

outfront

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KELLERWILLIAMS®

VOL.11.2 2014

KICKING THE TIRES & LIGHTING THE FIRES ▶

John Davis helps lead KW to
100,000 associates and beyond

Growth Initiative Fuels Record Gains

EXPANSIVE GROWTH

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You Know

Create Raving Fans
Amplify Your Results
6 Week Success Sprints



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REDDAY 2014

Making a Difference around the World



renew



energize



donate

On May 8, 2014, Keller Williams associates around the world took the day off from their businesses to give back to their communities during RED Day, the company's global day of service. Hundreds of charitable projects included helping schools, hospitals, libraries, veterans, parks and so much more.

The Keller Williams family is tight-knit and we love how RED Day brings us closer together. **Thank you for embracing RED Day and sharing your experiences on social media!**



“

Free red bandana w/adoption at our Leander Adoption Center
TODAY thanks to our friends at Keller Williams! #KWREDDAY”

— Shared on Twitter by
@HumaneHeroes (Texas Humane Heroes)



“

#KWRedDay! #Givewhereyoulive
Red Door Realty Team volunteering
for Habitat for Humanity.”

— Shared on Instagram by
jonettasamgaudin (your 337 Realtor)

“

Flag raising at the Brokerage
on #KWredday. R.E.D. =
Renew, Energize, Donate,
in our community. Raising
\$ + donations”

— Shared on Twitter by @
BrianKeithEllis (Brian Keith Ellis)



“

#redday #kwredday #givewhereyoulive”

— Both photos shared on Instagram by katewille



“

Yesterday kicked off the annual Keller Williams RED Day at Santee Lakes. Keller Williams El Cajon planted trees around the lakes and painted park benches. RED stands for Renew, Energize, and Donate. Associates from all over the world spend the day away from their businesses by serving worthy organizations and causes in their communities. #KellerWilliamsElCajon #KWRedDay #REDDAY #RealEstate #SanDiego #SanDiegoRealtor #SanDiegoRealEstate #Renew #Energize #Donate #GiveWhereYouLive”

— Shared on Instagram by regram @nissourealtygroup



“

KW Red day!
#givewhereyoulive #kwredday
Such a good day! Rehabbed
a neighborhood Family Shelter
#kwriversidecentral”

— Both photos shared on Instagram
by bex3883 (Rhabecca)

“

I’m proud to work at a company that is
closed across the country to volunteer in
the community for a day #KWREDDAY”

— Shared on Twitter by @heidifore
(Heidi Fore)

“

#kwredday #givewhereyoulive
Keller Williams Snellville”

— kellerwilliamsatlantapartners (They made
collages and shared them on Instagram.)



Mary Tennant
President



“RED Day was born out of the unique culture created by Keller Williams associates. The excitement and passion agents show for making a personal impact in their communities is a direct reflection of how they approach their work and relationships with clients.”

EXPANS

GROWTH

The KW Growth Initiative
is fueling record-setting gains

During the midyear State of the Company Address, John Davis congratulated Keller Williams leaders on their phenomenal success over the past year:

- + Transactions up **10%**
- + Closed volume up **15%**
- + Gross commission income up **16%**
- + Owner profit up **17%**
- + Associate count up **19% to 107,324!**

ASSOCIATE COUNT

01/12

75,000

01/13

80,000

Davis dispelled the myth that the gains were simply the result of a resurgent real estate market. During the past 12 months, according to the National Association of REALTORS® and the Canadian Real Estate Association, aggregate real estate productivity actually decreased in the United States and was up only moderately in Canada. Keller Williams Realty, by comparison, racked up month after month of record-setting gains.

“Why?” Davis asked the thousands of Keller Williams leaders assembled for Mega Leadership Camp. “It’s our activities that are driving these results!”

As vice president of growth, Davis leads the Keller Williams Growth Initiative – a comprehensive, results-oriented accountability program for operating principals (OPs), team lead-

ers (TLs) and market center administrators (MCAs). Since launching in 2011, the Growth Initiative has fueled historic gains, including a 43 percent increase in associate count that has made Keller Williams the #1 real estate franchise by agent count in North America. More impressive, it has positioned the company at the doorstep of becoming #1 in agent count throughout the world.

The Growth Initiative has succeeded by developing metrics, delivering tools, providing accountability and keeping stakeholders focused on the activities that lead to proven results. Keller Williams has always succeeded by leveraging systems to build great businesses. The Growth Initiative takes that model to a new level by coordinating recruiting and retention across regions. Davis has helped instill a new level of passion, focus and drive.

Keller Williams leaders have embraced the Growth Initiative. Team leaders appreciate the tools and activities they can see lead to results. MCAs are empowered by the critical role they play in ensuring the market center’s collective success. OPs are thrilled with measurable results and the impact on the bottom

IVE

08/14

107,324

05/14

100,000

01/14

90,000

line. Throughout the Keller Williams system, associates and their families are benefiting from bigger market centers that are more productive and more profitable.

“All of our growth, all of our success starts at the local level,” Davis said. “It’s what our leaders are doing in their markets – Doing the Two, sharing the Keller Williams story and ensuring that every associate is using Keller Williams’ training and tools to grow their business.”

The Growth Initiative is simultaneously a suite of tools, an accountability system and a mindset. Following are a few of its major components.



John Davis teaching associates at the Minneapolis Lakes market center

Weekly Calls

Each week, Davis hosts three separate Growth Initiative conference calls with OPs, TLs and MCAs. All of the company's leaders are expected to participate in the hourlong calls. And all of them are expected to show up prepared. In advance of each call, leaders review the multiyear trends for their market center or region. They study their numbers, compare the results with their goals and keep an eye on the competition. (The calls are archived on KWConnect.)

Davis is a master of asking questions to check the pulse of the group and gain buy-in on collective goals. Rather than chastise, harangue or berate, he allows individual leaders to self-discover when they've fallen short of standards or are falling behind their goals, figure out what's happening and decide what they're going to do to achieve a different outcome. Despite sometimes brutally honest assessments, the calls are a safe environment in which to admit challenges and work toward solutions because ultimately everyone's on the same page. Everyone wants to do what's best for their market center's associates and their families.



Christie Cannon

The Language of Real Estate

One of the most effective tools at Keller Williams leaders' disposal is recruiting with the language of real estate (LORE). Through scripts, dialogues and spreadsheets, team leaders learn to study the numbers of prospective Keller Williams associates and compare their results with the numbers for their local board of REALTORS® and for the market center. Rather than rely on "Kellerisms," they can engage in the language of business that every real estate professional understands. For example, a team leader might call a top producer with a local competitor, congratulate him/her on how well he/she performed last month compared with the rest of the agents in their market, and mention how strongly the Keller Williams market center performed.

LORE allows team leaders to talk to talent in their marketplace with results-oriented language they innately understand.

Do the Two!

If the Growth Initiative has a rallying call, it's "Do the Two!" The phrase was adopted to reinforce the baseline expectations for team leaders: schedule two recruiting appointments a day, 10 a week and 40 a month. With three solid years of data, Davis has accumulated reliable metrics about how many appointments lead to gross recruits and how many gross recruits lead to net recruits. These metrics allow informed projections and help identify ways to increase performance.

At the State of the Company, Davis walked attendees through their monumental recruiting gains.

"What we're doing is fulfilling the promise of
CAREERS WORTH HAVING
BUSINESSES WORTH OWNING
and **LIVES WORTH LIVING.**"



Ray Miramontes

Scott Kato

Jake Dreyfuss, Noah Ostroff and Dale Archdekin



In July 2012, for example, Keller Williams leaders scheduled roughly 10,000 appointments. A year later, they'd increased appointments to 15,000. In 2014, the number was close to 18,000. That's a gain in activities in two years of 75 percent.

