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2014 APPROVED VENDOR

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THE REAL ESTATE

Company of Choice

KW Recognized
for Commitment to
Financial Security

In a year filled with accolades and achievements, Keller Williams received one of its highest honors from the Principal Financial Group. In October, as part of a feature in *Inc.* magazine, Keller Williams was named one of the **Principal 10 Best Companies for Employee Financial Security** – the only real estate company on the list. The Principal Financial Group also donated \$2,500 to KW Cares.

“Keller Williams is committed to associates’ long-term financial well-being,” Principal Vice President Luke Vandermillen said. “They understand that the people and culture really make a difference in an organization. When companies like these invest in benefits that support their associates, people notice.”

An independent judging panel selected Keller Williams because of the company’s commitment to financial and physical wellness. The judges commended Keller Williams for working with associates to help make choices that support their financial futures. Another key best practice is recognizing that benefit programs play a critical role in engagement, retention and productivity.

“As a profit-sharing company, we are committed to investing in our people and helping them self-optimize their financial well-being,” CEO Mark Willis said.

Every year, Keller Williams market centers around the world are recognized as top workplaces. Here are five core elements of Keller Williams Realty’s commitment to financial security that make it “The Real Estate Company of Choice.”

1

LEADERSHIP COUNCILS: Providing Direct Input

Every market center has an Associate Leadership Council (ALC) made up of its top producers. The ALC functions as the market center’s board of directors, guaranteeing associates a forum for giving direct input into operations and standards.

The ALC is actively involved in the leadership of the company, holding ownership and management accountable for leading with revenue and enhancing the culture of the market center by providing industry-leading training and support and fostering a workplace “everyone wants to be part of and no one ever wants to leave.”

2

PROFIT SHARE: Financial Security through Passive Income

Through its profit share and growth share system, Keller Williams rewards the associates who help the company grow. (Growth share is the worldwide companion to profit share.) Associates have the opportunity to build passive income for life to help them and their families pursue their dreams.

Each month, roughly half of each North American market center's profit is distributed to the associates who helped the market center grow. (Growth share is distributed quarterly.) Since the program's inception, cumulative profit share and growth share have exceeded \$550 million. As the average number of associates per market center has grown, so has profitability. Through November 2014, 97 percent of market centers were profitable for the year. Moreover, the average number of associates per market center had grown over the past two years from 107 to 158. Keller Williams leaders intend to grow that number above 200, which will provide enhanced training and technology opportunities and a growing network of support for associates and their businesses.

3

TRAINING: Financial Security through Systems and Models

Another way Keller Williams helps associates achieve financial security is through the proven systems and models that are available to all associates.

From the innovative systems detailed in Gary Keller's bestselling books like *The Millionaire Real Estate Agent* and *The Millionaire Real Estate Investor*, to the award-winning courses developed by Keller Williams University, to the proven coaching and accountability programs offered by KW MAPS Coaching, Keller Williams associates have access to the best education in the industry. In 2014, *Training* magazine named Keller Williams the No. 2 training organization across all industries worldwide.

4

WELLNESS: Caring for Associates' Overall Wellbeing

The Institute for HealthCare Consumerism (IHC) has recognized Keller Williams with its 2014 Most Effective Private Exchange Implementation Award. Keller Williams was the first real estate franchise to offer a full health care exchange for all associates. Thousands of KW associates have explored the options available through the KW Wellness Benefits Marketplace.

"Keller Williams cares about our associates' overall wellbeing," President Mary Tennant said. "We know what real estate agents' lives are like. Through our Wellness Initiative and Wellness Ambassadors, we're providing associates with resources and opportunities to live healthier, happier lives. We especially appreciate that other companies are now following suit. By once again being trailblazers, we have helped the entire industry."


5

CULTURE: Lifting Our People Up

Keller Williams is an education-based, technology-driven company. And the glue that holds it all together is culture. Every market center maintains an emergency fund to help family members through unexpected hardships. KW Cares provides an additional security layer from those suffering from emergencies or natural disasters. These critically needed funds help associates and their family members rebound from temporary setbacks and get back on their feet.

Far more than a safety net, the KW culture spurs associates to seek training and opportunities that will help them grow their businesses and achieve ever-expanding goals. It's the promise of "careers worth having, businesses worth owning and lives worth living."

"We are thrilled to be a company where owners care so much about the financial security of associates," Tennant said. "We provide financial security for everyone in the Keller Williams family. That's our culture. And that's our standard." **kw**

A man in a dark grey suit, white shirt, and purple patterned tie stands on a concrete path. He has his hands clasped in front of him and is smiling. Behind him is a large, multi-story house with light-colored siding and many windows. To the left of the house is a stone fountain and some bushes with pink flowers. The trees in the background have yellow and orange autumn leaves. The sky is blue with some light clouds.

“That is what we must do in this business – adjust and adapt to achieve optimal results.” – *Bob Lucido*

Bob Lucido was at the top of his game until the market crashed. By carefully calibrating his return, he's back **STRONGER THAN EVER.**

REAL ESTATE'S

IRON MAN

Before the housing market crashed in 2007, **Bob Lucido** was selling upward of 3,000 new homes a year. That proved unsustainable, but fast-forward to 2014 and Lucido's developed a solid business plan to close 500 units and drive millions in gross commission income annually. **HIS STRATEGY: SELL A HOME IN FIVE DAYS AND ZERO IN ON A PROFITABLE NICHE.**

A 25-year real estate veteran, Lucido joined Keller Williams Realty in 2013 with a long track record of success. His original real estate venture, Builder's First Choice, reached nearly \$1 billion in sales before he sold it in 2007. The Home Builders Association of Maryland named him #1 Realtor of the Year in 2009, 2010 and 2011, and he led the top RE/MAX team in Maryland and the Central Atlantic Region.

"After successfully representing builders and reaching our peak in 2006, I thought life was pretty sweet. I even thought maybe I was smart and had figured out this incredible process," Lucido recalls. "Then the crash came in 2007. I went from having 300 employees and six offices, sales in 16 states and plans to franchise our business to survival mode. We closed our doors."

Discouragement Inspires Determination

A candid Lucido admits 2007 was one of the most discouraging years of his life. More money was going out than coming in and he had no clear vision for the future. "Uncomfortable" is not a strong enough word to describe his mindset. Lucido and his wife, Tracy, were down, but they refused to fizzle out with the declining market. In 2008, the duo launched The Bob Lucido Team. They didn't take a paycheck for two years and worked seven days a week – but they were determined to rebuild.

Lucido dusted off all of his "positive" success training books and seminars and developed a strategy he was sure would help him start over smartly and sustainably at age 50. He sold several rental properties he owned and liquidated stocks to infuse

cash into his new real estate venture – then he started knocking on doors in his parents' neighborhood to, as he puts it, "retrain his brain" and get back to basics. Lucido determined to shed his "big shot" mentality and prove he was willing to do anything that he would expect his future team members to do.

It worked. Since 2008, the Lucidos have added more than 50 team members and will earn more than \$5 million in gross commission income for 2014. A year after joining the Keller Williams family, The Bob Lucido Team is already one of the top-producing teams in the company. "There was a lot of sacrifice and risk-taking, but we charged forward and are today opening our second expansion office and our third and fourth are on the drawing board," Lucido says.

