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Executive Editor: Annie Switt
Editor: Allison Teegardin
Communications Manager: Darryl Frost
Copy Editors: Jeff Ryder | Owen Gibbs
Art Director: Michael Balistreri
Senior Designer: Caitlin McIntosh
Designer: Ashley Rogers
Contributors: Celesta Brown | Gwen Moran |
 Shelby O'Neill | Darryl Frost | Allison Teegardin
Advertising: Tom Freireich (advertising@kw.com)
Job Inquiries: (outfront@kw.com)

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1221 S. MoPac Expy., Ste. 400
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 512.327.3070

GREEN HONEST ETHICAL

Carving out a niche focused on green living drives Dan Wisdom's Denver-based business

Keller Williams associate Dan Wisdom of the Denver Central (Colo.) market center has a passion for the environment that dates all the way back to his childhood.

"As a kid, I would go around my neighborhood and collect newspapers and cans in my wagon and take them to the recycling center," Wisdom recalls.

After a decade in real estate, Wisdom and his team joined Keller Williams Realty on April 18, 2015. His commitment to green living shows up in his real estate business with its motto of "green.honest.ethical" and in his dedication to helping his clients.

"After researching Keller Williams, I realized I was on an island and figuring everything out on my own," Wisdom says. "I see huge value in everyone speaking the same language and learning from people who have already failed forward. I love the opportunities it creates for my team that would be very

difficult to implement on my own." Wisdom was also excited by the opportunity to become an investor in a market center to help it grow. "The profit share opportunity for myself and my team is yet another form of passive income." Since joining Keller Williams, Wisdom has enjoyed amazing growth.

His results speak for themselves with 156 transactions and \$42 million in sales in 2014 and YTD production of \$1 million in GCI, 131 closed transactions and \$40 million in closed volume as of September 1.

Wisdom says the keys to attaining such high production levels are: (1) knowing your numbers and holding every dollar accountable to results; (2) improving ONE Thing a week on your systems to leverage time and improve quality service; and (3) nailing the 33 Touch within your sphere.

For the past five years, the team's success has been recognized with the Five Star Real Estate Agent Award, which Wisdom takes pride in.

"This award is voted on by our past clients, and we get it



Dan Wisdom

because we are always focused on putting the clients first,” he says. “We do that in four simple ways. One, we treat every client like a friend. Two, we are always looking at how we can help others. Three, when we make a mistake, we make it so whomever was affected by the mistake is happy we made the mistake. We do this by not only correcting the mistake and making it right but by doing something extra so the person affected by the mistake comes out ahead. Four, we have an office policy to only talk about people as if they were listening. This keeps conversations positive and constructive.”

These strategies have helped Wisdom and his team carve out a niche in the Denver market for their strong customer service and for their commitment to the environment, a topic near and dear to the hearts of many Denver citizens.

“Denver is very green-friendly,” Wisdom says. “There are Priuses, Volts, Teslas and LEAFs all over. There are free charging stations around town. The local MLS has also been updated to include green fields, making it that much easier to search for green features. Many builders are adding solar panels as a standard feature, and there is now the first community in Denver that is 100 percent self-sustainable.”

According to Wisdom, the shift in clients seeking out sustainable homes and green living features has been visible over the past decade in Denver and throughout the country.

“We have seen a huge shift in consumer mindset around green living,” Wisdom says. “It is now cool to care about the environment. People are realizing that drastic changes need to happen to protect what we have. Being thrifty and saving the environment do not have to be mutually exclusive.”

As a real estate agent, Wisdom does more than help clients buy and sell homes. He also offers his clients ideas on how they can add green features to their home without breaking the bank. For example, implementing and embracing solar power continues to be a popular choice in his market.

“In Denver, with more than 300 days of sunshine a year, solar is very popular,” Wisdom says. “It appeals not only to green-conscious people but to someone seeing the value in not paying an electric bill.

“The great thing that has happened in the past 10 years is that it now makes economic sense to be green.”

The value of solar continues to increase as energy rates continue to rise.”

Unfortunately, Denver’s lush landscapes have been a hindrance to solar power adoption in some cases, but its more passionate and dedicated residents have found a way to overcome that obstacle.

“The largest challenge for solar in Denver is the layout of the roof and exposure to the sun,” Wisdom says. “Many historic neighborhoods have trees with a full canopy blocking out the sun. So finding a home that is situated for optimal solar

can be difficult in historic neighborhoods. There are new programs to buy into a solar array not installed on your house. These are great programs when the house does not allow for solar, although the payoff time is a little long with these.”

Wisdom’s commitment to the environment extends outside the office and into his team’s volunteer efforts as well.

“The Wisdom Group is the primary sponsor of the Denver Language School Garden, which is teaching kids about sustainable living and growing their very own urban gardens,” Wisdom says. “The kids also run a farmers’ market from food donated by local farmers as well as food grown from the garden. We also sponsor a free community library, where the community shares books, and it’s a huge success.” **kw**



3 GREEN HOME IMPROVEMENTS that Save Buyers Money Year After Year

Whether you or your clients are looking to make ecological upgrades to a home, here are three things that can be done to make an impact not only on the environment, but the home value as well.

Insulation

It is not sexy, but this only costs a few hundred dollars and has the fastest payoff of any green feature.

Smart Programmable Thermostats

These cost more than a regular programmable thermostat, but they pay for themselves within two years, in most cases.

Solar Panels

Although solar panels increase a home’s value the most, the return on investment rarely exceeds the total cost of the project due to the high expense.



Building value one
brick at a time

MASTER BUILDERS

The story begins in 2006 when the Fort Mill (S.C.) market center opened its doors. By 2012, the market center had 83 associates. Then, by fully embracing the Growth Initiative, the market center grew 200 percent in just two years.

“The Growth Initiative has given me something I can hold the entire market center accountable for,” Operating Principal Janeece Swainey says. “We constantly ask: ‘How are we performing?’ ‘What are our goals?’ and, most importantly, ‘How do we get there?’”

For starters, it doesn’t hurt that the Fort Mill market center is an exciting place to be. “We have fun here,” Swainey says. “People see that and they want to be a part of it. It has really helped us grow.”

“We work hard and we play hard,” ALC member Cydni Crain says. “We have a lot of fun together in our market center and we

want to come to work each day. The word about us has gotten out among the community of agents and they want to be part of it.”

Get In Business with the Right People

Along with a focus on culture, the leadership is very purposeful about who joins the team and works hard to ensure they get into business with like-minded people. New associates must be ethically driven, education based, growth motivated and service oriented.



From left to right: Sandra Kandler, Cydni Crain, Janeece Swainey, Shelby Ryburn

Recruiting the right people is a top priority at the Fort Mill market center. “Invest the time to find the right people, and go through the process when growing your market center,” MCA Sandra Kandler says. “They are your family. Everyone focuses on ONE Thing together and they all take care of each other.”

Team Leader Shelby Ryburn echoes that alignment between leadership and agents is the foundation for growth. “It is why I wouldn’t want to be a team leader anywhere except here at Fort Mill.”