These activities, in turn, lead to gross recruits. Two years ago, in the month of July, Keller Williams leaders added 2,400 agents. A year ago, that number increased to 3,500. And in July 2014 it was up to 4,200 – a net gain over two years of 74 percent.

The impact on net recruiting is even more impressive. In July 2012, Keller Williams leaders added 668 net agents. A year later it was almost 1,500. And in 2014 it was 1,700. That's a two-year increase of 154 percent. So a 75 percent increase in appointments leads to a 154 percent increase in net recruits.

Davis' favorite part about the math is that the Keller Williams leadership team is nowhere near its capacity.

"We have approximately 700 market centers," he said. "Doing the Two means 1,400 appointments a day. For convenience, let's just say there are 20 workdays a month. Doing the Two five days a week, four weeks a month gives us the capacity to set 28,000 appointments a month. And we're at 18,000. That's just the tip of the iceberg!"

Tracking Tools

The Growth Initiative has succeeded by boiling the complexities of operating North America's largest real estate franchise down to simple, proven strategies.

A key element is the use of straightforward tracking tools – basic spreadsheets and checklists to help market center leaders keep up with their associates and recruits.

The Pipeline Report, for example, helps market center leaders keep track of who is likely to be joining Keller Williams when. The Pipeline Report complements the Growth Initiative's emphasis on cap management, which helps boost profitability and profit share throughout the year by purposefully distributing the months that associates are likely to reach their market center cap for the year. (Keller Williams market centers return approximately 50 percent of profits each month to the associates who help the company grow. Through August 2014, 96 percent of market centers are profitable for the year.)

Training Tracking (T2) helps team leaders keep up with who has taken part in which training opportunities within the market center and compare those agents' results with the associate population that has not completed that course. In effect, this lets the team leader know that the associates who take BOLD, for example, close 176 percent more transactions than associates who do not take BOLD. It allows the team leader to help underperforming agents boost productivity and increase overall results, which helps every associate in the market center.

Smokey Garrett, regional director for the North Texas, New Mexico and Memphis Region, used T2 to achieve a remarkable turnaround as team leader of the Arlington (Texas) market center.

Arlington leaders produce a great training program, take attendance and track results. They look at the numbers and communicate those numbers to associates.

From 2006 to 2013, Arlington's associate count jumped from 60 to 415. More important, the office went from basi-



Ryan Tollefsen and his team

cally breaking even to generating \$2 million in profit. By 2008, Arlington was the top real estate office in its market. A year later, it was the top market center in its region. And in 2013, it became the most profitable Keller Williams market center systemwide.

Big Results

By systematically walking leaders through the numbers and explaining how the Growth Initiative tools can help them achieve their goals, Davis is connecting the dots between what a team leader or an MCA does on a daily basis and the overall impact on Keller Williams associates and their families.

Profit share, for example, has never been higher. A few months ago, cumulative profit share since the program's inception surpassed \$500 million and is on track for another record year.

The average number of associates per market center has jumped from 107 to 158 in the past two years, which is creating economies of scale that justify additional resources to help associates grow their businesses.

The link of activities to bottom-line results has also emboldened Keller Williams leaders to take on seasonality. Historically, January is a month in which real estate offices slide backward. In January 2014, Keller Williams reversed the trend, thanks to a record increase in activities.

"Friends, we're not a traditional real estate company," Davis said. "As we know from *The Millionaire Real Estate Agent*, our models and systems are designed to succeed in up markets and down markets. This applies to the calendar year as well. By focusing NOW, we can kick seasonality in the ankle!"

Through Davis' leadership and the commitment of thousands of Keller Williams leaders, the Growth Initiative is achieving unparalleled success.

"What we're doing is fulfilling the promise of 'careers worth having, businesses worth owning and lives worth living,'" Davis said. "We're picking up the pace in the race and building momentum for the best year the real estate industry has ever seen." kw

KW Mexico Is Ready to GROW

North America's **LARGEST** Real Estate Franchise Expands into Mexico



Left to right: Roberto Obregon, Teresa Anderson, Mario Aviles, Barbara Gaxoet and Jorge Carbonell

A group of business leaders with extensive experience in real estate sales, operations, technology, training and marketing has announced plans to open Keller Williams Realty offices in Mexico. The new venture is led by Operating Principal Mario Aviles and a team that includes Jorge Carbonell, Teresa Anderson, Barbara Gaxoet and Roberto Obregon.

“We want to take the Mexican real estate industry to the next level,” Aviles said. “Our goal is to make KW Mexico the leading real estate company for new generations around the country. Communication, commitment and integrity are the values that will make KW Mexico the real estate company of choice for brokers, agents and clients.”

With 120 million residents and a rapidly expanding economy, the Mexican real estate sector is poised for explosive growth.

“Mexico is on the cusp of transformative change,” Carbonell said. “We’re investing heavily in our energy, manufacturing and tourism sectors, which is fueling increased demand and creating new opportunities for innovative, consumer-focused real estate professionals.”

The new team has deep roots in the Mexican real estate industry. Aviles is a past president of the Mexican Association of Real Estate Professionals (AMPI) and has worked in commercial and industrial real estate and property management. Carbonell has 15 years’ experience in real

estate agent. Obregon has worked in residential real estate in Mexico for the past decade, including ownership in an international franchise office.

“One of our opportunities is the ability to revolutionize the real estate market in Mexico,” Obregon said. “There’s a lot of potential on the development side.”

Keller Williams, which is the largest real estate franchise by agent count in North America with more than 100,000 associates, announced the expansion plans during Mega Camp in Austin. Keller Williams started expanding beyond North America in 2012, and has awarded regions covering dozens of countries, including Dubai, Indonesia, South Africa, Turkey, the UK 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.

“We are constantly looking for the right business leaders to share the Keller

to grow and develop their business skills through leading-edge systems and models, education and technology. In 2014, Keller Williams Realty was named the top real estate training organization in the world by *Training* magazine.

“Keller Williams brings to Mexico great opportunities for wealth building and professionalism,” Gaxoet said. “It’s a perfect fit for our family-based networking culture.”

“When we looked at other companies, no one talked about culture,” Anderson said. “A company without culture is just another empty place to hang your license. We wanted more than that. We want the best of the best for ourselves and our clients. The opportunity to be a part of a team committed to this mission is very exciting. I look forward to the day when I can walk into any community and see red signs everywhere!”

“Keller Williams will begin a red wave for a new generation of real estate professionals,” Carbonell said. **kw**



Keller Williams Worldwide President Chris Heller with the KW Mexico leadership team

estate, retail, training and direct sales. He has served as an AMPI chapter president and on its national board. Anderson, whose background includes work with the U.S. and Mexico governments in Mexico City, has been a Keller Williams associate since 2000. Gaxoet is the national director of AMPI and has represented the National Association of REALTORS® in Mexico City. She has 25 years’ experience as a

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 Mario and his talented team to help real estate professionals in Mexico grow their business and serve clients at the very highest level.”

KW Mexico will emphasize opportunities for real estate professionals

HELP KW MEXICO GROW!

If you or someone you know wants to explore joining the KW team in Mexico, contact **info@kwmxico.mx**.



Tello Team Takes South Florida by Storm

Christopher Tello is leading a mega agent team that speaks a variety of languages and delivers “beyond your expectation customer service” in a diverse market.

Christopher Tello may wear a suit and tie, but after a successful hospitality career, he decided he wasn’t suited for the New York City corporate world. Tello and his wife, Natascha, decided to take what they’d learned about customer service in the hotel business and apply it to real estate – in South Florida.

The Tellos took that leap of faith 13 years ago and started a business in a region where they knew no one. Today, the Tellos operate a mega agent team known as The Tello Team in South Broward County’s Pembroke Pines, Fla. With production of 388 transactions in 2013, the Tellos run one of the top-producing teams with Keller Williams.