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How He Really Does It

Lucido’s strategy was bigger than knocking on doors. He developed a “Sell a house in five days” program and accelerated his lead generation through open houses. He personally does 44 open houses a year on Sundays and his team does an average of 30 a week.

Here’s how the five-day house selling program works: Lucido lists a home on Thursday that is priced right, staged perfectly and advertised strategically. Often, offers start coming in Friday or Saturday, but Lucido won’t sign a full price offer until after the Sunday open house. Lucido says this strategy creates a fear of loss and higher bids.

“We just sold a house listed for \$585,000 for \$612,000 in five days. Open houses work. Don’t fall into the lazy approach or buy into the lie that open houses just attract neighbors or lookers. I have listed so many neighbors’ houses I could fund my kids’ college educations with just those leads,” Lucido says. “Open houses work.”



THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY
DAY 1 List home for sale.	DAY 2 Do not accept any offers. Create fear of loss and higher bids.	DAY 3 Still not accepting any offers.	DAY 4 Host open house and receive offers.	DAY 5 SOLD

Succeeding in Niche Markets

Working with what Bob knows best, The Bob Lucido Team has a new home division that focuses on builders. The team generates referrals from new home agents who work for builders such as Ryan, Lennar and Beazer. This gives Lucido and his team leverage.

Then, there’s the “Silver Group,” a division within his team dedicated to providing specialty services to address the challenges associated with a senior move. “Seniors are downsizing and need to sell their homes. We offer a list of services and offer them downsizes, estate attorneys, stagers and essentially remove the burden,” Lucido says. “Our percentage of business in this area is growing nicely and we are looking for more ways to offer more services – and to offer these same services to out-of-state assisted living communities, attracting residents from Maryland.”

Never Stop Learning

Lucido is big on training and coaching because he believes nobody should ever stop growing or learning. For his part, he attends every Keller Williams Mega Camp and Family Reunion. He says he learns so much his biggest challenge is implementing specific

action plans. Lucido compares the evolution of his business to the ongoing success of Cal Ripken Jr., baseball’s “Iron Man” who played 21 seasons with the Baltimore Orioles.

“Cal Ripken Jr. is one of the most extraordinary people I have had the pleasure of working with and knowing. His work ethic, integrity, passion for the game and humble attitude is unparalleled in sports and life,” Lucido says. “He never let up in his approach to the game and to life. He was always looking for better ways. He constantly changed his stance to adjust to his aging body. That is what we must do in this business – adjust and adapt to achieve optimal results.”

If Lucido has learned anything in 25 years of real estate success and challenges, it’s the power of a team. As he sees it, success depends in large part on the people with whom you surround yourself.

“We have an incredible group of dedicated team members, all of whom have contributed to our success. I call them all partners because they are,” Lucido says. “My wife and partner Tracy and daughter Lauren, who is our director of marketing, work tirelessly and never let up. I couldn’t find two better partners who inspire and lead the rest of the team with effort and passion.” kw

Investing in Innovation

Home4Investment's **Ben Kinney** uses the Keller Williams models to innovate and expand

When Ben Kinney decided to launch a couple of startup technology companies, he turned to the Keller Williams models and systems that had helped him create one of the nation's top-producing real estate teams. If it ain't broke, he reasoned, don't fix it.





Ben Kinney

“From the first day I started my career in real estate at Keller Williams, I knew I was going to learn how to follow the models from *The Millionaire Real Estate Agent* (MREA) and build a successful team,” Kinney says. “What I never realized was that, from the beginning, **Gary Keller** meant to teach us not just that, but really how to build a business of our own.”

Kinney came from humble roots (see sidebar) and was selling and installing cable television when a real estate agent passed along Keller’s bestselling book. A decade later, Kinney’s a mega agent. He owns and operates seven Keller Williams franchises and the Home4Investment Real Estate Team in Bellingham, Wash. Kinney’s real estate empire is home to more than 700 agents in six different counties. Kinney’s 2014 closed sales volume has surpassed \$75.6 million with several months to go.

“The models I have learned along the way from Keller Williams apply to my real estate business, but really the economic, budget, lead generation and organizational models are the foundations of every successful business,” he says. “After building my team, the other businesses have been a piece of cake.”

Leverage Allows Time to Innovate

In 2014, *Inman News* named Kinney its Innovator of the Year, primarily for launching several successful technology startups that have the potential to transform the real estate industry. Two of his technology companies are Brivity and Blossor. Brivity is a “transparency tool” that blends customer relationship management, marketing and task management into one platform that fosters stronger communication between agents and clients. Blossor, a long-tail listing portal, provides a consumer-friendly platform that includes state-of-the-art

search capabilities. The industry buzz Brivity and Blossor have generated makes a powerful case that Kinney was innovating at the right time and with the right tools.

“I believe we all earn the right to innovate,” he says. “Innovation before you have earned the right can cause business failure and financial stress, and in the end, it will affect your health and your relationships. This is why KW teaches going from entrepreneurial to purposeful. Do the ‘P’ first, and then add some ‘E’ when you have earned the right.”

For real estate entrepreneurs who are considering taking the leap into innovation, Kinney stresses going back to basics.

“In order for you to innovate, first make sure you have succeeded in following a proven model like building a real estate team following the MREA,” he says. “The MREA models and systems do not require innovation because they are already tested and proven. John Maxwell says that systems make the ordinary extraordinary. That is what growth is really about – creating and sharing systems that have the ability to empower others to have successful careers and amazing lives.”

Kinney has done just that through his teams. He follows the Recruit-Select model when adding members to his team with the aim of training them to become future leaders in the much larger organization into which he hopes his businesses will evolve. One specific goal he’s committed to is making 10 people in his organization

into millionaires. With a goal like that, it’s no wonder that Kinney devotes fully half of his time to recruiting the strongest cache of team members possible.

“Your most valuable asset will always be your time,” he says. “I split 50 percent of my time evenly between managing my sales teams, running my brokerages, leading my software companies and training agents. The remaining 50 percent of my time is committed to my ONE Thing – finding and hiring talent for all of my companies. I believe that, when you resolve to make your life about the ‘who’ instead of the ‘what,’ your life potential becomes truly unlimited.”

The time to focus on the who is one of Kinney’s biggest keys to productivity in both his real estate business and his tech companies.

“When you focus on the who, you’re only one great hire away from any goal you ever want to achieve,” he says. “That might be an employee, a company or a coach. If one of my businesses is struggling, I know it has everything to do with the people I have in place. Either I have the wrong person, they are not being held accountable or they need more training. It’s why I have taken Recruit-Select more than 10 times and have a collection of AVAs that look like the *Encyclopedia Britannica*.”

Time Management and Prioritization

The other two keys to productivity that Kinney relies on are time management and prioritization.

Investing in Others

Today, Ben Kinney leads one of the top-producing Keller Williams teams in the country while also driving innovation for the industry through multiple highly promising startups. But his life wasn't always filled with such superlatives. During most of his childhood, Kinney lived with his father in a cabin that lacked indoor plumbing, electricity and often food.

