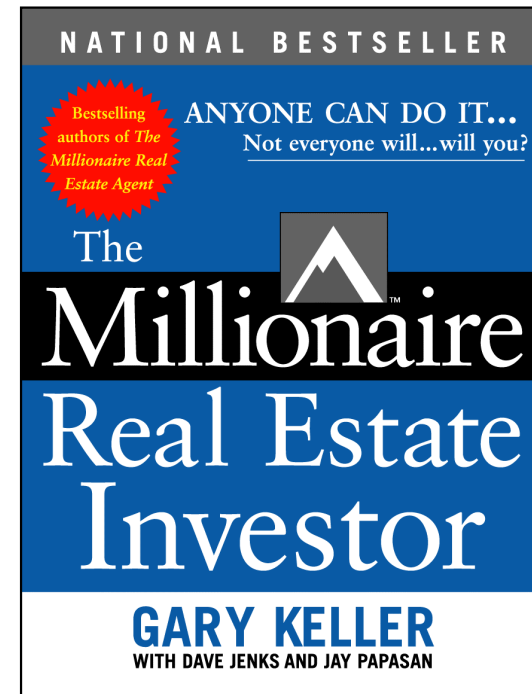
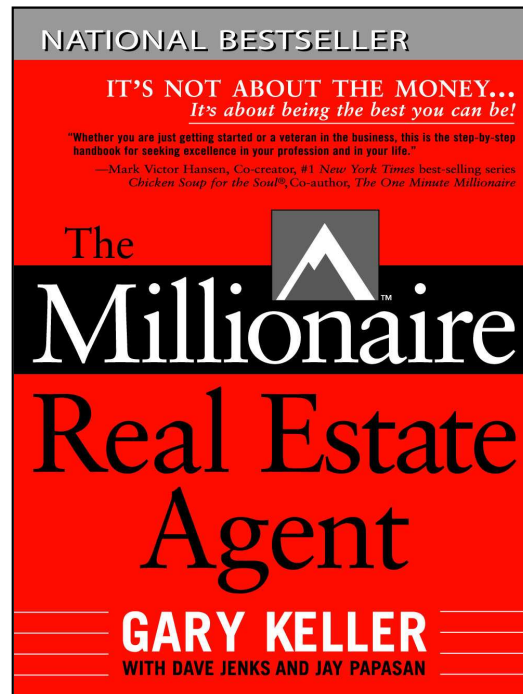
Millionaire Systems

The Millionaire Real Estate Agent

The Millionaire Real Estate Investor

The national bestseller real estate career books by Gary Keller, Dave Jenks, and Jay Papasan consistently rank on bestseller lists in *The New York Times*, *Business Week*, and www.amazon.com.

The formula is straightforward—think big, act bold, and you'll live a larger life.



Keller Williams Realty

The Electronic Agent Consortium



eAgentC is a prime example of Keller Williams Realty's commitment to maintaining a culture built by its agents and for its agents.

The vision for eAgentC's initiatives is directed by Keller Williams Realty's ATC (Associate Technology Council). The ATC represents the voice of the agent in the development of technology tools.

Technology Tools and Services:

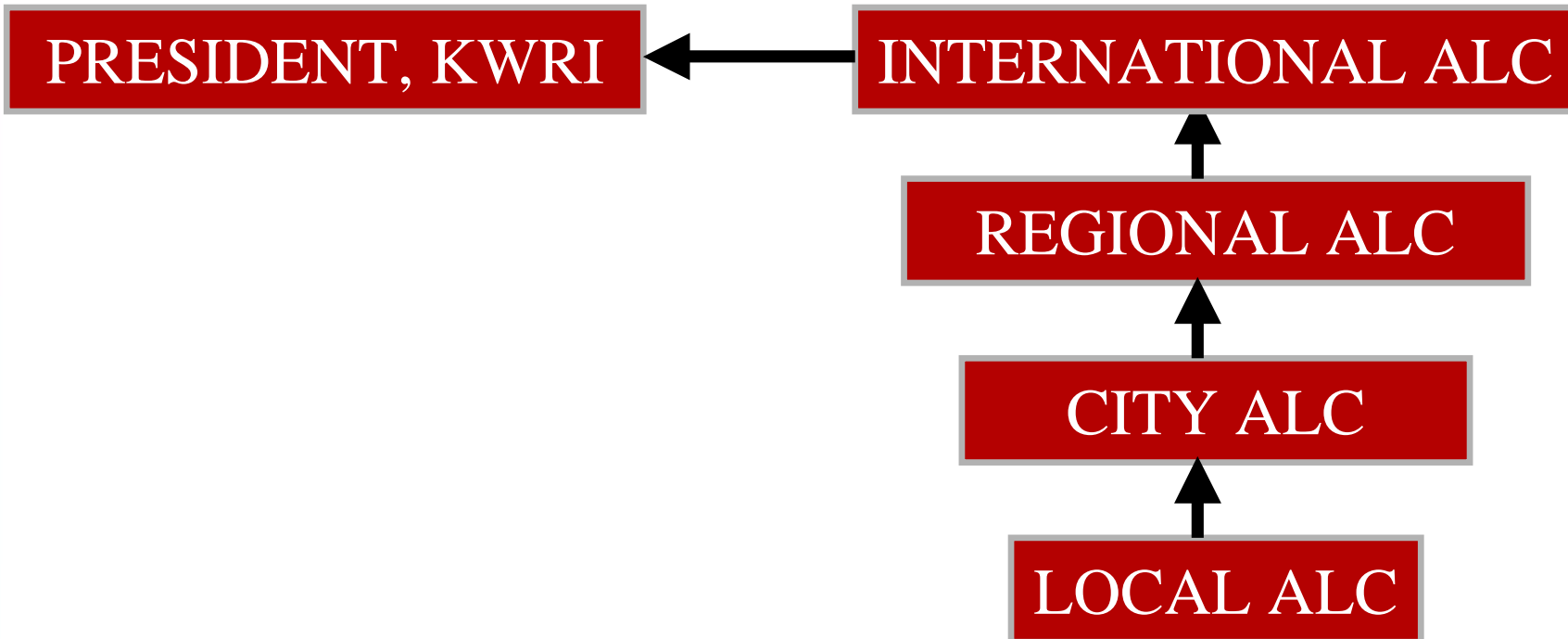
- KW Web Mail and Email
- KW Agent Websites
- Market Center Websites
- Microsites
- eCard Center
- Reports
- Technical Support
- ProManage/Top Producer
- KW Connect

International Associate Leadership Council



**ASSOCIATE
LEADERSHIP COUNCIL**

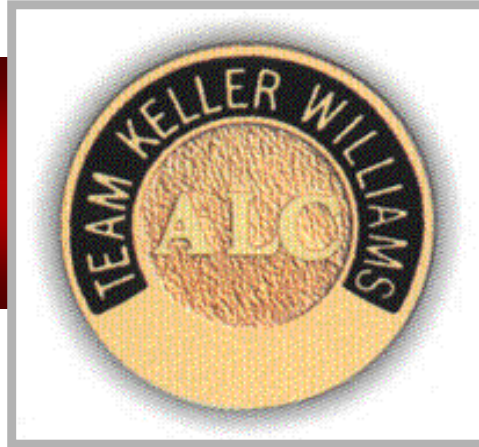
The IALC SYSTEM



Leadership From The Ground Up



ASSOCIATE LEADERSHIP COUNCIL



The Associate Leadership Council is comprised of the top twenty percent of the **Keller Williams Realty** agent body in the Market Centers. The purpose of the **Associate Leadership Council** is to guarantee our associates a vehicle for giving direct input as to the operation of **Keller Williams Realty**.

The ALC is actively involved in the leadership of the company, holding ownership and management accountable to live within the budget and participates in attaining the goals of the Market Center, i.e., production, drive profit, education and standards and principles. This is NOT a sales meeting nor is it a complaint session.

The ALC acts as the Market Center's "Board of Directors". They are the guardians of the culture. A covenant agreement of ALC responsibilities is entered into by all ALC members with their Market Center peers.

An open-book company

At **Keller Williams Realty**, our books are open to our associates. On a monthly basis the Market Center financials are reviewed by our **Associate Leadership Council**.