Fort Mill Growth Blueprint Includes:

1. **Don’t Just Preach It. Teach It.**
Hold numerous training events at the market center every month. Focus on training associates how to grow their business.
2. **Be an Active Member of Your Community**
Participate in community service projects all year long, not just on RED Day.
3. **Have a Plan**
Use the Growth Initiative tools to stay on track and predict success.
4. **Appointments Are Mandatory. Selection Is Critical.**
Be purposeful and selective with who joins your team. Attracting the right talent not only grows the market center – it increases retention.
5. **Love Your People**
Get in business with the right people and invest in them personally and professionally.

Hard Work Is Rewarded

There is no doubt that hard work generates rewards. When a market center is profitable, everyone benefits. Swainey, a former school teacher, has combined her love for real estate with her love for teaching and is rewarded daily. “Watching others grow is exceptionally gratifying,” she says. “From building leadership skills to increased confidence and expectations, I am watching everyone raise their personal bar and reap the benefits.”

“On a personal level, my whole family is affected by the success of our market center,” Crain says. “Profit share paid for my daughter to attend Gary Keller’s KW Kids Can QL this year. It’s also helped pay for my son’s college and our family vacations.”

The gift of profit share not only impacts Keller Williams associates, it has the power to impact entire communities. “It excites me to know that the more profitable our market center is, the more ability each one of us has to give to others, as I have a huge heart for loving those in need,” Kandler says. “We had a very successful RED Day this year and were able to donate \$11,000 to the Renew Our Community organization. We also hosted an awesome block party for the homeless so they could have a fun day. It was amazing to see how our agents have such a huge heart for the community.”

And being part of something so great is a reward in itself. “It is an incredible experience to be part of our market center’s growth explosion in the last two years,” Ryburn says. “Watching agents’ lives change gives me immense joy. It makes work not seem like work.”

The leadership team’s only regret is that they didn’t fully embrace the Growth Initiative and its tools sooner. They have shown that it is never too late to commit to growth and the opportunities it creates. This year they are enjoying the best year in their market center’s history. By August 2015, their profit share distribution surpassed all of 2014’s distribution. **kw**

DISCOVER THE POSSIBILITIES HERE



Jane Zheng has to sell the area
before she can sell a property



Jane Zheng

One morning earlier this year, Jane Zheng, an associate in the Myrtle Beach South (S.C.) market center, got a call at 6:30 a.m. She answered it, which caught the caller off guard as he was expecting to leave a message.

They spoke a few minutes and made a plan. By 8 a.m., Zheng was having breakfast with the caller, a brand-new client, to get signatures on a contract.

That's the normal speed of service for Zheng, whose closed volume was \$100 million in the last 12 months. She is consistently ranked as a top individual producer in the Carolinas Region and has been recognized at Family Reunion for her high standing as the #5 Top Individual Associate in GCI.

Along a continuous stretch of beach on the Atlantic Ocean called the Grand Strand, she is orchestrating an international investment frenzy. Zheng is managing multiple deals for an influx of Chinese investors investing in the area. She has sold more than 100 single family homes, multiple golf courses, shopping malls and commercial properties within just a handful of years.

The Myrtle Beach area, with its warm weather, myriad of golf courses and extensive 60-mile stretch of beaches, attracts 15

million visitors each year. Zheng absolutely loves it, but just 10 years ago, she'd never even heard of Myrtle Beach. She was living in Florida and had just made a career switch from research scientist and manager for a pharmaceutical company to real estate investor and agent. A developer in Myrtle Beach invited her to preview a new property, and before the weekend was over, she became a resident of the charming South Carolina coastal city.

80 percent of Zheng's clients are Chinese investors living in New Jersey and New York. Before she sells them a property, she first sells them Myrtle Beach. "Most of my clients have never heard of this area, so I spend time telling them about how the weather is better here than Florida, about the low property taxes, the beautiful tan beaches, the world-class shopping, the family recreation opportunities, the nightlife and entertainment, and how it is a golfer's paradise."

“I assess [my investors’] mindset, understand what they are looking for, and take the time to know how they think.”

Zheng says that the Chinese are very investment minded. “In general, Chinese people love real estate investment. And they have the money to spend.” While speaking Chinese is an asset, most of her clients have been in this country for decades, and the ability to speak the native language is not what sets her apart. “I talk in investor language, not agent language,” she says. She operates like an adviser, not a salesperson. “I assess their mindset, understand what they are looking for, and take the time to know how they think.” Zheng has zero interest in showing a lot of properties. She does her clients’ homework for them, anticipates their questions, addresses concerns and presents them with the best investments for their money.

Andy Waldo, operating principal of the Myrtle Beach South (S.C.) market center, says, “Jane travels to China every year and attends real estate conferences and creates relationships with investors for Myrtle Beach. Her referrals with these groups and individuals has been amazing.” In 2012, Zheng arranged for Myrtle Beach’s mayor, John Rhodes, to travel to China for an international economic conference to help increase awareness and tourism in the area.

Her clients trust her completely. That’s why the bulk of her business is referrals. From single family homes to golf courses to retail and all levels of commercial, Zheng has built a reputation for pointing people in the right direction at any investment level. Waldo observed that her recent success with the sales of large commercial projects in the area has produced a lot of coverage in the news, which has only increased her name recognition. “She has had to adjust her business plan to work another agent in the

office to ensure she can keep up her service as well as increase her sales,” he points out.

The Charlotte Observer discussed in a March 2015 article titled “Chinese investors scooping up golf courses near Myrtle Beach” why there are so many Chinese investors flocking to the United States:

China’s companies and a significant number of its 1.4 billion people have to varying degrees amassed wealth over years of impressive growth. Spurred by their government’s relaxed foreign investment regulations in recent years, they are spending it in other countries, with the U.S. the biggest single destination.

Over the past couple years, they increasingly have been investing in U.S. real estate, key industries such as energy and information and communication technology, and in Myrtle Beach area businesses such as golf courses and the former Waccamaw Pottery.

When she started her real estate career in 2005, Zheng says she did things the hard way. Her broker’s office was two hours away and she did not get any helpful support. Training wasn’t available, so she had to figure things out on her own. Even so, she sold more than 50 houses her first year. After a few years, the distance and lack of support became too much and she met with the leaders in the local Keller Williams office. “It went so well. I found a home and I’ve never looked back.” Zheng was most attracted to the atmosphere of the Myrtle Beach South market center. “Everyone is so friendly and willing to support each other. That’s what I love. Everyone wishing the best for one another and helping them achieve at their highest level.” Waldo adds, “Jane is one of my hardest-working agents

who has a real interest in not just her business but in the success of our company in the area. She’s an amazing woman.”

Zheng says that Keller Williams gives her the structure and support she needs to “do something special.” “No one has to start from scratch.” She invested in Myrtle Beach and is aggressively encouraging other Chinese investors to do the same. “I found my niche,” she exclaims. **kw**

Operate Like a Client Adviser, Not a Salesperson

1	Assess your client’s mindset.
2	Understand what they are looking for.
3	Take the time to know how they think.

Leverage Insights to Show Fewer Properties

1	Do your client’s homework.
2	Anticipate client’s questions.
3	Address client’s concerns.
4	Present the best investment only.