“When we came down to Florida, we

made a decision that no matter what we did we would do it at a high level to be the best we can be,” says Tello. He explains that he made the move from New York to South Florida to give his two kids a better life. “That meant studying the market,” he explains, “and the dynamics between the cities in South Florida, because there are four or five cities literally one street away from each other.”

The Tellos weren’t strangers to real estate. They were moonlighting as part-time agents in New York before transitioning to South Florida. The duo left a seller’s market to enter a buyer’s market. Two years later, prices rose 40 percent, making South Florida a seller’s market. Two years after that,

the market imploded during the home mortgage meltdown and the Tellos started focusing on REOs.

“We opened our market center in mid-October, a week before Hurricane Wilma hit,” Tello says. Hurricane Wilma cut power to 3.2 million Florida homes and businesses—the most severe storm in Broward County in half a century. Despite this major setback and a melting market, the Tellos weathered adversity and exceeded expectations.

Tello has won industry recognition for his success in the face of obstacles. In 2013, *REAL Trends* and *The Wall Street Journal* named him to “The Thousand,” which ranks the top real estate professionals and teams in the United



Christopher Tello

it's no surprise that Tello is applying a customer service philosophy to real estate. The Spanish-speaking Tello serves a global clientele with a commitment to excellence. The team's motto is "beyond your expectation customer service" to a diverse population he calls "a true melting pot." Living up to its customer service motto meant building a diverse staff. In addition to English, members of the Tello team speak Spanish, German, Tagalog, Hindi, Urdu and Hebrew, so most clients can do business in their native tongue.

"I can spend all day speaking in English, but it may be going in one ear and out the other if the client's main language is not English," Tello says. "We need to help our client understand the local market and make well-informed decisions, and that means presenting information in a way they can understand."

Tello's global clientele has been part and parcel of his success. About 10 percent of his sales come from foreign buyers; about 30 percent from out of the state.

South Florida is a red-hot market for foreign buyers looking for second homes and investment properties. Foreign buyers are responsible for driving Florida's housing market recovery. According to the National Association of REALTORS®, foreign home buyers made up 7.3 percent of Florida residential sales in 2007. That number climbed to 19 percent by the end of 2012, the most recent data available.

Despite the clear opportunities, there are always challenges to working in a diverse market. Tello cites one key obstacle: different ways of doing business.

"Every country does business differently," Tello says. "So we have to explain how the market works in the United States. We have to educate them about contracts or tax implications. We always recommend they consult with an attorney about those issues."

With so many new airlines flying directly into Miami, Tello sees his business with foreign buyers having strong growth potential. He's looking

to expand into South Florida markets where more foreign buyers are looking to invest, which would mean Fort Lauderdale and Miami. No matter how far or wide they expand – or who they serve – the Tellos continue drawing from their corporate life in New York's hospitality market.

"We firmly believe in providing Ritz Carlton-type service to our clients, buyers and sellers. We're trained to answer phone calls within the first three rings, return voicemails and emails promptly, and put the customer's needs first – always," Tello says. "We have a cancellation guarantee that allows clients to cancel our services for any reason if they are not happy with us. We want to provide stellar service from the moment they engage with us to the moment we close. We want to create raving fans."

As the Tellos see it, part of hospitality means serving the broader community. That's why they have partnered with Homes for Heroes, a company that affiliates with real estate service providers who offer substantial rebates and discounts to military personnel, firefighters, law enforcement officers and others who serve our communities. As part of the program, real estate agents offer a 25 percent rebate at closing.

As the Tello team grows and expands – the Tellos currently have 11 members on staff – its founders remain committed to Keller Williams' systems and unrivaled hospitality. Without the proper systems, Tello says, the business cannot progress. That means knowing when to reassess and retool as the market shifts.

"We're probably going to take two steps back in the business because we're going to reduce our focus on foreclosures and focus once again on traditional home sales," Tello says. "I'm OK with that because in order to take a massive leap forward sometimes you have to take a step back. We're going to remain successful because we stay ahead of the market trends at all times. Now is the time to shift." **kw**

States. In June, the National Association of Hispanic Real Estate Professionals (NAHREP) ranked him sixth among the top 250 Latino real estate agents in the United States.

"The Hispanic real estate market is large and is growing rapidly," says Jason Madiedo, NAHREP's 2014 president. "Since 2010, Latinos have accounted for 56 percent of the total net growth in U.S. owner households, with purchasing power of approximately \$1.5 trillion projected next year. These top agents are achieving tremendous success representing buyers and sellers from markets across America, and NAHREP is honored to salute them."

Coming from the hospitality industry,

Keller Williams has 25 ASSOCIATES on the 2014 NAHREP 250 list.

Rising STARS

Every year *REALTOR® Magazine* selects young, successful real estate professionals who have demonstrated skill, success, creativity and leadership in their careers. This year, **four Keller Williams associates** made the list: **JORDAN R. BENNETT, BO DRAUGHON, IVAN ESTRADA,** and **GINGER VEREEN**. From traditional networking to cutting-edge use of social media, this year's winners share what it takes to thrive in today's market, what they've done right and what's next.



What is your best advice for a young agent getting into the business?

IVAN: “Tell as many people as you possibly can. No one can succeed as a secret agent. When I started, I told everyone I knew about my new business and I asked for their support. You will be amazed at how many people want to help you succeed.”

GINGER: “Immerse yourself in high-level education as soon as possible. As a new agent there is so much to learn, and education is key to success in this industry. At Keller Williams we are extremely fortunate to be part of a company that offers so many educational opportunities. Continuing education will not only grow your business, it will also help you grow professionally. Young agents shouldn’t hesitate to take advantage of those opportunities.”

JORDAN: “As a new agent you must find yourself a good mentor. Find someone who will coach you and teach you the ropes. One of the greatest things about being a Keller Williams agent is that you have access to top producers who are willing to give you free advice that is worth billions. It is important to utilize the education and network-building opportunities that Keller Williams provides. I haven’t missed a Family Reunion since I started and I plan to attend every year.”

BO: “It is important to set high standards for your business right from the start. Having clear and smart goals will help to set the foundation for a successful business. You must also keep a successful growth mindset. I have found tremendous value in having a mentor in the business. When I started, it was clear to me that I needed to have a mentor who was influential and would help me set goals and standards to position myself for success.”

What is the smartest thing you did last year?

IVAN: “I started using social media to promote my business. I use Facebook, Twitter, Instagram and YouTube. Last year I created a YouTube channel. I post monthly video segments called “The Real Estate Minute.” I use these videos to help provide useful information about the local market. I don’t use my YouTube channel to sell; rather, I use it to build recognition. It is working. Someone recently stopped me on the street and said, “Hey, you’re that guy from the YouTube videos!”

GINGER: “The smartest thing I did last year was hire an assistant. I quickly noticed that, as my business started to grow, I was missing out on spending time with those I cared about; my life was becoming consumed with real estate. I decided that finding leverage was an important next step to bring some balance back into my life. I took Recruit-Select in our region multiple times, as well as outside of our

region. Although I failed forward a few times, I continued to concentrate on the process. I understand more and more how important hiring key people is to the foundation of my business.”

JORDAN: “I continued to focus on leverage and I learned how to better nurture my sphere.”

BO: “Hiring a KW MAPS Coach. Having a MAPS Coach created a high level of accountability and purposeful strategies that helped me grow. When I saw the results others were having with KW MAPS coaching, I decided to hire my own coach. Not only has KW MAPS Coaching made me more accountable, it taught me how to hold others on my team accountable.”

The smartest thing I did last year:

I continued to **FOCUS ON LEVERAGE**
and I learned how to better
NURTURE MY SPHERE.

Where do you see the greatest opportunity in the current market?

