

12 Direct: 12 direct mailing to an are you intend to become the real estate professional of choice

36 Touch: Systematic system to communicate w/your SOI 36 times a yr. 12 emails, 12 Newsletters, 6 hand-written notes, 4 phone calls and 2 events or personal visits

4-1-1: Goal Setting Training used with a business plan, stands for 4 weeks, 1 month, and 1 year, a have-to list

Above the Line: Expenses/Approved Expenses, deducted from MC income before PS is calculated

ALC Agent Leadership Council, act as our Board of Directors. It is an honored group comprised of Top Producers in each MC

AMCA Assistant Market Center Administrator

ATL: Assistant Team Leader

BBA: Buyer Brokerage Agreement

BC Business Center

BCC: Buyers' Closing Cost paid for by Seller

Below the Line: Expenses that are taken out of owner profit after PS is calculated

BOLD: Business Objective Life by Design to help real estate agents increase their profitability, KW MAPS Coaching offers BOLD. BOLD conditions agents w/powerful mindset exercises, language techniques, and lead generation activities

Campaigns: A tool inside KW Command; Create an effective campaign that converts across Facebook, Instagram, emails, ect.

Capper An Agent who contributes enough Company \$ to their office to satisfy their annual commission requirement. After capping, agents keep 100% of commission income.

Chat: Tool inside Command: Collaborate in real-time when you need immediate answers.

CMA Comparative Market Analysis

Command: Optimize, manage, and run your business with unprecedented simplicity and insight. Manage your Entire Book of Business in a Single Dashboard.

Commissions Tab: Tool inside KW Command that calculates GCI, Company Dollar, Royalty, Splits and Deductions

Company Dollar: Money the MC keeps after all the agents are paid their commissions. The MC uses these funds to pay bills and to make a profit.

Contacts: Tool inside KW Command, Manage your most important asset - your Database. Enter, manage and customize.

DISC: A written personality profiling system that assesses Aggression/Response to Challenge. Influence/Persuasion, Activities/Responsibilities, and Rule/Regulation. The system then describes an individual's personality in terms of D: Dominant/Driver, I: Influencing/Inspiring, S: Stable/Steady and C: Compliant/Correct

DOFI Director of First Impressions

Fill Your Bucket: During staff meetings, you might recognize an individual who has helped you by going above and beyond their job description - you might "fill their bucket"

FSBO (pronounced Fizzbo) For Sale By Owner

GCI Gross Commission Income

GPS: Goals, Priorities, and Strategies a ONE PAGE Business Plan

Groups: Tool inside KW Command, Connect with the brightest minds in real estate.

IAR Indiana Association of REALTORS

KPA: Keller Personality Assessment

- KW Cares:** KW cares is our non-profit charity founded to support Keller Williams Realty agents in crisis. Throughout the year we raise money locally and internationally to make a difference in the lives of our family.
- KW Connect:** KW Connect is a web-based training program through KWU and is offered at no Cost to our associates. (100 web-streaming online classes)
- KWIMS:** Keller Williams Indy Metro South
- KWRI** Keller Williams Realty International
- KWU:** Keller Williams University is the foundation for the Educational Model of Keller Williams Realty. Training for all levels in Keller Williams Realty is paramount.
- Listings:** A tool inside KW COMMAND: Manage all of your listings in one place – from pre-listing, to active to pending, to sold. Listings is an end-to-end portal that stores photos and details of each listing.
- LORE:** Language of Real Estate Provides evidence of your value by comparing the growth of your business to that of your board, your subdivision, your market center, your Region, etc.
- MC** Market Center - This is Keller Williams Realty version of a local real estate sales office. Each Market Center is independently owned and operated.
- MCA** Market Center Administrator - They are responsible for implementing and maintaining all operating systems in a KW MC
- MEGA Agent:** Agent produces more than \$6 Million in production
- MLS** The Local Multiple Listing Service (MIBOR)
- MREA** Millionaire Real Estate Agent (book and curriculum)
- MREI** Millionaire Real Estate Investor (book and curriculum)
- MVVBP:** The Mission Statement, Vision, Values, Beliefs and Perspective fundamental to Keller Williams Realty International, and each Market Center within the system. Our value statement states: God, Family, then Business. Our Vision is to be the real estate company of choice. Our Mission statement says we want to build careers worth having, businesses worth owning, and lives worth living. Our perspective is that we are a “training and consulting” company that happens to sell real estate. Critically important to the way we do our business is that we are an “open book” company.
- OP** Operating Principle
- Opportunities:** A tool inside KW COMMAND: Track your pipeline from lead to close. See the road ahead with real-time revenue projections that know where you are in the transaction so you have the best information about your cash flow.
- Paid on Volume:** Closed Sales Volume on which the associate paid Company Dollar (until they cap)
- Partners** All agents of Keller Williams are called 'Partners'
- Profit Share** Amount of Market Center profit that is sent to KWRI for distribution to the appropriate associates in the profit share tree
- Profit Share Tree** The people in your down-line who have directly or indirectly chosen KW because of you.
- 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.

- Referrals:** A tool inside KW COMMAND: Grow and manage your referral business with simplicity and transparency. Tap into one of the largest, most-profitable real estate networks on the planet. Find trusted partners, negotiate, and arrange specifics, keeping your finger on the pulse of every deal.
- Royalty** \$3000 of cap sent to KWRI for the privilege of Keller Williams brand, trademark, systems and tools
- Sites:** A tool inside KW COMMAND: Instantly create real estate-specific webpages that automatically update and automate your lead capture. Employ effective digital lead-capture strategies. Sites builds data-driven, eye-catching websites with an easy drag-and-drop interface for new listings, open houses, listing presentations, and more.
- SmartPlans:** A tool inside KW COMMAND: Drag and drop your way to better business by simplifying and automating background tasks. Put your time where the money is by streamlining and automating the kind of tasks that typically keep you away from providing top-of-the-line customer service to clients and selling more real estate.
- Tasks:** A tool inside KW COMMAND: Virtualize your sticky notes. Turn your to-do list into action items by creating contact-specific tasks that track across Command. Keep it simple and streamlined by inputting your tasks, links, and relevant documents where you perform your operations.
- 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.
- TL:** The Team Leader at Keller Williams IMS is Libby Sanders. Her Role is the “CEO” of the local Market Center. The primary responsibilities of the TL are managing, training and attracting agents.
- 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.
- UVP:** Unique Value Proposition. Also known as a unique selling proposition (USP), your UVP is a clear statement that describes the benefit of your offer, how you solve your customer's needs and what distinguishes you from the competition. Your unique value proposition should appear prominently on your landing page and in every marketing campaign.
- WI4C2TES** Win-Win, Integrity, Customers, Communication, Commitment, Creativity, Teamwork, Trust, Equality, Success
Our belief system is our way of conducting business. It squarely addresses issues of integrity, honesty, commitment and trust which are critical to a high level of service and success. We believe that who you are in business with really does matter, that no transaction is worth our reputation.