HEAD STORY



“Being with Keller Williams has helped me double my production in the past 12 months.”

– Jason Huerkamp

BURNSVILLE (MINN.) JASON & BROOKE HUERKAMP

Husband-and-wife team Jason and Brooke Huerkamp, who run The Huerkamp Team in Burnsville, Minn., joined Keller Williams Realty because they were tired of doing it all. They wanted to learn how to leverage themselves and increase efficiencies to gain more free time.

“It was just the two of us and, during our last full year at Coldwell Banker, we did 112 transactions. Basically, we were just running around like chickens with our heads cut off. We knew there had to be a better way,” Jason says.

They found that “better way” when they met Keller Williams associate Josh Pomerleau, of Maple Grove,

Minn. Pomerleau did roughly the same transaction volume as the Huerkamps, but he wasn’t working weekends and he had a team working for him – something that wasn’t possible at the Huerkamps’ former brokerage. Keller Williams Team Leader Olivia Manson was also instrumental in helping expose the Huerkamps to all that the company offered. In August 2014, they joined Keller Williams.

“I saw the opportunity to help people do things they thought were unattainable and unachievable,” Jason says.

Since joining Keller Williams and putting some of the systems in

place, the difference in their business has been dramatic. In roughly 13 months, they went from a two-person operation to hiring five additional team members. In 2015, their gross commission income (GCI) will hit \$1 million for the first time ever – up from a previous high of \$560,000 in 2014.

Every day Keller Williams Realty is turning the heads of top-performing agents who are joining the company and turning heads of agents around the world. What about Keller Williams is it that entices successful agents to transition their businesses to the company?

TULSA

TULSA (OKLA.)
ERIN CATRON

Before joining Keller Williams Realty Advantage in Tulsa, Okla., Erin Catron had enjoyed a decade as a successful Florida real estate broker. After moving from Florida to Oklahoma, she interviewed with several brokerages. She decided Keller Williams was the right fit and joined in April 2015.

"Because I'm a broker, I have the ability to create my own office and team with any company. I've done it before. The fact that I chose Keller Williams speaks volumes about what they provide," she says.

Restarting her business in a completely new environment where she had few contacts was a challenge, but the support and insight that the Keller Williams team members have provided her has been invaluable. They've helped her understand community nuances and other important market details. At the same time, she says the fact that the leadership wanted her to commit to building her own business was attractive, since that was her goal all along.

One of Catron's mentors is real estate entrepreneur Barbara Corcoran. Catron finds that much of Corcoran's advice is reflected in the Keller Williams values system: Make sure the client is well served.

"Keller Williams is very, very good at taking it case by case and ensuring that we're really servicing our clients, not just checking off boxes to find reasons something won't work," Catron says.

"I've already built one successful real estate business. When I interviewed with Keller Williams, I thought this was the place where I could continue building on my previous success."



THE DAVE CLARK TEAM

CUPERTINO (CALIF.)

Being restricted by an office remodel that dictated how many filing cabinets he could have motivated Dave Clark to make a change for his team. Clark knew the allotted configuration wasn't going to work, so he started looking for a new company.

"I interviewed a few places and most seemed to be that same 'old-school' traditional approach. They would all give us an office and take a large chunk of our profits," he says.

Once Clark found out the freedom he and his team would have at Keller Williams Realty, he was sold. He joined in December 2014, bringing two assistants and a buyer agent with him. Soon, more people from his former brokerage joined him at Keller Williams.

It took some time to acclimate to the new culture. "I kept asking for permission — can I do this, can I do that?" Clark says. "We were given our space and told we could do anything with it that we wanted to. It just blew me away."

The Keller Williams revenue model has allowed Clark to go after business as he desires. His team's gross commission income has increased 40 percent in less than a year with Keller Williams. He credits half of that to the cap and the rest to the better marketing he can now accomplish with all of the services available to him.



"Forty percent more business for me translates to about four Teslas. I can make a big difference for my family, my team and others with that kind of growth."

KANSAS CITY (MO.)
**BOBBI
HOWE**

DURHAM (N.C.)

AMY POMERANTZ

“After building a very robust real estate practice over the past 29 years, I moved to Keller Williams. The educational opportunities Keller Williams provides along with my KW Maps Coaching are what I’ve needed to further develop my business.”

Having a team is not new to Amy Pomerantz, a longtime star in the Durham, N.C. real estate market. She has used the team approach to selling real estate since 1991, but always felt she was “swimming upstream.” In her previous company, most others worked “solo” and there was no real guidance or support for running a team.

In 2014, Keller Williams associate Joe Mitchell invited her to a Keller Williams class run by Kent Temple on how run an effective team. “It was the information I’ve been looking for over the past 21 years,” Pomerantz said. That class covered team structure, incentivizing team members, and personality profiling - all revelations for her.

Over the years, several agents had talked to Pomerantz about joining Keller Williams. After taking this class, she knew that Keller Williams was right for her and came aboard in October 2014.

That year, she sold \$37 million in the Durham market. Her early concerns of the market center being in a very different neighboring Raleigh market proved unwarranted.

Pomerantz is now free to build and market her business her way. With the support and education she gets through Keller Williams, it is making a big difference. Her team currently includes three buyer agents, an executive assistant and two virtual assistants, who help her work on prospecting, scheduling and other administrative tasks.

“Finally, I’ve got my arms wrapped around running a business. Before, my strength was brokerage. Thanks to Keller Williams, I’m now learning to think like a business owner,” she says. Over the past year, Pomerantz has been steadily rebuilding her team the “Keller Williams way.” She now truly feels the possibilities are bigger than she ever imagined.



“Keller Williams is exactly what I was looking for and asking for.”

Before joining the Keller Williams Realty Kansas City-Northland Market Center, Bobbi Howe worked for two different franchises where she tried to introduce more training. Both times, the owners brushed off the idea as unnecessary. So, when she saw the training, resources and support network available at Keller Williams, she didn’t think twice about joining the company in January 2015.

“It was like the clouds opened up and the angels were shining down on me,” she laughs. “Keller Williams is exactly what I was looking for and asking for.”

After a few months, Howe propelled her business into high gear beginning in April 2015. From April to August 2015, she tripled her volume and the number of transactions she had completed in the entire previous year, she says.

Howe credits her success to being accountable to her KW MAPS Coach. If she doesn’t get her prospecting and lead generation done, she’s got to admit it. Her coach has also helped her with time management – an essential skill for any real estate agent, she says.

Time management is more important than ever as Howe faces new and exciting challenges. She has been named national chairperson of the National Association of REALTORS® Young Professionals Network, after serving on the national advisory board since 2010. She is also working toward becoming a team leader. These are the type of leadership roles Howe craves – and which give her a chance to make a difference, she says.