"I don't believe you get anywhere in life alone," Kinney says. "From a young age, the food bank helped my family survive, and since then, so many people have helped me in the worst of times."

With that perspective, Kinney began giving to Keller Williams Realty's charitable foundation, KW Cares, with every transaction he closed through the market center Greensheets. His charitable work has expanded to include local support as well as increasing contributions to a trio of Keller Williams entities:

KW Cares, which helps associates and their family members dealing with unexpected hardships; KW Kid Cares, which helps the children of Keller Williams associates learn entrepreneurship



Young Kinney



Kinney's childhood cabin

and philanthropy; and the KW Family Fund, which was established to help market centers enduring competitive challenges, such as associates in Greater Des Moines, whom a major competitor pays only \$1 commissions on most listings.

True to his nature, Kinney supports these causes both systematically and inventively. For live auctions, he donates multiday fishing trips or the opportunity to shadow his business for a day, then watches in awe as fellow associates compete altruistically for the opportunity to learn from him and have fun. He goads friends into good-natured bidding wars at auctions. And in perhaps his most creative charitable move, he negotiated the sale of a technology business he started and donated all of the proceeds to the KW Family Fund.

Mo Anderson is fond of saying, "Giving is only good for the good it can do." It's a message Kinney has taken to heart.

"Keller Williams taught me to think bigger," he says. "It taught me to think a million, earn a million and finally net a million. If I hadn't read *The Millionaire Real Estate Agent*, I would still be working for a cable company. Keller Williams gave me the wherewithal to be giving at a level I never thought possible. My new goal is to give a million." kw

"Time management is essential for individuals who want to run more than one business at a time," he says. "I have taken time management to a new level for my own life. I have eliminated all alerts, vibrations and rings on my phone. I deleted social media accounts, I share an office with others so I can't hide when I am being unproductive, and I try to only do what is written on my calendar.

"Priority is another key. In *The ONE Thing*, Gary (Keller) and Jay (Papasan), they say that every yes must be validated by one thousand no's. If you're not being productive, start saying no to a lot more things. Every dollar I have made has been because of a few important no's."

Throughout his decade-long journey from cable guy to Innovator of the Year, Kinney has faced innumerable bumps in the road. Along the way, he uncovered the following advice for others seeking to become mega agents or innovators – or both.

"Slow down!" he implores. "Make sure your business right now is making a solid net income and that you have reserves for your business and your personal life. Expansion expands your opportunity to levels agents have never imagined. At the same time, it also expands the inefficiencies, mistakes and lack of systems. If I could share one thing, it would be don't model yourself after agents who sacrifice health and relationships for success in the workplace." kw



Kinney's team

Building a Strong Relationship-Based Business

Relationships have formed the foundation for successful businesses for centuries, but how those relationships can benefit a business has evolved over time. Today, client relationships that result in referrals can fuel your growth and success both online and off.

Christie Cannon, a Keller Williams Luxury Homes International agent who specializes in Frisco and its surrounding communities north of Dallas, has put those referrals to work for her in a Texas-sized way.

“More than half of our business comes from referrals,” Cannon says. Through sourcing her business, Cannon finds that many new clients heard about her from a previous client.

Cannon’s results speak for themselves. Her team finished 2014 with \$60 million in closed volume. They have set a goal to increase production by 20 percent in 2015. Those plans undoubtedly will be aided by her strong referral program.

“Reaching out to current, past and future clients is so important because they all have a referral to give,” she says. “The most important part of building a referral-based business is building strong business relationships with your clients along the way.”

In order to build those relationships, Cannon and her team have created a solid referral protocol for each and every one of her customers and clients. “Every person in our database is on an action plan of some kind. Each action plan is set up to cater to the specific needs of each contact. The activities in our action plans will vary, but they all include offering something of value to each person. Our contacts are the heart of our company, and we treat them as such.”

When the team receives a referral, the client is sent a handwritten thank-you card as well as a small gift. That strategy has paid dividends dating back to Cannon’s very first client in 2003.

“Ironically enough, one of my very first transactions was a small \$48,000 home, and to this date, that client has completed five other transactions with me and is still referring business to me,” she says. “I started getting my systems in place early on, and the systems are what helped me get organized and get in touch to grow and foster relationships with my clients. They have helped us maintain a consistent year-over-year growth pattern and get to where we are now.”

Now that Cannon and her team are part of KW Luxury Homes

International, she has discovered that those referrals are even more valuable to her success.

Luxury home buyers and sellers are very seasoned,” Cannon says. “They rely heavily upon referrals. Keeping your name in front of the luxury market is important in maintaining a strong referral base.

While clients are the first ones that referral strategies are typically aimed at, Cannon also works hard to earn referrals from her local real estate colleagues and peers. To that end, she is committed to participating in networking events with other agents in and around her area. The best method she has found for earning those referrals is an unyielding dedication to professionalism.

“We have had agents – even within our own area – refer business to us,” she says. “It is such an honor to get a referral from another colleague. It’s important to maintain a professional relationship with not only your clients but also with your colleagues, as you may work with them multiple times over.”

For agents who are working to assemble a solid referral strategy, Cannon suggests keeping the client as your central focus and going back to basics to increase your referrals.

“A big mistake I see in a lot of agents is making this business all about them,” she says. “While we want to brand ourselves and relate to our clients, it’s not about you. This business is about catering to the needs of our clients and offering them a service and skill they can’t get anywhere else.”

With the client as your central focus, Cannon suggests going back to basics in order to up your referrals.

“The models and systems are there, so don’t skimp on your lead generation,” she says. “As part of your lead generation, you should be reaching out to your sphere and past clients every day. Put everyone you know into your CRM and get them set up on some type of action plan. Reach out to your contacts on a regular basis



Christie Cannon relies on a proven referral strategy to help grow her business

by sending handwritten notes, making phone calls and sending items of value to them. This is all part of an action plan.”

Cannon stresses that an action plan only works if you keep your clients’ needs in mind.

“If you’re sending something of value to your contacts, they have a reason to continue to receive information from you,” she says.

“At the end of the day, Cannon credits the Keller Williams models and systems for her team’s impressive growth.

“It took me trying to invent my own models and systems several times over and failing before I realized how much Keller Williams Realty has to offer,” she says. “When I come across a topic I need another perspective on, I love that I can scan through interviews on Agent Mountain and find several interviews on that topic to help me. I love attending Family Reunion and Mega Camp. Both have helped me grow and improve year over year.” **kw**

In an ever-connected world where technology, devices, apps and gadgets dominate our daily activities, **Jeff Glover** and his team in Detroit are focusing on the fundamental tasks of cold calling and telephone prospecting to build and grow Michigan's top-producing real estate team.

Cold Calling Persistence Pays

Why not embrace hot new technologies? For Glover, the answer is simple. "The lower tech approach is working for us," he says. "Persistence really does pay off. The more prospective clients you contact, the more sales you make."

It's not that Glover and his team shun technology. With so many outbound calls made daily, they use REDX and Mojo to power-dial and auto-dial so that they can decrease their downtime and increase their productivity.