IVAN: “Advertising your business on social media. Traditional marketing can be very expensive. As a young agent, there is not a lot of money available for advertising. Social media advertising allows me to specifically target the prospects I want to reach at a fraction of the cost of traditional advertising. I receive a large number of leads from my advertisements and activity on social media.”

GINGER: “The greatest opportunity in the current market is the new expansion model. This model provides a limitless ceiling and the opportunity for agents to build their business in various places. This allows you to get outside of your own community and to learn more about expanding your business around the country and the world. Following the Keller Williams model created by agents that have experience with expansion is a huge advantage.”

JORDAN: “The biggest opportunity is that there is always opportunity. People will always buy and sell real estate. You need to make sure you are prepared for the opportunities. Always work on building your network so that you can get in front of more transactions. I find that continuing to grow my network using traditional basics is what really works best.”

BO: “The greatest opportunity exists in continuing to cultivate seller leads coming into the market and by dominating the market with seller inventory. Having a full listing inventory is so important in this seller’s market.”

If you had to get a deal written right now, what is the first thing you would do?

IVAN: “No matter how urgent the deal, I always stop and make sure everything is accurate, because mistakes can cost you a lot of money or even kill a deal. I also rely heavily on digital transaction management to expedite deals.”

GINGER: “Pick up the phone and call my sphere. Everyone you know hears of 12 people a year who will buy or sell real estate. All you have to do is ask the question.”

JORDAN: “I would call past clients in my sphere and see if they know someone looking to buy or sell. Then, I would call my entire farm. The people that already know and trust you will always be the first ones to point you in the direction of your next deal.”

BO: “I would use my pipeline report in conjunction with my database to see where the most immediate business can come from.”

What is your most significant challenge?

IVAN: “Myself. As a new agent I was always focusing on what others were doing. This made everyone feel like a competitor. Once I slowed down and took the time to focus on myself, I fell into my own groove.”

GINGER: “My most significant challenge is maintaining a positive mindset. I try to overcome this challenge by surrounding myself with people who are uplifting and motivating. I also receive KW MAPS coaching, which helps me improve my mindset.”

JORDAN: “Constantly implementing new systems as my team grows. I am continuously adapting to change as my business grows and as I hire new team members. I am learning how to better delegate and shift duties when new team members join me.”

BO: “My most significant challenge is staying focused on self-mastery and breakthrough feelings. I try to do something every day that contributes to the growth and overall goals of my business. On a personal level, my most significant challenge is taking time for my personal life.”

What is your greatest strength as an agent?

IVAN: “Having a business background working as a CPA taught me how to deliver exceptional customer service by

providing knowledge, not applying pressure. I tell my clients that I am not here to sell them anything. I am here to provide information and let them make the best decision possible. They respond well to this no-pressure approach and it helps create a trusting relationship.”

GINGER: “My greatest strength is my ability to focus and separate work and play. I have a sign on my door asking people to please not disrupt me or my team while we are in productivity and lead generation time. I also understand the importance of time blocking my schedule and sticking to it. On the flip side, when I am with family and friends I continuously strive to be in the moment with them and avoid doing business. Finding a counterbalance in these two is extremely important to have some peace in my life.”

JORDAN: “My ability to build lasting relationships. Effective and consistent communications to clients helps build trust and likability quickly. When you have a relationship with a client, you can openly and honestly talk to them. I don’t read a script. I have real conversations with my clients.”

BO: “I am always focused on building and fostering relationships. Relationships keep the business coming in. It is important to have a steady stream of constant communication with clients. Sometimes I even check in with them when I know there is an important personal life event such as calling to see how their kids’ first day of school went. It is so important to always stay in touch and take the time to really get to know people.”

What is next?

IVAN: “I want to get into the international market as well as expand into luxury homes. There is a lot of opportunity to work with international clients as well as with luxury homes in Los Angeles.”

GINGER: “My next step is to build a successful 7th Level team allowing me to pursue something else. In the future, I see myself moving into more of a leadership role within Keller Williams and/or within the real estate industry.”

JORDAN: “My goal is to go beyond buying and selling real estate for others and to become an investor. I want to grow and manage my own portfolio. Good systems and having a strong network in place have helped me succeed. I want to continue this trajectory so I can have a well-oiled machine of a team, be able to give more, and build a legacy.”

BO: “I am committed to the mindset of growing my business. I set clear three-, five- and even one-year goals to help me grow a successful business. My next steps are to continue to grow my business and to help others reach their goals.” **kw**

► For more information about the 30 under 30 winners (blog.kw.com)

Game. Set. Match.

KW Commercial associate

Chris Sands achieves expansive growth through his different-by-design approach



Chris Sands

Game. Set. Match.

As the founder and leader of the growing Sands Investment Group (SIG), KW Commercial associate **Chris Sands** is playing in the big leagues. So far this year, SIG has recorded 57 transactions, closed \$80 million in sales – with another \$75 million currently in escrow – and handled \$220 million in listings. Those big-league numbers are only fitting for a guy who played for two years on the ATP Professional Tennis Tour and also captained the UCLA Men's Tennis Team.

Sands, who started the team in Santa Monica, Calif., joined Keller Williams Commercial in 2010, and today his 27-agent team handles properties in 40 states, with an emphasis on the purchase and sale of grocery/drug-anchored shopping centers, single-tenant and strip-center retail investments.

Sands realized early on that the commercial sector was the right fit for him. "I've always been a numbers guy," he says. "I love the client base I deal with on a day-to-day basis and how every deal is different, with a different storyline, a different tenant and different nuances. Every time we take on an assignment, it's like a new opportunity to learn something. I was always driven to own investment real estate, and the commercial sector allowed me to be on the front lines to see that opportunity come to fruition."

Love: Building Relationships

SIG takes a different approach to real estate, one that is built on personal touches, win-win deals and positive results. Sands puts these strategies to work in a multitude of ways, from talking to his best clients multiple times a week to traveling quarterly to attend conferences throughout the country to simply taking clients out to dinner.

"The big thing is to get to know the clients and what they do when they're not buying real estate – what their kids' names are and where they go to school, what their favorite food is, when their anniversary is," Sands says. "A lot of my clients have become friends or partners, and then we find opportunities where we can co-invest in deals together."

Clients aren't the only people Sands focuses on creating solid personal

relationships with. As the leader of a team that includes 27 agents spread across the country, Sands had to figure out the best management strategy for SIG.

"That was a fun learning curve," Sands says. "I have to give a shout-out to Reagan Dixon, who is a KW MAPS Commercial Coach and always said, 'Anything worth doing well is worth doing poorly at first.' We get in our own way at first and try to overcomplicate and overthink things. The best thing I've learned is that accountability is No. 1. We have everyone on our team on accountability metrics for being a great commercial broker – listing appointments, listings generated, offers written with buyers, how many deals under contract and how many deals closed."



15: Six-Week Sprints

Through coaching and the KW Commercial models, Sands has since been able to come up with a set of best practices that work for him. His method involves breaking down the 52-week year into seven six-week increments, which he calls sprints. The weeks in between are for agents to recharge their batteries and get organized for the next sprint.

“It’s like a racecar driver,” Sands explains. “If you sprinted the whole time, you’d have a blowout or run out of gas and not finish the race. You need the break to get your fuel pump ready to go for next sprint. This, combined with our team scorecard, holds everybody accountable to each other, and we’ve got rewards and penalties that go with that.”

Through the process, members of the SIG team have stepped up into leadership roles that allow Sands to better split his time between management and production.

30: Culture of Leadership

“A lot of growth happens organically through the culture of leadership that we foster within our team,” he says. “I come from a servant leadership mindset, and I encourage each of our agents to grow and build their own teams and to pay it forward.”