The Heart _{of} KELLER WILLIAMS

How KW bands together in the face of tragedy

It has been 10 years since Hurricane Katrina, one of the most devastating storms in U.S. history, struck the Gulf Coast. And while there is much that people might like to forget, **it is worth remembering and celebrating how the Keller Williams family drew together during and after the storm.**

The magnitude of the devastation was unprecedented. However, the quick and compassionate response of Keller Williams associates proved that no storm can ever break our spirits.

“The response of Keller Williams associates made believers out of all of our leaders and agents,” Vice Chairman of the Board Mo Anderson says. “They saw the need, they saw the response, and they saw how their donations and actions touched people’s lives, saved lives and encouraged lives.”

KW Cares

Hurricane Katrina marked the beginning of a new era for KW Cares. Founded at the Austin Southwest (Texas) market center and brought to KWRI by then-President Mary Tennant in 2003, KW Cares was created to support Keller Williams associates and their families in times of hardship. The charity is the heart of the Keller Williams culture in action.

In 2005, with roughly \$250,000 in the bank, KW

Cares became the vehicle for Keller Williams associates to help their family members in need.

On Aug. 29, 2005, Mega Camp was just getting underway in Austin when Keller Williams leaders learned of the situation in the Gulf. “I’ll never forget that day,” KW Cares Executive Director Kathy Neu remembers. At the time, Neu was an operating principal and team leader.

“We were in a room at Mega Camp when Mo Anderson came in and told us that the levees broke. She said we needed to help. Everyone immediately took out their checkbooks and began donating money. Nobody thought twice about it.”

The support quickly extended beyond Mega Camp.

At the time, Keller Williams was home to 50,000 associates. Anderson issued a challenge for all associates to donate \$100 in cash or the equivalent in goods. “I said we needed \$5 million tomorrow because the situation was dire,” she says. “The response was profound.”

In just three and a half months, Keller Williams associates raised \$5.3 million for their family members. “Katrina was the first time a real estate company created a supportive family environment on a vast scale that took care of each other,” says Tennant, who serves as the vice chairman of KW Cares and is on the Keller Williams board of directors.

“The leadership got it: They knew there would be people without food, clothes, money, homes and cars,” Anderson says. “When the leadership gets it and they communicate with passion and vision, then the agent gets it.”

Comfort in Numbers

Vikki Morvant, of the Mandeville (La.) market center, evacuated to Houston, Texas. She received a call from Anderson asking if she could come to Keller Williams headquarters in Austin and help KW Cares find and connect associates. Morvant did not hesitate.



Keller Williams associates move forward with the help of their KW family.

“The work that KW Cares did for associates was so important,” Morvant says. “Usually, when someone has a personal tragedy, they still have their local network there for them. But with Katrina, everyone was affected and needed some kind of help. So, when our associates received a call that KW Cares was going to provide them with financial assistance, it was like an angel sent from heaven.”

A call center, known as the Heart Line, was set up by Bob Kilinski. The calls were answered by KWRI and KW Cares staff 24/7 to help confirm associates were safe and offer assistance and counseling.

“When everyone is losing their mind in a crisis situation and then they receive a friendly call offering help, it is instrumental in helping them cope,” Larry Champagne, operating principal of the Baton Rouge (La.) and New Orleans – Westbank (La.) market centers, says.

KWRI and KW Cares organized a support structure where regions would adopt market centers and market centers would adopt associates. The result: Not one associate was left without help.

Jean Grubb of Austin recalls her experience of driving to New Orleans in a rented RV loaded with supplies donated by associates of the market center. “When I got there, people were standing in line waiting for supplies,” she says. “It was incredible to see that we were not only helping our Keller Williams family, we were helping their friends and family as well.”

Associates also contributed on a personal level. One associate made jewelry and sold it, donating the proceeds. Others organized car washes and barbecues.

Keller Williams President John Davis, who was serving as a regional leader when Katrina struck, remembers how quickly and systematically relief efforts galvanized. “Everyone mobilized, everyone contributed – it was mission critical to get the infrastructure in place so we could support all of our family members,” he says.

A Lesson in Receiving

While there was no hesitation by anyone giving, for many, being on the receiving end of such generosity for the first time in their lives was eye-opening.

“I had just 30 minutes to evacuate,” Judy Atherton, of the MS Gulf Coast – Biloxi (Miss.) market center, recalls. The storm was headed straight toward her and she had a feeling she was going to return to nothing. So, with her pets and what valuables she could fit in her car, she left her home.

“It was incredible to see that we were not only helping our Keller Williams family, we were helping their friends and family as well.” – Jean Grubb

When Atherton returned to assess the damage, her cell phone wouldn’t stop ringing with calls from people desperate to secure any housing they could. Demand was high – approximately 70,000 houses were destroyed in one day. “I was thankful to be busy,” Atherton says. “It was a good distraction from the rebuilding process.” She was also grateful for the support of her Keller Williams family.

“I was moved to tears of joy recalling the outpouring of help,” she says. “A market center in Smyrna, Georgia showed up with a large truck filled with supplies. It wasn’t anyone’s

job to check on us,” she says through tears of gratitude. “They did it because they care.”

“It’s hard to be in a position where you are in need but don’t want to take it. It was a lesson in receiving,” Atherton says.

Shortly after the storm passed, Linda Bordenave, of the New Orleans (La.) market center, received a call from Anderson. “She said, ‘Hello, this is Mo Anderson and I want to make sure you are all right.’”

Bordenave couldn’t believe it. She told her that she was fine. Anderson replied, “Why does everyone I call in New Orleans tell me they are fine?” The strength of the people of New Orleans and surrounding areas was evident.

Like many others, Jeff Doussan, operating principal of the New Orleans market center, also received a personal call from Anderson. “Any associate that needed help could get it,” he says. “All they had to do was call KW Cares and help would be on the way. It was remarkable.”

The Strength of Character

Recently licensed, Maggie Sheehan, of the New Orleans market center, was excited to have her first listing in her neighborhood. When she evacuated with her daughter on Saturday before the storm, it never occurred to her that it would be weeks before anyone could get into her home.

“I was anxious, depressed and crying all the time. I lost my home and my listings. I felt terrible,” Sheehan says.

Fortunately, Sheehan had a support network. She had KW Cares and all of the

Keller Williams associates behind her. Sheehan was adopted by a market center in Pittsburgh, Pa., that helped her get the supplies she needed to start rebuilding her business. “Nobody else was receiving assistance from their company like this. I am so loyal for everything Keller Williams has done for me.”

Immediately after the storm, people were so busy trying to secure living arrangements, rebuild and get their children enrolled in new schools that they were too busy to fully process the magnitude of the situation and their grief.

“So, when they got a call from someone asking them, ‘What can I do to help you?’ when they have been the ones asking others that same question, the gates opened. And they had a much-needed emotional release,” Larry Champagne says.

“It was receiving that call from someone at Keller Williams and their genuine showing of care that is such an example of how beautiful our culture is,” Johnette Champagne, an investor in the Gulf States Region at the time, says.