On track to close **850 transactions in 2014**, Glover's success shows that the seemingly antiquated cold call is alive and well. In an interview with *OutFront*, Glover shares tips, tactics and insights he has learned along the line to multimillion dollar success.

OUTFRONT: What traditional prospecting tactics do you use regularly?

JEFF GLOVER: Asking a series of questions is a thoughtful way to get the potential client to think about his or her situation. For expireds, assuming they are not going back with the agent who did not get the job done, I ask, "When do you plan on interviewing an agent?"

OF: How many times do you try to reach a person before you close the lead?

JG: We call several times a day for several days. The prospecting team tries repeatedly between 8 a.m. and 8 p.m. daily.

OF: What day and time have you found to be most successful?

JG: We did a study where we had a team member call from 8 a.m. to 9 p.m. He called one number right after another. We fed him breakfast, lunch and dinner, and he called nonstop for 13 hours. While the amount of contacts varied per hour, no

A 2011 study by the **Keller Center** at Baylor University determined:

› It took testers **209 calls** to obtain an appointment or referral

› Approximately **150** of those **209 calls** were to bad numbers and took about one minute to complete

For Sale by Owner: Call on Mondays

OF: How do you find the FSBOs to call?

JG: REDX and Mojo automatically pull them in. We also search Craigslist and Zillow daily.

OF: What challenges do you encounter with FSBOs?

JG: One thing we know about FSBOs is they are not as immediate as other target markets. Most owners really do think they can do it on their own, so we find them listing at about four weeks after they have tried a while.

OF: How do you persuade them to list with you if they are convinced they can get their home sold on their own?

JG: We don't stop calling them. And we always call on Mondays after they have probably had a weekend of low or no traffic through the home. We call for three, four, five or more Mondays until they are ready to let us help them.

Expired Listings: Call Immediately

OF: What is the main reason a listing will expire?

JG: It is always because the price is too high. We are big on being blunt with prospective clients about what the market can bear.

OF: How soon after the expiration do they list again with another agent?

JG: They are usually looking to do something immediately, so typically within a week.

OF: What is your success rate with converting expireds?

JG: About 80 percent. The success is higher because we might be the second or third agent to get the listing.

Just Listed/Just Sold: Call Neighbors

OF: What response do you get from neighbors when you contact them about just listed or just sold homes?

JG: We've learned that we have to have about 30 conversations to get a lead. It is a numbers game and you have to talk to a lot of people about what just sold or listed in the area before you get a single lead. This is a tougher category than the others. Sold properties definitely create more excitement, because others wonder if now might be a good time for them to sell too. And it's perfectly fine to call homeowners in close proximity to recently sold homes – even if you didn't sell them!

Rejection: Fail Forward

OF: Even though you have been cold calling successfully for many years, rejection still stings. Can you offer advice for dealing with rejection?

JG: People think you have to dissect the script. It's not true. After you have studied a script, pick up the phone. You are going to make mistakes. You are going to stumble through phone calls. Keep picking up the phone. As Gary Keller teaches us, "When you fail, fail forward." Learn from your mistake and dial another number. Every day you get better than the day before. Little by little, month by month, you become good at talking to strangers. It's a great idea to role-play with other agents, but there's no better practice than live practice. It is a lot harder on the phone with a real potential client than it is with an agent. Pick up the phone. Make the call." **kw**

Jeff Glover

hour was better than another and every hour generated one appointment or one lead. So, contrary to the conventional wisdom that mealtimes may be the best times to make a connection, those times fared no better than midday or midafternoon.

OF: Do you follow up phone calls with a mailing or email?

JG: If we don't get an answer after several days, we send a letter with a customized cover and a detailed plan of action showcasing all that we are doing to sell homes.

› **59** of the **209 calls** were answered and took approximately five minutes to complete

› It would take one agent about **7.5 hours** to complete **209 calls**

› **7.5 hours** typically resulted in one qualified appointment or lead, a positive return on investment time

MAS

Imagine going on a cold call and walking away with a \$6 million transaction. That's what happened to **Tosha Corrigan** of the Destin (Fla.) market center. The sale never would have happened if not for the accountability she has to her Mastery coach, Monica Reynolds, which led to her cold calling that day.

"That sale broke a lot of records," Corrigan says. "It's the highest-priced residential Gulf-front lot ever. When the new house is complete, I'll be listing the house that the client is currently in."

Coaching changes agents' businesses and lives because of its intense focus on accountability. "Coaching is a business decision for a businessperson," says Reynolds, a 20-year coach.

Developed from models Gary Keller laid out in bestselling books like *The Millionaire Real Estate Agent*, *SHIFT*, and *The ONE Thing*, Mastery Coaching is designed for highly motivated individuals looking to take their business to the top.

"MAPS coaches take a three-pronged approach with Mastery clients: we coach, consult and train," said Kate Patulski, who has been coaching since 1997. "Coaching challenges the client to move beyond their current production and see themselves performing at a higher level. It challenges the status quo."

Through weekly personalized coaching sessions, elite privileges and exclusivity, Mastery clients receive the insights and clarity they need to boost productivity and profits.

Imagine Outperforming the Market

"Whether you have a strong market or a shifting market, you need coaching," Reynolds says. "Everyone who has done anything phenomenal, from Michael Phelps to Bill Gates, had a coach. It's great to have someone who encourages you, gives you reality checks, helps with your skills and team-building and takes a look

at your profit-and-loss statements. Why make mistakes when someone can provide a better idea?"

While some may feel less need for coaching when the market's hot, Reynolds says this is precisely the time to differentiate yourself from the competition. "If the market is strong, gobble up as much business as possible by cranking up your lead generation and building your database."

Joe Bogar has been a Mastery coach for six years. He says coaching during a strong market is a smart business strategy. "You have the choice to trend with the market or to trend above the market," he says. "Coaching helps you trend above the market. By increasing your market share when the market is strong, your business will be better positioned when the market inevitably shifts."

Patulski says that regardless of market conditions, having a coach is essential to growth and profitability. "If an agent evaluated the number of listings taken or sales in any given month – they would probably find that they missed several opportunities, which equates to money left on the table," she says. "Opportunities are typically missed because agents experience limiting beliefs. Great coaches challenge us to want to be better agents because they see the best possible versions of ourselves."

Imagine Increased Productivity

Dana Cox, an associate with the Ellis County (Texas) market center, says coaching with Patulski keeps her focused on business and encourages her to work smarter, not harder. "In 2011, I took BOLD and it taught me the basics and habits of becoming a top-producing agent," she explains. "Two years later, I took BOLD again because I needed something to get me out of my comfort zone so I would keep growing my business."

Cox realized she was ready to add the next coaching step. "I needed someone to keep me focused and help me think outside the box and keep growing," she says. "I didn't want to max out my business at the age of 23. Today, I'm a 25-year-old mega agent and on track to exceed my goal of 52 transactions this year."

Corrigan began coaching with Reynolds in 2012 because

TE R ANY MARKET

she wanted to make her real estate career more profitable. “The biggest thing Monica changed for me was my schedule and time-blocking,” Corrigan says. “She holds me accountable and it pays off.”