Because of this structure, Sands can go more into production mode if he needs to or, conversely, spend extra time building

new systems to fuel team growth. His passion for his team and his business is why he invests a large percentage of the money he and his team earn back into SIG.

“You have to be invested in the people on your team and passionate about what you do,” he says. “What wakes me up every day is trying to build something that leaves a footprint in this industry. I want to create a better platform for my team so we can grow. I like to use the analogy of a carousel. If you take out the engine, the carousel is heavy and monstrous, and it takes all your might to get it started, but eventually you’ll get it spinning enough that you can just stand there pushing it along. A lot of people jump off the carousel too early, and it stops because you don’t keep pushing it. That’s why you have to love what you do. If you stay active in brokerage and production, it has value for your team because you know what’s going on in the industry.”

40: Giving Back

As a way of expressing gratitude for his success, Sands, who now lives in Charleston, S.C., with his wife, Elizabeth, and their sons, Drew and Will, established Sands Investment Gives, which donates a percentage of SIG’s profits (roughly 10 percent of gross production) each year to charity.

“The reason why I gravitated toward Keller Williams was its focus on putting God first, followed by family and then business,” Sands says. “I wanted to walk the walk instead of just talking the talk. We’ve been amazingly blessed with the growth of our team, and I want to help others with the blessings we’ve been given. When I started this team, my whole theory was that I wanted to change the perception in the marketplace for commercial brokers. My goal was to try to rebrand that in the marketplace and create a place of helping and giving back.”

Game: No One Succeeds Alone

At the end of the day, Sands credits the success of his business to the KW Commercial model.

“I have to give props to all the work that’s been done by the KW Commercial team to take the best of Keller Williams and bring that into the commercial world,” he says. “I appreciate that new lens from which I’ve been able to look at commercial real estate. I love looking at these guys who have built these businesses selling 500 to 800 homes a year. It’s the fascination of being affiliated with this company. I also have to give a shout-out to all the people on my team who have faith and loyalty in our business. There’s nothing that I do that’s miraculous, and we wouldn’t be here without them. I think we’re on the right trajectory to do great things together.” **kw**

KW Commercial’s first-ever mobile application is now available!

The app allows clients to search for agents, properties, as well as giving them access to useful tools such as investment calculators.

This agent-branded app is the only one of its kind in the industry. All listings are exclusive to KW Commercial. The app’s investment analysis tool allows users to input data such as purchase price, cap rate and year 1 net operating income (NOI) to calculate the projected return on investment.

► The app can be downloaded from the Apple App Store or Google Play.



The Sweet Smell of Southern Success

Mega Agent **Ashley Wilson**'s Carolinas-based expansion takes flight

Anyone who says you can't go home again hasn't met **Ashley Wilson**. The Raleigh, N.C., broker-owner of Wilson Realty Group NC, which she launched in 2009, took her success back to her hometown area of Fort Mill, S.C., in early 2012 as part of her expansion strategy. In less than two years, the move has doubled her group's overall production numbers from roughly \$40 million in 2012 to an estimated \$85 million in 2014.

Gross commission income (GCI) has also more than doubled from \$1.1 million in 2012 to roughly \$2.5 million in 2014.

Mega Agent Expansion is an initiative to help top-producing agents expand their teams and systems into new markets. It's a powerful concept that allows motivated, successful agents to expand their real estate businesses into new offices, growing their staffs and their profits to levels typically reserved for owners of large businesses. Under the leadership of KW MAPS Coaching CEO Dianna Kokoszka and Vice President of Mega Agent Expansion Kristan Cole, Keller Williams works with expansion agents and teams to help them succeed.

Building a Base

Wilson had a solid track record of success on which to build. Early in her career, she became known as a specialist in new home sales and began racking up recognition. She was named one of *REALTOR® Magazine's* 2008 "30 Under 30." As a relatively new real estate agent, she sold 16 houses in four months at her first job at Raleigh's Athens Woods new-home community. Only 18 houses total had been sold during the previous two years.

When Wilson launched Wilson Realty Group in 2009, she had a listing manager, closing coordinator, Internet lead manager and two buyer specialists. In its first year, the business

did \$5 million and earned roughly \$145,000 in GCI between May and December. Since then, she says she's seen only two years where her group's growth dipped below 40 percent growth.

Because her team and systems were working so well, Wilson began planning her expansion. As she looked for markets that made sense, she gravitated toward the area where she grew up. She traveled back to visit "a couple of times a month anyway," so it seemed to make sense. As she analyzed the market, it appeared that a new business modeled on her Raleigh office would work well.

"Our database is pretty big and lead generation has modeled our hub almost identically. So our leads come from very similar places like referrals and the Internet. It seemed like a natural fit," she says.

Finding the Right Team

Wilson says that in any office, finding the right talent is the biggest challenge. She uses the Keller Williams Recruit-Select process, which includes an in-depth, three-stage interview process. The first interview is scripted and is accompanied by a behavioral profile. Wilson looks for people who embrace growth and have a commitment to her business. The second meeting is a comprehensive interview designed to ensure the behavioral profile is accurate. The third interview sets mutual expectations and maps out what the relationship will involve.

"When I interview folks, if they're not in line with our mission and vision before anything else, then they won't be a fit. So even if they're great talent but culturally they're not a fit, I won't hire them," she says.

She admits to being a bit impatient by nature, so the methodical interview process can be a challenge. However, it



Ashley Wilson

“For other agents interested in expansion, it’s critical to have strong systems. Once your systems are performing and can be replicated and you have strong profitability, it’s a good time to consider expansion.”

has helped her find exactly the right people for the job. The Fort Mill office now includes three staff members. In addition to a listing agent and buyer agent that service South Charlotte and Fort Mill, another agent handles listings and buyers for North Charlotte to Concord.

Managing Time and Resources

Once Wilson had her expansion team in place, she had to figure out how to split her time to ensure both offices ran well. After expansion, the first 90 days were largely about training. In addition, Wilson coaches her expansion team once a week virtually and once a week in-person for her Raleigh team. Weekly team meetings also help agents through learning activities and skill-building sessions like role-playing various scenarios.

Wilson says it is important to involve everyone in activities that will help them be better at their jobs. Her teams participate in book clubs three or four times a year, where they all read and discuss books that can help them get better at their jobs. All agents are encouraged to go to Family Reunion and participate in BOLD coaching sessions to help them develop successful mindsets.

“There’s a compensation plan once they do participate in BOLD. We do not pay for them to go to Family Reunion, other than a portion of their hotel room and things like that,” she says.

Since the expansion and the rigorous attention to training and development, she says net profit has been trending higher. Over the next six months, her focus is to get strong listing agents and a few more buyer agents in place. She wants to be “100 percent out of production,” and working on growing the business, she says. Her game plan for further expansion will play out in the Raleigh area. She’s still searching for the right people to act as “empire builders” for expansion. She says their compensation will likely be a mixture of equity and a percentage of profit, possibly with base compensation, as well.

“I think for us we can leave it really regionalized, this triangle area, and really expand right around here, which I think financially makes more sense,” she says.

Sharing Wisdom

“For other agents interested in expansion, it’s critical to have strong systems,” she says. “Once your systems are performing and can be replicated and you have strong profitability, it’s a good time to consider expansion.”

But, don’t rush into anything. Wilson advises “being a tortoise.” In other words, move slowly, do your homework, hire thoughtfully and make sure they’re compensated well. “It’s tempting to want to do everything quickly, but taking careful steps and making sure you have all the pieces in place is the right formula for success,” she says. **kw**

Working Together in Washington, D.C.

Carlos Garcia and **Lucinda Eng** are bringing legal and design perspectives to the Washington Capitol Hill market center – and closing on millions of dollars each year.

Working from the Washington Capitol Hill market center serving D.C., Maryland and Virginia with the motto “Investment minded. Design conscious,” the Eng Garcia Group closed \$59 million in 2013 – and they have big plans for the future.