Resiliency and Recovery

After six hours on the road in a car with her husband and their pets, Roberta Vinoski, of the MS Gulf Coast – Biloxi market center, was finally able to rest for the night. Her family had safely evacuated.

“Our market center has always operated on a strong sharing and support philosophy when it comes to business, but to see it transfer to our personal lives was and still is extraordinary.” – Lynn Morgan

When Vinoski woke up the following morning, she saw the devastation. “There was power and Internet access where I was, so I got on the computer and immediately went to the KW intranet directory and sent out an email asking if everyone was all right,” Vinoski says. “Then I called KWRI and told them I didn’t know where anyone from my market center was. They were taking calls and notes about who was checking in and letting others know. It was so helpful and reassuring.”

Johnette Champagne recalls needing to locate 728 associates in six market centers. “We learned information first- and second-hand,” she says. “I got a call from Mo Anderson and she wanted to come and help and asked me about hotels. I paused. I replied, ‘Mo, there are no hotels.’”

When Vinoski returned home, the first thing she did was go straight to her market center. When asked why her first thought was to return to work after such a traumatic event, she replied, “We



Keller Williams associates came together to help those affected.

are Keller Williams. We are family." Vinoski wasn't going in order to work. She was going to check in with her family. "I remember receiving a call from a market center in California," she says. "I couldn't believe it. They didn't know me and all they wanted to do was give me their hard-earned money. I was fortunate to not need any financial assistance as my home was not damaged, but I was so grateful for the offer."

Welcoming with Open Arms

Nancy Marcotte, operating principal of the Denham Springs (La.) and Lake Charles (La.) market centers, lives in Lafayette, which did not sustain the same damage as the communities on the eastern side of the state. As a result, many MCAs came to the Lafayette and Baton Rouge market centers to continue working for their clients.

"There were so many clients to help," Marcotte recalls. "For five weeks, we worked nonstop helping displaced people find a new residence. Whatever wasn't destroyed was quickly sold or rented." Aside from the physical exhaustion that came with working this much, Marcotte says the emotional exhaustion was equally draining.

"We heard all these stories about loss and destruction and we had to help them fast," she says. "There could be as many as 20 people on a waiting list for the same property. All these people lost their homes and now they were faced with the stress of not acting fast enough to find a new home. If you delayed one minute too long, you would lose the property."

Market centers across the country offered working space to displaced associates for as long as they needed. Because of this generosity, despite the loss of power and connectivity for weeks, and months in some areas, not a single affected market center was late submitting transmittal.

"Through the teamwork at the market centers that were up and running and assisting those in need, we were able to come together in the wake of disaster and still perform at a high level," Larry Champagne says.

One Goal

"I remember too well the feeling that I would never sell another house in New Orleans and that the business that I had built for 21 years would not survive," Lynn Morgan, of the New Orleans market center, says. "I had worked at a couple of other companies before Keller Williams opened in our area and I am sure those agents never received the emotional and financial support that we were lucky enough to get from Keller Williams. It enforced a team spirit that still thrives today. It really helped knowing someone was thinking about you," Morgan says.

"Going through a crisis like this with a shared goal of survival is an experience like no other," Morgan says. "Our market center has always operated on a strong sharing and support philosophy when it comes to business, but to see it transfer to our personal lives was and still is extraordinary."

In Good Company

For Keller Williams CEO Chris Heller, who had recently joined the company, associates' response to the natural disaster was a powerful affirmation of his decision to join Keller Williams. "I was completely astounded by the generosity and compassion that is at the heart of the KW Culture," he said. "I knew I had found the right home. And I knew Keller Williams associates would always take care of our family."

As the bonds within the company strengthened, it became a source of inspiration for others outside of the company as well.

**"We are
Keller Williams.
We are family."**

— Roberta Vinoski

After Hurricane Katrina, Mike Humphrey of New Orleans found himself in a position he never thought would happen to him. His brokerage had left town and was not returning. "I heard about what the people of Keller Williams were doing for each other and that their agents collectively gave more than all of NAR," Humphrey says. "I thought, 'Those are the kind of people I want to associate with.'" Humphrey joined Keller Williams in December 2005 and has never looked back.

Thank You

Johnette Champagne says she still can't find the words for what the outpouring of help meant to her and so many others. "KW Cares cranked up at this time and what it meant for us, I have never found the words. So, I say: *Merçi beaucoup.*" **kw**

HEY, Mister DJ

Agents Josh Anderson and Vija Williams
take to the airwaves for lead generation

On different sides of the country, two Keller Williams associates are finding solid leads by harnessing the power of local market radio. Josh Anderson, who works in the Nashville – Green Hills (Tenn.) market center, leverages the advertising route, buying ad spots on two local stations. In the Pacific Northwest, Vija Williams, of the Kirkland (Wash.) market center, hosts a weekly radio show targeted to potential clients and fellow real estate agents.

Coincidentally, both agents began using radio for lead generation because of personal relationships within the industry. Williams worked in radio advertising prior to real estate and has family ties to the industry.

“My father-in-law is in the Radio Hall of Fame and continues to own and operate radio stations, and my father had a radio advertising background, so I came into radio with an immense amount of knowledge before even stepping in front of a microphone,” Williams says.

Anderson, on the other hand, has a real estate client who happens to be one of the most popular talk radio hosts in Nashville.

“Phil Valentine is the host of the show we run our spots on, and he happens to be a personal client of ours,” Anderson says. “He probably gives us a lot more advertising than we actually pay for because he’s worked with us and knows who we are outside of advertising.”

Phil Valentine’s show casts a wide net, ranking as the No. 1 afternoon talk radio show in middle Tennessee. The program is syndicated in 60 cities and attracts a loyal listenership, which is why Anderson opts for Valentine himself to read the ad spots.

“People who listen to Phil Valentine have been listening for 10-plus years,” Anderson says. “If I brag about our team, it’s not the same as him saying, ‘Josh is my agent. He sold my house.’ People have been trusting him for years, and they don’t know me from Adam. Besides, he’s got the better radio voice. And if anything comes up about people moving to Nashville or the housing market, he brings my name up even if it’s not an ad. I go to lunch with him every six weeks, so I’m staying in his mind and telling him things about the market.”



Vija Williams

In 2014, The Anderson Group produced \$60 million and by the end of November, was already at \$73 million year-to-date for 2015. Of the 220 deals they will do this year, Anderson anticipates that 12 percent will come from radio. The results from three years of advertising on Phil Valentine's show has led Anderson to pursue ad buys on a second station, starting six months ago.

"It's a Christian radio station, and it's a much smaller frequency," Anderson explains. "When we started on talk radio, I did my own research and looked at the demographics of who listens to talk radio, what their income brackets are, their education, because all that plays into who the potential client is. I did the same thing with the Christian radio station. Both stations have extremely loyal followers, and there is very little crossover between the two. Also, I don't get any competition when I'm on those radio stations. When I get a lead off the radio, I don't go to a listing appointment and compete with anyone else just because of where that lead is coming from and how much they trust the hosts of both of those stations."