For Bogar client Tony Baroni of the Brandon (Fla.) market center, Mastery Coaching helped him increase productivity by staying focused on his role and the role of his team members. “My business had grown 336 percent in 12 months and I really needed a coach to help me with building my team and to keep me accountable on a weekly basis,” he says. “It’s one of the best decisions I have ever made.”

Keller Williams associate Kelly Hagglund of the Portland Premiere (Ore.) market center, has been in coaching for five years. She attended a BOLD series, and it seemed like the right thing for her to put herself under this type of accountability. Coaching with Reynolds has benefited Hagglund by creating accountability and providing valuable mentoring.

“If you want to grow your business and be profitable, coaching is the ONE Thing that will get you there,” she says. “I am very passionate and motivated. Having a coach keeps me on track.”

Imagine Amplified Profitability

As with any business investment, coaching clients think of coaching in terms of ROI. “Coaching has helped me more than double my earnings,” Corrigan said. “Last year, I did \$8.2 million, and this year, we’ve closed over \$20 million so far.”

“We are on track to surpass our 2014 goal,” Hagglund concurred. “Coaching helped me see that in my heart of hearts it was all right to make money.”

Cox has learned that smart investments in her business pays dividends. “I am spending more money now than ever in my business and making more money than ever before,” she



Kate Patulski

says. “I cut spending on all the little shiny objects in real estate because it is really about the basics and picking up the phone and calling your sphere.”

With the assistance and encouragement of his coach, Baroni grew his team, which in turn grew his profits. “Mastery Coaching has made me more profitable by knowing what each member of my team needs to focus on each day and allowing me to focus on my 20 percent,” he said.

Before she became a coach, Patulski was a coaching client. “I remember when I first hired a coach,” she reflected. “It was in the early 1990s and the investment to have a coach was practically the same as it is today. I was a single mother not making a lot of money and nervous about the commitment. My coach saw me differently than I saw myself. He helped me keep my emotions between the lines and focus on the things that would give me the biggest return in my business. That relationship has been one of the most pivotal in my career.”

kw



Joe Bogar



Monica Reynolds

Committed to Service

National Association of REALTORS® recognizes **Mike Brodie** and **Jim Helsel** with Distinguished Service Awards

For Keller Williams leaders **Mike Brodie** and **Jim Helsel**, their life's work is also their life's passion. During the 2014 National Association of REALTORS® Conference and Expo in New Orleans, Brodie and Helsel received the **Distinguished Service Award** for their display of exceptional dedication and commitment to the real estate industry. Their combined experience equates to more than 80 years of service.

The Distinguished Service Award celebrates real estate professionals who have honorably served at the local, state and national levels. From a NAR member base of more than 1 million, no more than two recipients are selected each year to receive the prestigious award. In the history of the organization, only 84 members have been named as recipients. The Distinguished Service Award is the highest recognition for a real estate professional.

Throughout his real estate career, Brodie has served in multiple leadership positions within the REALTOR® organization, including as NAR treasurer in 2005 and 2006. He has served on the association's board of directors for 18 years and has led numerous NAR committees.

Helsel has also been an active member of NAR and served as treasurer from 2008 through 2010. He served on the association's board of directors for nearly three decades. Helsel has contributed to his local and state REALTOR® associations. He is a past president of the Pennsylvania Association of REALTORS® and served on its board of directors for 24 years while leading several committees and groups.

Brodie and Helsel each have more than 40 years of service under their belts and have displayed extraordinary devotion to the REALTOR® organization and the real estate industry as a whole.

Not only do they excel in their industry, but they also share a personal friendship and have encouraged one another during their decades of service. *OutFront* caught up with these KW leaders to talk about what the Distinguished Service Award means to them.

What was your response when you found out that you were a recipient of the National Association of REALTORS® Distinguished Service Award?

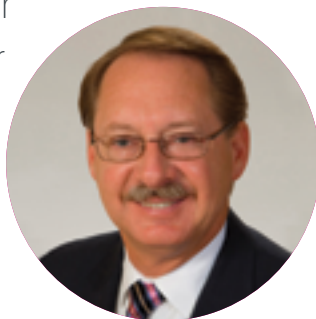
MIKE BRODIE: I felt completely humbled and honored to receive such a prestigious award from our industry.

JIM HELSEL: I was honored, overwhelmed and just taken aback by the recognition. Receiving this award lets me know that others believe I have contributed to our industry. All I have ever wanted to do in the real estate profession is help other real estate agents. To be acknowledged by my peers in this way is humbling.

What has contributed to your passion for your profession?

MB: Everything starts at home. I have a great sense of meaning from my professional life because I get to be part

"The four things that set Keller Williams apart from any other real estate company I've encountered are the people, the KW philosophy, the systems and tools and the alignment with my life motto: 'Do the right thing.'" — *Jim Helsel*



of people buying homes for their families. Growing wealth through property ownership is a great opportunity for my clients and I enjoy working with people to provide this.

JH: I'm a third generation REALTOR® and now my son has gotten his real estate license and will be the fourth generation. This is my 40th year in real estate and I couldn't imagine having any other profession besides what I currently do.

What has led to your success in the real estate industry?

MB: Having great mentors set me on a path to success. Education and training have also been key to my professional development, and Keller Williams has helped me foster and grow my entrepreneurial spirit. My business mission is to "Fund my life by helping people and having fun along the way!"

JH: My grandfather and father were in real estate, and I learned early on that you treat people well. They taught me to do the right thing in all interactions.

How has being a Keller Williams associate impacted your life?

MB: My career at Keller Williams has been life-changing. Since joining the company I have achieved great levels of success personally and professionally. The culture of Keller Williams isn't only about earning money. It's also about living to your fullest potential and discovering your purpose.

JH: The four things that set Keller Williams apart from any other real estate company I've encountered are the people, the KW philosophy, the systems and tools and the alignment with my life motto: "Do the right thing."

It sounds like Keller Williams has positively affected your business. What does being a part of the KW family mean to you?

MB: The Keller Williams family is a great fit for me because of the commitment to professionalism at every level. The outstanding training, technology, and most of all, the culture have helped me reach my goals. I think the theme of

our Keller Williams culture is to have respect for others. This is the necessary building block for any lasting success in your personal and professional life.

JH: The attitude and culture of Keller Williams is incredible! Everyone is dedicated to working together and it shows in everyday interactions. The mindset and philosophies that are unique to Keller Williams are what I like the most!

What do you enjoy most about Keller Williams?

MB: Keller Williams has been a great vehicle for my opportunity and success. I've had the encouragement and freedom to serve others in real

generations.

Keller Williams provides detailed systems, models and tools. Without this structure, we would have never been able to do that as a small shop. Being part of Keller Williams has provided the opportunity for my business to grow.

What advice would you give to a real estate professional who is interested in excelling in their career?

MB: Be the best you can be every day, and you'll get the "tap on the shoulder." Don't just be pretty good or average. Be the best. Don't do this only occasionally or when you feel good, or on Thursdays, but

"Keller Williams has been a great vehicle for my opportunity and success. I've had the encouragement and freedom to serve others in real estate and in the community at large." — *Mike Brodie*



estate and in the community at large.