“We started off as real estate investors. Previously, I was a lawyer and Lucinda was an interior designer. She brings to the table the creative left side of the brain, and I bring the more analytical right side of the brain,” says Garcia, who is married to Eng.

As Eng and Garcia see it, real estate decisions are important and cannot be rushed – and honest, intelligent advice is critical. The “Investment minded. Design conscious” motto reflects the firm’s commitment to reaching economically smart decisions while addressing important functional and aesthetic requirements. Their motto is resonating with real estate consumers in the Tri-State area.

Teamwork and Time

Eng and Garcia lead a multidisciplinary team that includes four full-time back-office staffers (including staging professionals), seven full-time real estate agents and two part-time associates.

The Eng Garcia Group has more than 30 years combined real estate experience, more than 20 years of interior design experience, and more than 15 years of legal experience. Garcia

says one of the team’s strong points is a knack for connecting with people from all walks of life and understanding their needs and expectations.

Eng and Garcia didn’t become one of the most successful Keller Williams duos alone – and they didn’t do it overnight, either. Eng says it took the team approximately seven years – working full time, winning and serving clients, while building the team – to reach \$100 million in annual sales volume.

They credit their production to six “critical attributes.” They say in order to be a top-producing team there needs to be commitment to excellence, a culture of service, a constant desire to add value, respect for the stress and worry clients face, genuine love of real estate and design, and a hunger and drive to continually develop new business.

“This last one is universal so I will try to describe it: Someone must always be working their tail off to generate and attend meetings with people who want to talk about buying or selling real estate,” Eng says. “And this particular activity must never slow down.”

Engineering Team Workflow

The group carefully scrutinizes local real estate trends and forecasts so they understand where the market is – and where it is going.



Shane Cass, Penelope Stewart,
Seth Turner, James Grant.
John Richter, Carlos Garcia,
Lucinda Eng Garcia,
Katie Espinoza, Debbie Richter

"I think the key to our team approach is that we have engineered the workflow effectively, we are all committed to functioning at a high-level and addressing problems that prevent us from doing so, we genuinely like one another and we are passionate about effective client service, real estate and design," Garcia says.

The team is also known for aggressive client advocacy and negotiating strategies delivered in a diplomatic style, as well as frank and consistent client communication practices. Success goes beyond solid client support skills and customized services.

"A few of the things that set us apart from the competition are our level of commitment, our willingness to work hard and our capacity to provide additional related services to our clients," Eng says. "We offer free staging for our listings, advice from our interior designers, perspective from our attorneys with regard to real estate contracts – though we emphasize we are not functioning as attorneys – and advice on real estate investing from our experienced real estate investors and agents."

Commitment to Community

Part of The Eng Garcia Group's secret is a commitment to excellence and community – and that is perfectly aligned with the core values of Keller Williams Realty. In fact, Eng and Garcia say they chose to work under the Keller Williams banner because of this cultural match.

"Keller Williams offers the best environment – the most suitable culture, people, mindset, mentors and training – for real estate professionals who are serious and enthusiastic about their opportunity to serve clients and build their real estate business," Eng says.

"Barriers to entry in real estate sales are relatively low. Yet real estate agents handle matters that are financially and emotionally critical to their clients. When Keller Williams came along, our industry finally had a large, purposeful organization that enlists and empowers associates to step up, seize and serve – through consistency and excellence – the professional opportunities that are available to them."

Garcia adds that Keller Williams encourages individuals to define their life purpose. Specifically, encouraging people to come to terms with these questions and continually revisit them, which encourages meaningful contributions to company culture, one's community and one's values.

"Lucinda and I, and by extension our real estate team, have built a business that reflects these commitments. Professionally, we strive to be excellent," Garcia says. "As members of our community, we have been stalwart supporters of education reformers and institutions that seek to level the playing field through education reform."

Garcia says leveling the playing field is important to them – and it's not just talk. Eng and Garcia have served on various nonprofit boards, including Higher Achievement, a rigorous after-school academic program, E.L. Haynes Public Charter School and many other like-minded organizations.

Recently, Garcia joined the board of trustees of Connecticut College, his alma mater, and the board of DKT International, a global public health nongovernmental organization. In 2003, he received the "Unsung Hero" award from the Community Foundation for the National Capitol Region for revitalizing the Higher Achievement Program.

Looking Ahead the Future Is Bright

Garcia and Eng advise aspiring agents who hope to one day be top producers to "be consistent, repeat what works, don't repeat what doesn't, and always fight-fight-fight to schedule appointments with people who want to talk about buying or selling real estate," Garcia says. "Do those things and continually seek and implement advice from those who would know, and the rest will fall into place."

If you ask Eng what the future looks like for The Eng Garcia Group, she'll offer one word that says it all: bright. While there are always X factors in the real estate world, Eng and Garcia are confident that they've built a lasting model for success. **kw**



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Associate Quadruples Business with **eEdge**



Adam Franzetti

Kirsty Franzetti

Adam Franzetti, an associate in the Dallas Preston Road market center, confesses that in 2011, when he sold only five houses, he “was using, but not really using, eEdge.” True, he was only working in real estate part time, but he knew he could do better. When he learned his wife was expecting twins, he made the jump to real estate full time.

It was a wise decision. He quadrupled his volume in one year.

Brett Caldwell, team leader of Dallas Preston Road, said, “Adam is the poster child for Market Leader Pro. He has gone from literally \$0 to hundreds of thousands of dollars in GCI in less than 12 months by embracing eEdge and utilizing it to its fullest extent.”

The numbers bear witness.

2012 Closed Volume = **\$2 Million**

2013 Closed Volume = **\$8 Million**

Franzetti is on course to close \$10 million by year’s end and is building the infrastructure to handle \$16 million by the end of 2015. To make that happen, he is assembling a team of specialists who share his vision for growth. Late last year, his wife joined him to head up their marketing, as well as a buyer specialist and client relations coordinator.

However, it wasn’t that long ago that Franzetti was trying to do it all on his own. In the first two quarters of 2012, he only sold three homes.

Something had to change.

He made the rounds asking other agents for lead generation ideas when he noticed the most successful ones were getting noticeable returns on their technology investments. Franzetti had not realized how vital eEdge could be for Web-based lead generation and traffic building. “I may have logged in once a week,” he guessed.

He made a game plan.

For eight solid weeks, day in and day out, he worked from 5:30 a.m. until 9 a.m. on the back end of eEdge, studying, grouping, categorizing, and making database management his ONE Thing.

Narrowing his focus paid off.

Come December, after he’d spent two

months shaping up his database, Franzetti tripled the amount of business he did during the first half of the year. His conversion rate went from 1 percent to 3 percent.

Franzetti was on his way. Since late 2011, his business has grown a staggering 320 percent.

Franzetti says he and his team use eEdge exclusively to acquire, direct and manage leads. "Our main site, FranzettiRealEstate.com, is eEdge, our primary and most reliable means to capture leads." He drives traffic to his site through social media and ActiveRain, where he blogs daily.

OutFront asked Franzetti about his mounting success.

OutFront: Clearly, you have a handle on how to make the technology work for you. How are you translating that to closed transactions?

Franzetti: eEdge has been absolutely vital for acquiring, funneling and organizing new leads. It enables us to organize and set reminders in a way that encourages thoughtful nurturing of those leads, but it can only take us so far. It still comes down to customer service and personal touch.

That's why my wife, Kirsty, joined our team late last year. One thing we know will set us apart from the thousands of agents in our market is our client service. She has worked for Lexus, which is well known for its impeccable service.

It is critical that customers tell their friends and family about us. It is imperative that they come back when they are ready to buy or sell again.