The format Anderson sticks to for his ads is that they run two weeks on and two weeks off. During the on times, the main piece is one 60-second ad per day, live during the broadcast. In between, shorter 15- to 20-second spots run sometime through the day.

"We constantly change them up, at least every month, but we like to do it every two weeks," he says. "If you hear the same ad over and over, you tune it out. So, in our ads, we use topics like market statistics as well as our team statistics, like that the average agent sells five homes a year and we've sold 219 this year so far, or that we get 99.1 percent of the asking price. We will talk about supply and demand and changes in inventory. We're 100 percent targeting listings, because if we get listings, then we get a buyer out of those listings."

Because of the constant turnover in ad content, Anderson and his team frequently use the ad spot to launch different strategies like targeting specific locations or for more creative calls to action.

"Our new thing we're trying out is being ZIP code-specific," he says. "Instead of saying city names, you know we're talking to you specifically. We've also done ads geared toward 'If you buy one of ours, we'll sell yours for free.' Nobody takes us up on that, but



Josh Anderson

it gets them to pick up the phone. We're constantly letting them hear something different, and we'll even use the spot to look for hires because it hits so many people. We'll say we're looking for salespeople who want to make six figures a year. We'll throw one of those ads in every fourth or fifth time. If we get one person out of it who wants to become part of our organization, that's a pretty good use of our time and money."

Currently, Anderson budgets about \$4,000 a month for radio advertising.

"We're getting \$3 to \$4 back per dollar we spend in radio advertising," Anderson says. "If we spend \$45,000 to \$50,000 a year, we're probably getting \$150,000 to \$200,000 in gross commission income. A big piece of our business is built on lead generation, and I think the radio ads really allow us to focus on that and have people calling us rather than us calling them. It's a two-pronged approach because it also offers long-term branding and marketing."

On the opposite side of the country, Williams hosts a 30-minute weekly radio show called "Real Estate Radio." She leverages the show by also making it available via YouTube and on her Website.

"To me, leveraging the content is the most important aspect unless



SPOT SCRIPTS

by Radio Host Phil Valentine

Josh Anderson & The Anderson Group
60 seconds

When selling your home, you want to sell it quickly, but you also want to sell it at a price that you want. While the average agent in the United States completes about five sales per year, Josh Anderson of The Anderson Group with Keller Williams Realty sells about 200-plus. Since 2006, when Josh started in the real estate business, the average median price for a residential listing in Nashville was \$176,000. The median listing for Josh has been \$230,000. If you want to sell your home quickly, but you want to sell at a price that you need, it's Josh Anderson with The Anderson Group of Keller Williams Realty. If you want to know more, go to joshandersonrealestate.com. Whether you are

buying or selling a home, when you want it done right, it's Josh Anderson with The Anderson Group of Keller Williams Realty: joshandersonrealestate.com - tell them Phil Valentine said hey!

Hey I heard from Josh Anderson over at The Anderson Group. He is with Keller Williams Realty. Let me tell you, this guy is selling homes, but here's the deal, he's got some folks that are looking for homes that aren't on the market yet. If you've got one of these homes, you may want to consider selling. Some of his clients are looking for homes in Green Hills, West Meade, and the Crieve Hall area for \$325,000. He has another looking in Green Hills for a home

under \$400,000. Another in Green Hills for under \$600,000, Murfreesboro for under \$250,000, West End downtown condos for under \$350,000, downtown condos under \$700,000 and Cherokee Park for under \$600,000. If this sounds like you, contact Josh Anderson and The Anderson Group with Keller Williams Realty. These guys will help put you in touch with folks that want to buy or sell. Go to joshandersonrealestate.com and tell them Phil Valentine said hey!

Are you thinking of selling your home? You need Josh Anderson with The Anderson Group of Keller Williams Realty. If you want it sold fast and for the best price, visit online at joshandersonrealestate.com. ■

you are on a radio station that has a powerful signal and a large listenership," Williams says. "Most affordable talk radio options are on the small radio stations that do not. Therefore, the primary reason to do radio in the format that I do it in is to have Internet content to use with your digital footprint online. In addition to YouTube, we use our radio shows on our database 33 Touch program. We put it on all of our email signatures and our CRM drip campaigns. We put it on our print advertising. It is used a lot in our social media marketing."

In 2014, The Vija Team sold \$37.5 million in volume with 59 units for \$845,000 in GCI. Year-to-date as of October 2015, those numbers have climbed to \$42 million in sold/pending volume, 80 units and \$1.2 million in GCI. Williams is quick to credit radio for those numbers.

"Radio has played an integral role for us in lead conversion, credibility, recruiting and lead generation," she says.

When Williams joined Keller Williams Realty in November 2010, she also became a member of KW Luxury Homes International that

same day. Today, approximately 25 percent of her sales are luxury homes, and she believes radio has helped her attract that market.

"Radio is one of the best ways to target a specific niche or demographic, and we definitely use it for high-end and luxury," she says. "We technically target move-up and move-down buyers and sellers in the \$500,000 to \$1,500,000 price range, so in our market, that's what I call high-end and entry-level luxury. I choose topics specifically targeted to that demographic and target geographic areas that are relevant to that target market."

Williams selects guests to appeal to luxury clients and other real estate agents.

"Guests are selected based on the topics we want to address and whether we think they will sound good on the radio," she says. "The topics we address are based on our target markets in the greater Seattle area and the real estate agent community who gives us a lot of referral business around the country." **kw**

MOMENTUM WORLDWIDE

Keller Williams more than doubled its international agent count in a six-month period in 2015, adding more than 1,000 new agents across 56 overseas offices.



From top left to right: Diane Griffin, Yvette Dalton, Lisa Costanza, Shari Harris, Steve Paxton and Macarena Rose

Belize

Led by Operating Principal Macarena Rose, the Keller Williams franchise in Belize is also currently initializing operations this year. Together with her team of principals, Rose is scheduling office launches and overseeing the recruitment of agents to take leadership roles.

A resident of Belize for 11 years, Rose is a Certified International Property Specialist Instructor for the National Association of REALTORS® and an International Real Estate & Relocation Consultant.

“There’s a lot of expansion going on in Belize right now with many people moving from the States. We have a huge English-speaking population,” says Rose. “We’re excited that Keller Williams put their seal of approval on us and we’re committed to keeping their standards as we saw the company as the only fit for us culturally.”

Colombia

At the new Keller Williams franchise in Colombia, Operating Principal Richard Danna has amassed a strong team of principals to implement and manage ongoing operations, as well as stage future office openings in the country.

With more than 20 years’ experience in real estate, Danna is a civil engineer with graduate degrees in business and technology administration.

“In Colombia, there is no license required and we lack a formal system of doing real estate business. Our goal is to bring Keller Williams’ systems and models and the company’s values to start changing lives,” says Danna. “The philosophy of Keller Williams will help us create an environment of professionalism, based on their unmatched training platform and supported by the technology and marketing tools.”