JH: The KW philosophy is different than anything I've encountered in the real estate industry. All transactions really are win-win. I've experienced multiple opportunities for myself and my business to grow with Keller Williams. This year marks the 85th year of my business that has been passed down through several

every day. The tap on the shoulder is your opportunity, reward, realization of dreams. May you all get a lot of taps!

JH: Work hard and be in it for the long run. Treat your clients and customers the way you like to be treated. Recognize what this industry does for you each day, and stay educated and always, ALWAYS, be and do your best! **kw**

The Choice of A New Generation

KW Young Professionals is preparing the future leaders of Keller Williams to carry forth the company mission while preserving and strengthening its unique culture.

At Keller Williams, the best ideas come from the field. Associates have inspired such ground-breaking innovations as the real estate industry's first lead-to-close transaction management suite (eEdge) and its first agent-branded search app.

Keller Williams attracts entrepreneurs – business leaders who are on the front lines of a constantly changing market. They know where the industry is headed. And they know what they need to thrive.

At Family Reunion 2013, a group of ambitious young associates got together for a social gathering and created a Facebook group page to stay connected when they returned home. A year later, they hosted an event to celebrate adding their 1,000th Facebook follower.

Today, what started as a Facebook group is a full-fledged Keller Williams division. KW Young Professionals is going far beyond social media to help members network, learn and succeed.

"KWYP is facilitating the growth of the next generation of real estate leaders," said Phillip Gazca, a team leader with the Brazos Valley (Texas) market center. "We're connecting members with industry leaders to ensure we stand on the shoulders of the giants who came before us."

New members agree. "KWYP helps young agents succeed by providing an environment for networking, building referral business and learning directly from leaders like Mark Willis, Mary Tennant and Dianna Kokoszka," said Kasia Olek, a Keller Williams associate in Tulsa, Okla. "It's a mastermind set up for an age demographic. KWYP is a dynamic organization with leadership opportunities that inspire me to grow."

Expanding Your Network

While social media has enhanced connectivity, it hasn't replaced the value of in-person networking for building businesses and careers. Face-to-face interactions allow associates to leverage their connections and seize new opportunities. Real estate, at its core, is a local business. Networking remains key to success.

Top Keller Williams associates are attracted to KWYP for the

opportunity to expand their networks. "I joined KWYP for the networking potential among an energetic demographic," said Chris Suarez, a mega agent in Portland, Ore. "It's also a great talent pool to connect with as we expand across the country and look for expansion partners."

KWYP offers a range of activities to enhance networking, including members-only programming and events at Family Reunion and Mega Camp. KWYP is also launching a members-only online community and referral sharing network to facilitate exchanges among members.

Learning from the Best

Every Keller Williams associate under the age of 40 has the opportunity to join KWYP. Members who close \$10 million or more a year and have committed to growth through KW MAPS



KWYP committee chairs (left to right) Matthew Maier, Phillip Gazca, Kelly Henderson, Alex Frank and Melissa Krchnak (not pictured).

Coaching are also invited to serve on the KWYP Leadership Council. Through surveys and focus groups, Keller Williams associates have made clear what they want: training, networking opportunities and access to great leaders. They want to learn from top performers and master the systems that are going to propel their businesses forward.

“The biggest advantage we have in KWYP is the willingness of agents to share their successes and failures,” said Tiffany Fykes, an associate in the Nashville Green Hills (Tenn.) market center. “Not only do we have Keller Williams executives making time for us every month, we have agents in the field sharing the scripts that are working, the books that are changing their mindsets and the buyer packets that are getting results. Moreover, the diversity of production of KWYP members means every agent has next-level agents in front of them willing to help and share what they know.”

“We learn from those who have businesses we want to grow into,” Suarez said. “There are young agents who may not be in high production yet, but have a fresh approach to the business. Reaching out to that group and really finding out what our members are working on, what they are creating and where they are succeeding is critical.”

KWYP members have access to monthly live webinars with Keller Williams executives and coaches. Recent participants have included Mark Willis, Mary Tennant and Dianna Kokoszka. KWYP also offers monthly

videos featuring top-producing young professionals – agents like Lisa Archer, Tim Heyl and Ben Kinney. Additionally, KW MAPS Health and Wellness Coach Nina Rowan Heller talks each month with a young professional about the role wellness plays in peak performance.

“As a KWYP member, the fact that I am able to directly ask Mark, Mary or Dianna about their success habits, inquire about what books to read or discuss mindset is invaluable,” said Melissa Krchnak, a Keller Williams associate in Baltimore, Md.

With the assistance of Holly Priestner, KWYP’s community networking driver, KWYP has established five committees charged with developing programs and initiatives. The committees are chaired by the KWYP founders and focus on membership growth, current events, education and special events, technology and wellness.

“Keller Williams is committed to bringing the best education to associates,” said Alex Frank of the Houston Metropolitan (Texas) market center. “We will always stay ahead of the curve.”

Preparing for the Future

If there’s a common denominator among KWYP members, it’s a passion for positioning themselves and their team members to succeed.

“The average agent in our industry will continue to pay for leads because they haven’t learned to generate their own,” Suarez observed. “There is simultaneously

a group of business owners who are making real estate a true career. They bring a business background and a tech edge to the industry like we haven’t seen before. Young professionals willing to ‘out-content’ and ‘out-campaign’ the average agent have a huge opportunity to take market share.”

KWYP is designed to be the community for these agents. “We’re meeting agents where they’re at, with proven strategies that matter,” said Kelly Henderson of Phoenix, Ariz.

“When I attended the launch at Mega Camp and walked into a room where I could talk with agents like Lisa Archer, Rachel Adams and Jillene Snell – all of whom I respect and look up to as business women and as contributors to other agents’ growth – I knew immediately I wanted to be part of this organization,” Fykes said. “Not only did I see KWYP as an opportunity to learn from top agents and executives, but I also saw it as a chance to help others with what I’ve learned in my business.”

Matt Aitchison of the Roseville (Calif.) market center agreed. “You are the sum of the people you hang around,” he said. “There is no better group to be around than those who are pushing the industry forward.” **kw**

► For more information about KW Young Professionals (kwyp.org)



Chris Suarez



Holly Priestner interviews Austin mega agent Tim Heyl.

Apresentando... KW Portugal

North America's **LARGEST** real estate franchise partners with the leaders of one of Europe's most successful real estate businesses



Eduardo Garcia e Costa and Nuno Ascensão

The business leaders of one of the most successful real estate brokerages in Europe have launched a Keller Williams region serving Portugal. The new venture is led by **Eduardo Garcia e Costa** and **Nuno Ascensão**. Their Lisbon-based team has already grown from 80 to 120 agents, making it one of the largest Keller Williams market centers outside of North America.

clients at the very highest level.”

Keller Williams, which is the largest real estate franchise by agent count in North America with more than 100,000 associates, announced the plans during its mid-year convention in Austin, Texas. The U.S.-based company started expanding beyond North America in 2012, and has awarded regions covering dozens of countries, including Dubai, Indonesia, Mexico, South Africa, Turkey, the United Kingdom and Vietnam. After a series of record-setting years for growth, productivity and profitability, the company is on a path to become the world’s largest real estate franchise by agent count, transactions and volume.