We determined that nothing needed to be reinvented. eEdge has everything necessary to offer the right number of touches to provide an outstanding client experience.

I believe that real estate is much more than simply buying or selling a home. Developing relationships and building trust is essential. So, excellent customer service is what closes the deal, and eEdge makes excellent customer service so much easier.

OF: You must have a lot of experience with technology. Tell us a little more about that.

Franzetti: I'm a child of the 80s. Although I have seen it all, my experience prior to real estate was in retail management, not technology. Thankfully, eEdge makes it simple to take a lead from click to close with a minimal amount of technical prowess.

Without any extensive technical training, we have built pages on eEdge to target niche markets. A large Toyota facility is being built now in north Dallas. It's expected to bring thousands of new jobs to town. With eEdge, we were able to craft a page that specifically targets these people. We are already seeing a lot of click-throughs and activity on that page.

OF: Has adding on Market Leader Professional made much of a difference?

Franzetti: Pro offers features that take me to the next level. I gain a lot from the web analytics it offers and often spend 30 - 40 minutes each day reviewing where the lead came from, how many homes the person looked at, how long they

looked at each home and if they concentrated on a specific neighborhood or price range. For instance, today I saw that a lead had looked at 10 homes in the \$200K - \$225K range in only one part of town. When I contact them, I already know so much about them. The insight helps me more efficiently secure the appointment.

OF: What advice can you offer to agents who have not yet implemented eEdge?

Franzetti: Use it! You already have it and it's a mere \$15 per month or \$99 with Pro. It will directly impact your productivity, which will improve your profitability. That's a small price to pay for a state-of-the-art system that streamlines lead management, contact management, marketing management and transaction management. It doesn't just help your business; it is your business.

I'm part of a Facebook group forum for eEdge discussions and I am surprised to learn that there are agents who only log in intermittently, when they have a few minutes here or there. That was once me! Now, I'm proof that putting the technology to work really works.

Besides the obvious benefit of improving my own profitability, eEdge has been the reason I've needed to add people to the team. Nothing brings me more joy than knowing that Franzetti Real Estate is not just providing for me and my family, but is also making a rich, rewarding life possible for my team and their families too. **kw**



About eEdge

eEdge was the real estate industry's first complete lead-to-close business solution for every agent in the company. The single platform enables agents to:

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TOP-PRODUCING TEAMS

Second Quarter 2014*

	Name	City, State	GCI	Units
1	The Rhodes Team	Dallas, Texas	\$1,673,465.90	217.0
2	The Mark Spain Team	Alpharetta, Ga.	\$1,650,162.22	341.0
3	Bob Lucido Team	Ellicott City, Md.	\$1,594,819.34	165.0
4	Keri Shull Team	Arlington, Va.	\$1,307,900.46	71.9
5	Jeff Glover & Associates	Plymouth, Mich.	\$1,185,438.99	219.0
6	Agent Alliance	Mission Viejo, Calif.	\$1,042,938.09	97.0
7	Ben Kinney/Home 4 Investment Team	Bellingham, Wash.	\$927,459.33	153.6
8	Eng Garcia Properties	Washington, D.C.	\$908,521.80	60.6
9	The Merrick Team	Peoria, Ill.	\$908,451.74	191.5
10	The Stephen Cooley Team	Fort Mill, S.C.	\$897,156.34	191.0
11	Unity Home Group	Anchorage, Alaska	\$868,310.99	123.0
12	The Sue Adler Team	Summit, N.J.	\$830,865.52	46.0
13	Go Brent Team	Bethesda, Md.	\$828,459.00	58.8
14	Lysi Bishop Team	Boise, Ind.	\$806,695.42	72.3
15	Jennifer Young Team	Chantilly, Va.	\$792,818.21	110.7
16	The Sunset Team	West Hollywood, Calif.	\$789,645.91	19.0
17	Alchemy Real Estate Group	Seattle, Wash.	\$779,236.04	46.0
18	Joe Rothchild Realty	Katy, Texas	\$759,069.71	295.2
19	The Pyron Team	Southlake, Texas	\$740,994.72	120.0
20	The Perna Team	Novi, N.M.	\$698,549.84	136.0
21	Wilson Realty Group NC	Raleigh, N.C.	\$692,269.66	96.0
22	TeamBuilder KW	Kirkland, Wash.	\$691,638.24	103.2
23	The Loken Group, Inc.	Katy, Texas	\$683,796.99	228.8
24	The EZ Sales Team	Westlake, Ohio	\$679,806.00	134.0
25	Dwellus	Reston, Va.	\$670,962.83	57.0
26	Sands Group	Santa Monica, Calif.	\$660,490.38	3.0
27	The Rider Elite Team	Scottsdale, Ariz.	\$660,067.47	120.0
28	McCarty Team	Marco Island, Fla.	\$638,347.50	32.0
29	Jack Coden Group	Miami, Fla.	\$637,913.00	59.2
30	Billy Spain Team	Alpharetta, Ga.	\$619,441.26	4.0
31	Liz Lauer & Associates	Monona, Wis.	\$607,691.25	92.0
32	The Wagner Group	San Antonio, Texas	\$606,239.48	100.0
33	Griffin Properties	Grand Rapids, Mich.	\$602,660.08	90.9
34	Jason Tarr and Associates	Austin, Texas	\$597,808.56	76.0
35	The Suits Team	Atlanta, Ga.	\$590,963.56	52.0
36	Kevin Blain Team	Visalia, Calif.	\$584,897.90	136.2
37	Noel Team	Santa Monica, Calif.	\$584,617.23	26.9
38	Group O'Dell	Overland Park, Kan.	\$579,569.96	92.0
39	The Kink Team	The Woodlands, Texas	\$579,516.23	52.9
40	Steven Cohen Team	Boston, Mass.	\$578,065.57	46.2
41	The Bucher Group	Austin, Texas	\$578,026.57	31.0
42	The Cesi Pagano Team	Mission Viejo, Calif.	\$576,931.13	54.5
43	The Jeff Silva Team	Blue Bell, Pa.	\$565,653.50	59.2
44	Eastbaypro, Inc.	Danville, Calif.	\$563,953.25	43.0
45	Bracha Group NYC	New York, N.Y.	\$562,480.68	23.8
46	Kent & Associates	La Jolla, Calif.	\$558,646.60	35.0
47	The Kelly Group	Portland, Ore.	\$557,132.35	59.0
48	Bouma Group	Ann Arbor, Mich.	\$556,778.66	68.0
49	The Heller Real Estate Group	San Diego, Calif.	\$556,609.43	42.0
50	The Buehlers & Associates, Inc.	Flower Mound, Texas	\$551,003.78	93.0