From left to right: Claudia Restrepo, Rodrigo Villada, Francis Naranjo and Richard Danna



From left to right: Victor Yu, Thomas Yu and Shawn He

Greater Shanghai

Thomas Yu, along with a strong team of business and investment principals, will oversee the implementation and expansion of Keller Williams’ proven systems, models and agent-centric culture within Greater Shanghai.

“We hail from a so-called ‘wild west’ type of market environment, due to a lack of licensure, professional code of conduct, exclusivity and an MLS. By localizing Keller Williams, we will be effectively re-inventing the real estate profession,” says Yu. “We look forward not only to generating great sales and changing the lives of our associates and their friends and families, but also uplifting the standards of the entire industry to start a new chapter in the development of China’s real estate sector.” **kw**

► To explore the world with Keller Williams Worldwide and help our worldwide regions grow, visit (kwworldwide.com)

Set **HUGE** RIDICULOUS goals

ask. believe. receive.

A lot of people will tell you to dream big. Keller Williams associate Keven Stirdivant, of the Long Beach Pacific Estates (Calif.) market center, will tell you to dream bigger.

“It’s all about enjoying the experience. It’s about being conscious of the energy you’re putting out there and following the three-step process to the law of attraction – ask, believe, receive.”

“Set some huge, ridiculous goals that make you very nervous,” Stirdivant advises. “Set some goals that people laugh at. That’s where the excitement is, that feeling of ‘Oh my God, could that really happen?’”

As Stirdivant himself has shown, it most definitely can. From humble beginnings, he’s now the kind of agent who can land a \$15.9 million listing.

“I’m a high school dropout, my mom was on welfare, I didn’t go to college, I’m a skateboarder, and now I’m making a million a year selling real estate and changing the game,” he says. “That’s reality.”

In 2014, Stirdivant’s KASE Real Estate closed 61 transactions for \$1.1 million in volume. This year, they’re already up to 114 units and \$1.95 million in volume.

“The average sales price in my home office is \$85,000,” he says. “My average sales price is about \$1.3 million. Two years ago, it was \$750,000. In the next two years, it will be \$3 million.”

That confidence in the future comes by way of a wholehearted commitment to his team, his goals and his five daily expectations (see sidebar). His entire day is centered on those commitments, from when

his alarm goes off at 4:47 a.m. until dinner with his family. The 47 in the number refers to the clothing company his best friend founded before he died in 2011.

“He’s my No. 1 inspiration,” Stirdivant says. “After I get up, I do a process called AID, which stands for appreciation, intention and delegation. I write out my AID and sit quietly with that for 10 minutes before the kids wake up and the house turns into a madhouse. Then I either go boxing or on a five- to six-mile bike ride. I get home and have breakfast with the kids. I look at my goals for the day, and I’m off to the office. I run an office meeting every day at 8 a.m. I do phones from 9 a.m. to noon., various business activities from noon to 2 p.m., and then it’s appointments and knocking on 50 doors. I try to be home by 6 or 7:30 at the latest. It’s very important that I make it home for dinner. I don’t work on Sundays, but I do work a half day on Saturday.”

During those jam-packed days, Stirdivant makes meaning out of the madness.

“It’s all about enjoying the experience,” he says. “It’s about being conscious of the energy you’re putting out there and following the three-step process to the law of attraction – ask, believe, receive.”

Stirdivant did exactly that to land that \$15.9 million listing.

“I asked for a \$15 million listing on Sept. 1,” he says. “That’s three times more than any listing I’ve ever had. I got it 21 days later. That’s the big thing – asking from the future, not the past or the present. That’s how you make a quantum leap. We get caught up on the ‘hows’ and that stops us from asking. James Cameron didn’t know how to create a movie with that kind of technology when he made ‘Avatar.’ You can’t always know the how. If you know how, you’re playing too small.”

One of Stirdivant’s ‘hows’ came from joining KW Luxury Homes International this summer.

“I think it helps on a listing presentation to be able to say that I’m a part of this other group, to show that there’s 130,000 Keller

Williams agents and only about 1,700 in this other group,” says Stirdivant, who estimates his personal business at about 90 percent luxury.

When it came time to craft his listing presentation for the \$15.9 million home, Stirdivant was told going in that he had only a 1 percent shot.

“It’s tough because there are people who have been established for as long as I’ve been alive,” he says. “It’s not so much about selling them on me as on selling them on how homes are sold. Most times, the listing agent doesn’t sell the house, but I’m going to call every single person in the United States that has sold a home above \$10 million and I’m going to do 10 of those pitches a day, 50 pitches a week and 200 pitches a month. Do you want someone like that, or do you want someone who just runs an ad in the paper? Those people have already made it. They already have 10 other listings at \$15 million. Having this listing is going to change my life, and I know that, so I’m going to put my energy toward that. Isn’t that who you want as a guard dog for your equity?”

Instead of the standard newspaper ads, Stirdivant has



had big results by harnessing social media and Instagram, in particular. As @kaserealestate on Instagram, Stirdivant uses the photo-heavy medium both as an avenue to showcase his listings and to sell recruits on his team via hashtags like #FromSkateToRealEstate.

“Most of my team members are under 35, and collectively, we have more than 100,000 followers,” he says. “A lot of us are artists and skateboarders, and that’s very appealing to people on Instagram. Our purpose is always to educate or inspire people through the deals we’re up to and by sharing our clients’ stories. It’s very interactive and very informative about the process. Naturally, I get skateboarders and artists and all these people saying, ‘You make real estate cool.’”

That perception shift has been a valuable recruiting tool in adding new members to his team.

“To be on KASE, you have to invest in yourself,” Stirdivant says. “It costs \$5,000 for a 100-day internship. Once you commit to that, it weeds out the people who just want to hang out. At the end, you either made it or you didn’t. I’ve recruited 35 people and only three didn’t make it.”

KEVEN STIRDIVANT’S

FIVE DAILY EXPECTATIONS

Keven and his team start their day with a meeting from 8 to 8:45 a.m. All the members of KASE Real Estate, including Stirdivant, must meet the same five daily expectations.

- ONE** Be at the office at 8 a.m.” Stirdivant says. “If you get there at 8:06 or later, you have to buy everyone lunch.
- TWO** Make 20 new contacts. Usually that’s by circle dialing using Mojo.
- THREE** Contact 10 of your hot leads throughout the day and 10 lead follow-up contacts.
- FOUR** Get five hot leads or nurtures a day.
- FIVE** Knock on 50 doors, including two seller lead visits.

The KASE internship may sound intense, but it has to be in order to reach Stirdivant’s big goals.

“My ultimate vision is to have the No. 1 real estate team in the world, to be able to coach full time, to have KASE known for having more millionaires than any other team in existence and to focus on selling masterpiece architecture on a global level,” he says. “I have no idea how that’s going to happen. I can see it, I can feel it and I can taste it, and I’m getting closer,” Stirdivant says.