“Keller Williams has achieved phenomenal growth with a business model we know by heart – large market centers that are well-managed and focused on providing education and opportunity for real estate professionals,” Ascensão said. “In fact, when we first met Chris, he said we were leading a Keller Williams office operating under a different name!”

KW Portugal is focused on expanding its network in Portugal and identifying leaders in the largest markets.

“We are committed to being the leading real estate company not just in Portugal, but across Europe,” Garcia e Costa said. “We’re excited to be part of the Keller Williams family and to be able to share their unique value proposition with brokers, agents and clients.” **kw**

“The Keller Williams approach to business aligns perfectly with what we believe,” Garcia e Costa said. “We believe in the same core principles and we practice them every day. We are looking forward to sharing the innovative training, tools and culture of a company committed to careers worth having, businesses worth owning and lives worth living.”

Garcia e Costa and Ascensão have been business partners for eight years. Garcia e Costa previously served as CEO of a strategic consulting firm with a focus on telecommunications, utilities and finance. Ascensão was CEO of an elder care company.

“We are constantly looking for the right business leaders to share the Keller Williams mission, vision and culture around the world,” said Chris Heller, president of Keller Williams Worldwide. “We are excited by the opportunity to work with Eduardo, Nuno and their talented team to help real estate professionals in Portugal grow their business and serve

HELP KW PORTUGAL GROW!

If you or someone you know wants to explore joining the KW team in Portugal, visit kwworldwide.com/kw-portugal.



Keller Williams Worldwide President Chris Heller with Nuno Ascensão and Eduardo Garcia e Costa of the KW Portugal leadership team.

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TOP-PRODUCING TEAMS

Third Quarter 2014*

	Name	City, State	GCI	Units
1	Bob Lucido Team	Ellicott City, Md.	\$2,153,709.22	225.0
2	Joe Rothchild Realty	Katy, Texas	\$1,373,073.75	430.0
3	The Rhodes Team	Dallas, Texas	\$1,367,677.89	202.0
4	The Sue Adler Team	Summit, N.J.	\$1,302,280.25	61.0
5	Keri Shull Team	Arlington, Va.	\$1,135,540.28	67.7
6	The Stephen Cooley Team	Fort Mill, S.C.	\$1,072,342.76	213.0
7	Jeff Glover & Associates	Plymouth, Mich.	\$1,068,780.75	205.0
8	The Mark Spain Team	Alpharetta, Ga.	\$1,064,163.97	231.5
9	Ben Kinney/Home 4 Investment Team	Bellingham, Wash.	\$1,050,988.84	177.4
10	Unity Home Group	Anchorage, Alaska	\$1,047,217.19	148.0
11	Agent Alliance	Mission Viejo, Calif.	\$1,037,048.34	112.5
12	The Perna Group	Novi, Mich.	\$1,001,549.61	168.0
13	Phil Chen - Sybarite Team	Burlingame, Calif.	\$972,962.50	9.0
14	The Ez Sales Team	Westlake, Ohio	\$875,124.10	224.0
15	The Merrick Team	Peoria, Ill.	\$853,486.28	182.7
16	The Buehlers & Associates, Inc.	Flower Mound, Texas	\$817,395.64	119.0
17	Eng Garcia Properties	Washington, D.C.	\$809,550.78	47.0
18	The Pyron Team	Southlake, Texas	\$799,242.50	129.0
19	The Mark Z Team	Novi, Mich.	\$782,791.82	146.0
20	Lee Tessier Team	Bel Air, Md.	\$776,930.79	100.0
21	Christie Cannon Group	Frisco, Texas	\$773,387.12	106.8
22	Jennifer Young Team	Chantilly, Va.	\$761,748.64	94.2
23	Laurie Reader Team	Plantation, Fla.	\$746,124.43	104.9
24	The Jeff Silva Team	Blue Bell, Pa.	\$742,938.62	89.0
25	Sands Group	Santa Monica, Calif.	\$739,667.40	4.0
26	Lysi Bishop Team	Boise, Ind.	\$730,501.82	73.9
27	Teambuilderkw	Kirkland, Wash.	\$700,092.09	112.3
28	Omega Group	West Hollywood, Calif.	\$682,741.87	22.0
29	Group O'Dell	Overland Park, Kan.	\$682,040.15	88.0
30	The Peggy Hill Team	Barrie, Ontario	\$680,333.72	86.8
31	Liz Lauer & Associates	Monona, Wis.	\$675,216.50	91.0
32	Bracha Group NYC	New York, N.Y.	\$670,079.27	49.8
33	Five Doors Network - Reed Moore	Anchorage, Alaska	\$666,194.51	95.0
34	The Julie Kinnear Team	Toronto, Ontario	\$663,718.03	39.0
35	Kenny Klaus Team	Mesa, Ariz.	\$650,676.63	102.4
36	The Erickson Group	Anchorage, Alaska	\$649,023.98	77.0
37	Robert J. Fischer	Round Rock, Texas	\$641,963.67	102.0
38	The Kink Team	The Woodlands, Texas	\$636,097.36	52.0
39	The Belt Team	McLean, Va.	\$618,018.56	38.0
40	Levinson Team	Edmond, Okla.	\$616,767.52	92.0
41	Mitchell Team	Newmarket, Ontario	\$615,923.50	55.0
42	Westone Properties LLC	Portland, Ore.	\$613,074.90	58.0
43	Jonville Team	Carlsbad, Calif.	\$593,325.38	53.0
44	Wilson Realty Group Nc	Raleigh, N.C.	\$591,333.30	79.0
45	Bouma Group	Ann Arbor, Mich.	\$587,045.80	70.0
46	The Oldendorp Group	Summit, N.J.	\$585,881.37	22.0
47	Alchemy Real Estate Group	Seattle, Wash.	\$585,539.94	34.5
48	The Loken Group, Inc.	Katy, Texas	\$585,235.54	145.0
49	Topmark Realty	Katy, Texas	\$564,306.63	148.3
50	Chris Suarez Pdx Property Group	Portland, Ore.	\$563,347.35	62.0