THERE ARE NO SECRETS FROM OUR ASSOCIATES

Since we are all business partners and since we profit share together, everyone has the right to see the profit and loss statements for the Market Center every month.

BUDGET ACCOUNTABILITY

It is the responsibility and concept of the **Associate Leadership Council** that takes action and participates in holding ownership and management accountable for staying within the expense budget.

BUSINESS ACCOUNTABILITY

By allowing our associate/partners to study and understand the importance of financial statements, they can implement these same business systems and disciplines into their real estate business and personal lives.

- ***When was the last time your Broker showed you the financials of your company?***



**ASSOCIATE
LEADERSHIP COUNCIL**

Keller Williams Realty

Profit Sharing

Profit Share Does Not Come From Associate Commissions

Profit Sharing is a means for distributing the wealth and rewarding associates for growing the company.

- The **Keller Williams Realty** Profit Share System was designed to reward its associates for building the company.
- The program allows any **Keller Williams Realty** associate, affiliate broker, or employee the opportunity to participate in the profits they help generate without assuming any financial risks.
- You are vested after three years.
 - *How much of the profits did your Broker share with you last year?*
 - *How does your company reward you for recruiting associates?*
 - *How much money will you continue to receive the day you quit selling real estate?*
 - *How many real estate companies have paid over \$130,000,000.00 in profit sharing to their participating associates?*

Profit sharing dollars may vary — this is not an earnings claim.



PROFIT SHARING



PROFIT SHARING

Keller Williams Realty

Market Center Profit Sharing Calculation

Here is the formula that determines how much of the profit goes into the profit sharing pool.

The Market Center profit pool is distributed as:

- 25% of the first \$2,990 of owners' profit
- 35% of the next \$8,250 of owners' profit
- 50% of the excess over \$11,240 of profit

Associate/partner profit share is generated from . . .
the owner's profit; it does not come from agent commissions.

When an associate you referred to **Keller Williams Realty** generates a profit, you share in his/her profits.
You are rewarded for growing the company!



PROFIT SHARING

Keller Williams Realty Associate Profit Sharing Distribution

After the Market Center profit pool is determined, then the associate/partner's individual profit pool is determined by the associate's contribution to the Market Center's income that month.

Distributing the Associate Profit Share Pool

The profit pool is distributed as:

50.0%	goes to the agent's direct sponsor
10.0%	goes to sponsor #2
5.0%	goes to sponsor #3
5.0%	goes to sponsor #4
7.5%	goes to sponsor #5
10.0%	goes to sponsor #6
12.5%	goes to sponsor #7

The term sponsor is anyone in the KWR system who was chosen by the recruit as the person who referred them to the company.



COMPENSATION

Compensation for a New Generation

Associate/Partner Compensation

Keller Williams Realty is committed to the concept of associate/partner compensation being more than just commission programs.

Commission compensation at **Keller Williams Realty** is Low Risk-High Keep. **Keller Williams Realty** is able to accomplish this through a cap system. **Two payments are capped:**

- 1) The amount you pay the International Franchise
- 2) The amount you pay your local office.

How Much Did You Pay?

- **Calculate how much you paid your Broker last year in company dollars, referral fees, annual marketing and associate fees.**



CAREER PATH

Top 10 Reasons to Consider Keller Williams Realty

10. Your income potential is bigger
9. You can tap a profit sharing program and generate passive income on top of your commissions
8. You have full access to world-class, performance-driven courses
7. You are encouraged to grow and maximize your personal wealth
6. You are financially rewarded for introducing other productive agents to the company
5. You are equipped with the models, systems and tools as described in the best-selling *The Millionaire Real Estate Agent* and also *The Millionaire Real Estate Investor*.
4. You are supported amidst a company that values teamwork
3. You can trust what's going on via an open-book financial policy
2. Your agent council represents your voice in business decisions
1. **Here, you are building your own business—not someone else's.**

Keller Williams Realty was built by agents, built for agents. It's a company that's changing lives. **The next one could be yours.**



Call today for a confidential
interview.

Find out how
Keller Williams Realty
can change the way you think of
your career in real estate.

Call Bill Wagner at:
609-432-8005