TOP-PRODUCING AGENTS

Second Quarter 2014**

	Name	City, State	GCI
1	Juliana Lee	Palo Alto, Calif.	\$1,319,360.06
2	Lan Bowling	Palo Alto, Calif.	\$771,074.25
3	Charles Allen	Santa Cruz, Calif.	\$566,375.00
4	Amar Amarnath	Palo Alto, Calif.	\$530,674.09
5	Daniel Zia	Santa Barbara, Calif.	\$514,533.58
6	Rima Rafeh	Palmdale, Calif.	\$448,406.00
7	Tim Abney	Cumming, Calif.	\$424,884.00
8	Henry Garcia	Studio City, Calif.	\$423,501.00
9	Deborah Ratchford	Smyrna, Ga.	\$382,417.24
10	Paige Martin	Houston, Texas	\$382,164.85
11	Julie Hopkins	Park City, Utah	\$363,470.00
12	Kathleen Fong	Arlington, Va.	\$359,348.21
13	Mark Tyoran	Westlake Village, Calif.	\$357,000.00
14	Michael Albert	Studio City, Calif.	\$355,981.25
15	Sophie Ravel	Palo Alto, Calif.	\$344,800.00
16	Valerie Vandervort	San Carlos, Calif.	\$339,237.19
17	Matthew Resnick	San Antonio, Texas	\$317,718.69
18	John Balsz	Chino Hills, Calif.	\$315,587.54
19	Mike Anderson	Memphis, Tenn.	\$315,543.75
20	Nazneen Dhanani	Sugar Land, Texas	\$312,411.76
21	Pennie Carroll	Clive, Iowa	\$300,717.96
22	Frances Little	Austin, Texas	\$300,089.79
23	Francesca Rinonapoli	Miami Beach, Fla.	\$293,250.00
24	Richard Stone	San Diego, Calif.	\$289,787.50
25	Ron Evans	Palo Alto, Calif.	\$286,840.00
26	Khoa Le	Campbell, Calif.	\$284,157.20
27	Steve Condurelis	Nashville, Tenn.	\$279,266.25
28	Robert Stepp	Long Beach, Calif.	\$276,475.00
29	Sheri Bienstock	Los Angeles, Calif.	\$273,760.63
30	Esther Chong	Duluth, Ga.	\$271,969.26
31	Tom Francis	McLean, Va.	\$266,834.51
32	Holly Pascarella	Lakewood Ranch, Fla.	\$266,626.37
33	Kimberly Ziton	Woodbury, Minn.	\$265,513.32
34	Kristen Greenwade Williams	Austin, Texas	\$264,583.00
35	Ashley Stucki	Austin, Texas	\$263,861.90
36	Ron Feder	Calabasas, Calif.	\$262,759.81
37	Scott Gaertner	Phoenix, Ariz.	\$259,007.04
38	Rachel Hsieh	Los Angeles, Calif.	\$258,456.86
39	James Utsey	Rancho Mirage, Calif.	\$258,333.75
40	Amy Burakovsky	Summit, N.J.	\$258,199.50
41	Lisa Wolschina	Cherry Hill, N.J.	\$256,616.50
42	Michael Livingston	Houston, Texas	\$255,479.72
43	Mary Whitworth	College Station, Texas	\$255,435.25
44	Lisa Gutman	Calabasas, Calif.	\$253,750.00
45	Patricia Dajani	Houston, Texas	\$251,771.95
46	Timothy Lopez	Albuquerque, N.M.	\$250,093.09
47	Kim Boyd	Atlanta, Ga.	\$248,384.40
48	Britt Galloway	New Orleans, La.	\$245,327.50
49	Avi Urban	Palo Alto, Calif.	\$242,060.75
50	Margaret Miggins	Summit, N.J.	\$238,365.25

TOP STAKEHOLDERS

Second Quarter 2014***

	Name	Market Center	Associates Sponsored
1	Lynn Stenroos	Orange Park - Jacksonville	10
1	Elizabeth Riley	Austin NW	10
2	Joshua Spitzen	Long Beach Pacific Estates	9
3	Yamel Ramirez	Glendale	8
3	Chastity McKinley	SW Orlando	8
3	Sabrina Watson	Scottsdale SW	8
3	Tierny Jordan	Arlington	8
3	Miguel Duque	Houston Memorial	8
4	Richard Rector	Huntington Beach	7
4	Dianne Rector	Huntington Beach	7
4	Marlene Vaicaro	Mission Viejo	7
4	Rebekah Parker	DFW Metro SW	7
4	LaRose Lewellen	Fort Worth	7
4	Heather Trocmet	Houston - Professionals	7
5	Tatjana Chahine	Palos Verdes	6
5	Frank Silveria, III	Stockton	6
5	Spencer Morton	Denver West	6
5	Dani Beyer	Kansas City - Northland	6
5	Susan Filipovich	KW Chervenik Realty	6
5	Diana Levin	Fort Worth	6
5	Keri Shull	Arlington	6
5	Leigh Broughman	Lynchburg	6

*Based on transmittals received for the Second Quarter 2014 (April through June 2014). Closed transactions identified with specific team.

**Based on transmittals received for the Second Quarter 2014 (April through June 2014). Closed transactions identified with the specific agent.

***Associates with the most growth at the first level of their profit share tree. Second Quarter 2014 (April through June 2014).

****Data from CEO report used for award purposes (KW owner profit adjusted for federal/state taxes). Second Quarter 2014 (April through June 2014).

TOP MARKET CENTERS

Second Quarter 2014****

	Market Center	City, State	Team Leader	Profit
1	Austin SW	Austin, Texas	Diane Johnson, Melanie Kennemann	\$443,516.55
2	The Woodlands	The Woodlands, Texas	Cindy Hamann	\$403,427.97
3	Austin NW	Austin, Texas	Brian Martin, Christi Davidson	\$380,814.10
4	Heritage	San Antonio, Texas	Craig Owen	\$361,660.26
5	Ballantyne Area	Charlotte, N.C.	Lesley Williams	\$359,675.84
6	Arlington	Arlington, Texas	Christy Broussard	\$357,991.95
7	Greater Portland	Portland, Maine	Mark Richard	\$330,658.12
8	Summit	Summit, N.J.	Jacky Elliott	\$317,231.45
9	Houston Metropolitan	Houston, Texas	Stephanie McClimon	\$283,253.94
10	Dallas Preston Road	Dallas, Texas	Brett Caldwell	\$277,871.14
11	Greater Howard County	Columbia, Md.	Rachel Resch	\$267,269.25
12	Montclair, NJ	Montclair, N.J.	(TBD)	\$267,037.46
13	San Antonio City-View	San Antonio, Texas	Lorri Cutler	\$265,083.69
14	Bedford-Manchester	Bedford, N.H.	Mark Mulcahy	\$256,927.00
15	NYC - Manhattan	New York, N.Y.	Eric Barron	\$253,058.87
16	McLean	McLean, Va.	Amina Basic	\$243,563.62
17	Boston - Metro	Boston, Mass.	Aaron Lippert	\$240,948.09
18	Roseville	Roseville, Calif.	Patrick Woods	\$234,873.56
19	Boise	Boise, Ind.	Stacie States	\$234,165.51
20	Portland West	Portland, Ore.	Katie Benson	\$233,853.54



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KW Blog (blog.kw.com)

Keller Williams Profit Share Program Rewards Growth

Dan Harker of the Harker Five Star Team in Dallas shared with Mega Camp participants how he and his family are seizing the benefits of the Keller Williams profit share program.

Make Safety a Top Priority: Keller Williams Associate Angela Rose Provides Seven Safety Tips

Angela Rose, team leader of the Arlington (Va.) market center, contributed commentary to HLN regarding real estate agent safety.

How to Run a High-Production Buyer Business

Josh Anderson and Carissa Acker discuss how they have built successful high-production buyer businesses by utilizing the showing specialist model.

KW YouTube Channel (youtube.com/kellerwilliams)

Introducing KW Farm & Ranch Division

Keller Williams continues to expand and is excited to introduce our Farm & Ranch Division.

Awards & Accolades for Keller Williams 2013-2014

Congratulations to everyone who has helped Keller Williams achieve so many great milestones over the past year!

Think Big, Aim High, Act Bold!

Are you looking to lead your team to the next level? Learn how top team leaders at Keller Williams Realty are increasing their market share.

Agent Mountain Training (agentmountain.com)

Quality Customer Service Leads to Referrals

Gary talks with Josh Anderson about how focusing on customer service and customer appreciation such as client events, happy hours and housewarming parties will generate a large amount of referrals.

Going Beyond 1 Percent Conversion of Internet Leads

Jeremiah Taylor explains to Gary that by using top-notch service and quick follow-up, you can see greater success from the large volume of Internet leads.

Get Your Systems in Place!

Ashley Wilson shares about how she put in more time in the front-end of her business to get systems in place so that she could build a huge, successful real estate business.

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