TOP-PRODUCING AGENTS

Third Quarter 2014**

	Name	City, State	GCI
1	Juliana Lee	Palo Alto, Calif.	\$884,000.04
2	Sheri Bienstock	Los Angeles, Calif.	\$719,273.27
3	John Balsz	Chino Hills, Calif.	\$612,877.50
4	Stephanie Vitacco	Encino, Calif.	\$550,585.10
5	Krista Dabbas	Santa Monica, Calif.	\$522,410.00
6	Vlad Fayngold	Beverly Hills, Calif.	\$522,140.57
7	Stephen Saltzman	Santa Monica, Calif.	\$472,500.00
8	Amar Amarnath	Palo Alto, Calif.	\$460,923.17
9	Charles Allen	Santa Cruz, Calif.	\$435,375.00
10	Jane Zheng	Myrtle Beach, S.C.	\$426,552.39
11	Lan Bowling	Palo Alto, Calif.	\$413,000.00
12	Robert Stepp	Long Beach, Calif.	\$402,363.00
13	Andrea Harris-Shink	Los Angeles, Calif.	\$389,500.00
14	Michael Balson	Beverly Hills, Calif.	\$371,642.94
15	Jessica Ye	Cambridge, Maine	\$365,387.24
16	Brian Ertel	Wayzata, Minn.	\$363,537.21
17	Robert Ross	Wellington, Fla.	\$353,541.25
18	Mark Tyoran	Westlake Village, Calif.	\$345,806.25
19	Manuel Molina	The Woodlands, Texas	\$345,802.39
20	Deborah Ratchford	Smyrna, Ga.	\$339,100.80
21	Diane Terry	Summit, N.J.	\$314,087.50
22	Mary Menard	Morristown, N.J.	\$299,089.00
23	Dana Huelga	Danville, Calif.	\$290,587.50
24	Laura Bryant	Burlingame, Calif.	\$290,281.51
25	David Meir	Studio City, Calif.	\$290,000.00
26	Tim Abney	Cumming, Ga.	\$287,800.00
27	Richard Stone	San Diego, Calif.	\$286,210.00
28	Ashley Stucki	Austin, Texas	\$284,656.75
29	Michael D. Kenyon	Los Gatos, Calif.	\$280,125.00
30	Sharon Cohen	Jackson Heights, N.Y.	\$278,250.00
31	Mitchell Bravo	Los Angeles, Calif.	\$278,125.00
32	Allison Van Wig	Long Beach, Calif.	\$277,168.29
33	Kim Logan	Conyers, Ga.	\$274,528.55
34	Antoinette Gangi	Woodcliff Lake, N.J.	\$269,974.50
35	Anat Eisenberg	Woodcliff Lake, N.J.	\$268,522.50
36	Daniel Zia	Santa Barbara, Calif.	\$264,533.75
37	Christopher Eckert	Burlingame, Calif.	\$263,991.50
38	Kim Boyd	Atlanta, Ga.	\$261,805.00
39	Ryan Hanson	Baxter, Minn.	\$260,985.10
40	Matt Kanner	West Hollywood, Calif.	\$257,671.00
41	Terry La Roche	Whittier, Calif.	\$253,527.76
42	Greg Moore	Beverly Hills, Calif.	\$253,230.00
43	Caroline Wheaton Dinsmore	San Carlos, Calif.	\$252,445.12
44	Michael Eisenberg	Beverly Hills, Calif.	\$252,365.63
45	Elizabeth Winterbottom	Summit, N.J.	\$252,207.50
46	Bill Stimming	Los Angeles, Calif.	\$251,977.50
47	Marc Robinson	Beverly Hills, Calif.	\$250,315.00
48	Hugh Griffith	Grand Rapids, Mich.	\$250,181.50
49	Adam Zunder	Studio City, Calif.	\$245,000.00
50	Juliette Kulda	Burlingame, Calif.	\$244,765.25

TOP STAKEHOLDERS

Third Quarter 2014***

	Name	Market Center	Associates Sponsored
1	Mathew Nelson	Sioux Falls, S.D.	20
2	Noah Ostroff	Philadelphia - Center City	10
3	J. Pat Newland	Fayetteville, Ark.	9
3	Cindy S. Blustein	Houston Memorial	9
4	Joshua Spitzen	Long Beach Pacific Estates	8
4	Tatjana Chahine	Palos Verdes	8
4	Ray Bahadori	Carlsbad	8
4	Marlene Vaicaro	Mission Viejo	8
4	Peter ReJune	Palm Beaches	8
4	Ian Palast	Las Vegas Summerlin	8
4	Leigh Broughman	Lynchburg	8
5	Chaz Bradley	Newport Beach	7
5	Geri Mullinix	Ballantyne Area	7
5	Stephanie Gasparovic	Myrtle Beach South	7
5	Matthew Thomson	Denver South Metro	7
5	Lynn Stenroos	Orange Park - Jacksonville	7
5	Chastity McKinley	SW Orlando	7
5	David Bediz	Washington Capitol Hill	7
5	Dana Flanagan	Greater Hartford	7
5	Matthew Thomson	Gig Harbor	7
5	Justin Seebey	Atlanta - In Town	7
5	LaRose Lewellen	Fort Worth	7
5	Monty Maulding	Austin SW	7

*Based on transmittals received for the Third Quarter 2014 (July through September 2014). Closed transactions identified with specific team.

**Based on transmittals received for the Third Quarter 2014 (July through September 2014). Closed transactions identified with the specific agent.

***Associates with the most growth at the first level of their profit share tree. Third Quarter 2014 (July through September 2014).

****Data from CEO report used for award purposes (KW owner profit adjusted for federal/state taxes). Third Quarter 2014 (July through September 2014).

TOP MARKET CENTERS

Third Quarter 2014****

	Market Center	City, State	Team Leader (s)	Profit
1	Austin SW	Austin, Texas	Diane Johnson, Melanie Kennemann	\$435,905.41
2	Ballantyne Area	Charlotte, N.C.	Lesley Williams	\$374,593.52
3	Arlington	Arlington, Texas	Christy Broussard	\$360,699.29
4	Austin NW	Austin, Texas	Brian Martin, Christi Davidson	\$356,759.63
5	Houston Metropolitan	Houston, Texas	Stephanie McClimon	\$333,932.79
6	Heritage	San Antonio, Texas	Craig Owen	\$333,631.79
7	NYC - Manhattan	New York, N.Y.	Eric Barron	\$325,286.82
8	Greater Portland	Portland, Maine	Mark Richard	\$293,976.86
9	Summit	Summit, N.J.	Jacky Elliott	\$271,213.61
10	Keller Williams Ottawa Realty, Brokerage	Ottawa, Ontario	Sherry Douglas	\$265,026.79
11	Grand Rapids East	Grand Rapids, Mich.	Jon Jackson	\$264,892.14
12	San Antonio City - View	San Antonio, Texas	Lorri Cutler	\$256,895.46
13	Boise	Boise, Ind.	Stacie States	\$248,426.09
14	East Valley	Tempe, Ariz.	Nikki Jackson	\$247,043.04
15	The Woodlands	The Woodlands, Texas	Cindy Hamann	\$244,892.37
16	Chestnut Hill	Newton, Maine	Lynn Cohen	\$240,613.92
17	West Monmouth	Morganville, N.J.	Sally Pietracatella	\$240,178.23
18	Blue Bell	Blue Bell, Pa.	Heather Serianni	\$227,994.85
19	Danville	Danville, Calif.	Kristin White	\$225,574.84
20	Maryland and D.C.	Columbia, Md.	Laura Strunk	\$225,557.55



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Learn how Ken Wimberly, KW Commercial associate in the Arlington (Texas) market center, identified the ONE Thing he needed to do in three key areas of his life to build an incredible life worth living!

Trending Above the Market and Increasing Listings

This article helps you understand how to interpret inventory, months of supply, and pace of home sales data in your area and see how together, all of this data can help you shine in your listings presentations and boost your performance.

KW YouTube Channel (youtube.com/kellerwilliams)

Six-Part Video Series on Mega Agent Expansion

In this first video, learn about Mega Agent Expansion and how expansion can be your next opportunity. Gary Keller said that expansion is the next revolution in real estate. Find out how you can become a part of this exciting program.

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