Stirdivant believes in remaining true to oneself and always being genuine. “Having these huge ridiculous goals makes me walk different now. It makes me bite my tongue when I want to say something to a certain person. I can’t let my energy get messed up. You have to remember that you can’t be one kind of person and a

different kind of salesperson,” Stirdivant cautions. “The more you work on being a good person with your family, your social circle, with your office and all this stuff outside of real estate, the easier it’s going to be to get to work and kill it.” **kw**

BUILDING THE DIGITAL BRIDGE TO BUYERS

The number of consumers using mobile technology to power their home searches is undoubtedly on the rise. If agents lack a mobile presence, the potential to miss opportunities is high.

KW Tech solutions

How can Keller Williams associates continue to bridge the digital divide daily and provide consumer value that fuels their business?

Today, more than 130,000 Keller Williams associates have access to range of new and innovative technologies to proactively respond to the increased use of technology today.



Responsive Websites

New, personally brandable Websites adjust automatically for optimum viewing on mobile devices.



HomeKeepr

Harness your local market expertise and provide it to consumers via agent-branded mobile and web applications.



MOBILE eEdge

Access your real estate business from anywhere and from any device.

KW Mobile Search App

Give consumers your personally branded, mobile-optimized real estate home search app.



KW Video

Produce high-quality marketing videos from a smartphone, leveraging scripts, templates and your own photos.



CONSUMER TRENDS

40%

of buyers look for properties online as a first step in the home-buying process, up from 36 percent in 2010.

88%

of buyers in 2014 purchased their home with assistance from a real estate agent, up from 83 percent in 2010.

33%

In 2001, nearly half, or 48 percent of buyers, found the home they purchased through a real estate agent; today, that number is 33 percent.



When it comes to Website listing features, photos and online property information are more important to millennials, while virtual tours and direct contact with a real estate agent are more important to baby boomers, those currently 60 to 68 years of age.

GENERATIONAL DIVIDE?



45%

of people between the ages of 69 to 89 - known as the **silent generation**.

VS



36%

of people between the ages of 18 to 34 - known as **millennials**.

National Association of REALTORS® (NAR)
Real Estate in a Digital Age report



The Art of Warm Calling

Diane Griffin, of The Griffin Properties Team and the OP of the Grand Rapids North (Mich.) market center, supercharged her business with KW MAPS Coaching, Global Property Specialist (GPS), KW Luxury Homes International, as well as the invaluable assistance of an inside sales agent (ISA).

Even before she became a real estate agent more than a decade ago, Griffin had a long history of building successful businesses – launching three others before starting her real estate business. When she looked into Keller Williams Realty's support systems and education, she knew she would be able to use them to transfer her business skills to real estate.

Within two years of launching Griffin Properties, developing her own brand and investing in an all-star team, she was the number one agent in her office. Two years later, she was the top agent in the city and established a mega agent office. Griffin has been among the top 100 Keller Williams agents for four years, and now has 20 people on her team.

Seeking Resources for Growth

Like every business owner, Griffin had to learn through experience and get assistance to reach the level of success she's achieved. In addition to attending Keller Williams training events and classes, she enrolled in KW MAPS Coaching.

"Like they say, 'When the student is ready, the teacher appears,'" Griffin says. "I finally heard what they were saying about coaching at Family Reunion in 2011."

Griffin started working with KW MAPS Coach Joe Bogar, and her business doubled within two years. In addition, at the urging of her Chief Operating Officer Brook Powers, the team joined KW GPS and KW Luxury Homes International.

"We felt like these two groups were a very important combination for us, and they're working. The high-end listing presentations, listings on the Website and in the magazine really helps us sell," she says.

Adding the Right Team Members

Another breakthrough for Griffin's team came when she and Powers hired their first ISA. More than 90 percent of Griffin Properties' business comes from repeat customers and referrals, so it's in the team's best interest to contact former clients regularly. Powers knew someone who would be great at making calls to past clients to both stay in touch with them and determine if they had any real estate transaction needs or referrals.

Diane Griffin

"Once I began working with a KW MAPS Coach, my business doubled in two years."

ROI in 100 Days or Less

It hadn't been easy to hire the ISA. At first, team members were resistant and thought that they could handle such calls on their own. Agents who used the ISA would shift from a 50/50 split to a 60/40 split, so many were reluctant to give up a portion of their revenue. However, Griffin and Powers were so convinced that it was the right move that they went forward with the hire.

Initially, the ISA was assigned to handle incoming leads from lead generation services. Prior to that, the pricey services hadn't generated any solid leads for the team. Once the ISA was in place, she regularly reported appointments secured from the services' leads because she was better able to follow up with the contacts. Appointments she secured this way would be paid on a 60/40 split, which agents didn't mind, since these were leads they likely wouldn't have gotten on their own. In addition, she would regularly work on contacting the customers, contacts and referral sources in the team's 16,000-entry database.

"So we eased into it," Griffin says. "The leads she would give them were qualified, she set up the appointment – she had done everything. The agents thought, 'Oh my gosh. This is like gold.'"

That process was so effective that everyone is now sold on the value an ISA adds to the team. Buyer agents who meet a client that is not ready to purchase a property for six months or a year can hand over that contact to the ISA, who stays in touch with the prospect until he or she is ready to buy.

Now, every person who joins the team starts as an ISA so that they both have an appreciation for what the ISA is doing as well as polishing their own phone skills. In that first 100 days, the amount of business they generate pays for their stipends, provides them with extra income, and teaches new team members the value of keeping in touch with people in the database.

Success with Scripts

Anyone who joins Griffin's team is required to learn some of the scripts she has developed. Scripts help her ensure that her team's message is consistent and also help facilitate the process of reaching out and starting a conversation with a customer or prospect.

The short 100- to 200-word pieces are brief touch points that help remind the contact about the team's services. Conversational in nature, they help team members know exactly what to say in any given situation, Griffin says.

Tackling Ambitious Marketing Goals

After Family Reunion last year, Griffin and Powers challenged the team to secure 90 listings in 90 days using her scripts. "It was a total failure. We had no plan. We had no organization. After 45 days, we knew it wasn't working," she says.

So, the duo discussed what they needed to be successful. Six team members went to the KW MAPS Coaching class, "90 Listings in 90 Days," taught by Craig Reger. They hired two more administrative assistants to manage the listing volume and upload information and

photos. They also cross-trained employees to be sure anyone could pitch in where needed and help manage the volume. The scripts were essential, since they helped team members be comfortable in their calling – they knew exactly what to say.

The second effort was a great success and the team secured 100 leads in the 90-day

period. In addition, the success continued after the competition, and the next month they secured 38 listings.

But the real secret to success, Griffin says, lies in the people rather than the words.

"Even with the scripts, none of this growth and opportunity happens without a great team," she says. **kw**



Carrie Stamms

SUPER SCRIPTS

TO SELLER AFTER CLOSING

Hello buyer/seller, this is _____ with Griffin Properties of Keller Williams Realty. I just wanted to let you know we have mailed you three of our business cards, and if there are any members in your family or friends who are thinking about buying or selling real estate, please give them my card. And if you get their permission for me to call them, I will follow up! They deserve to have a great agent working to help them with the process.

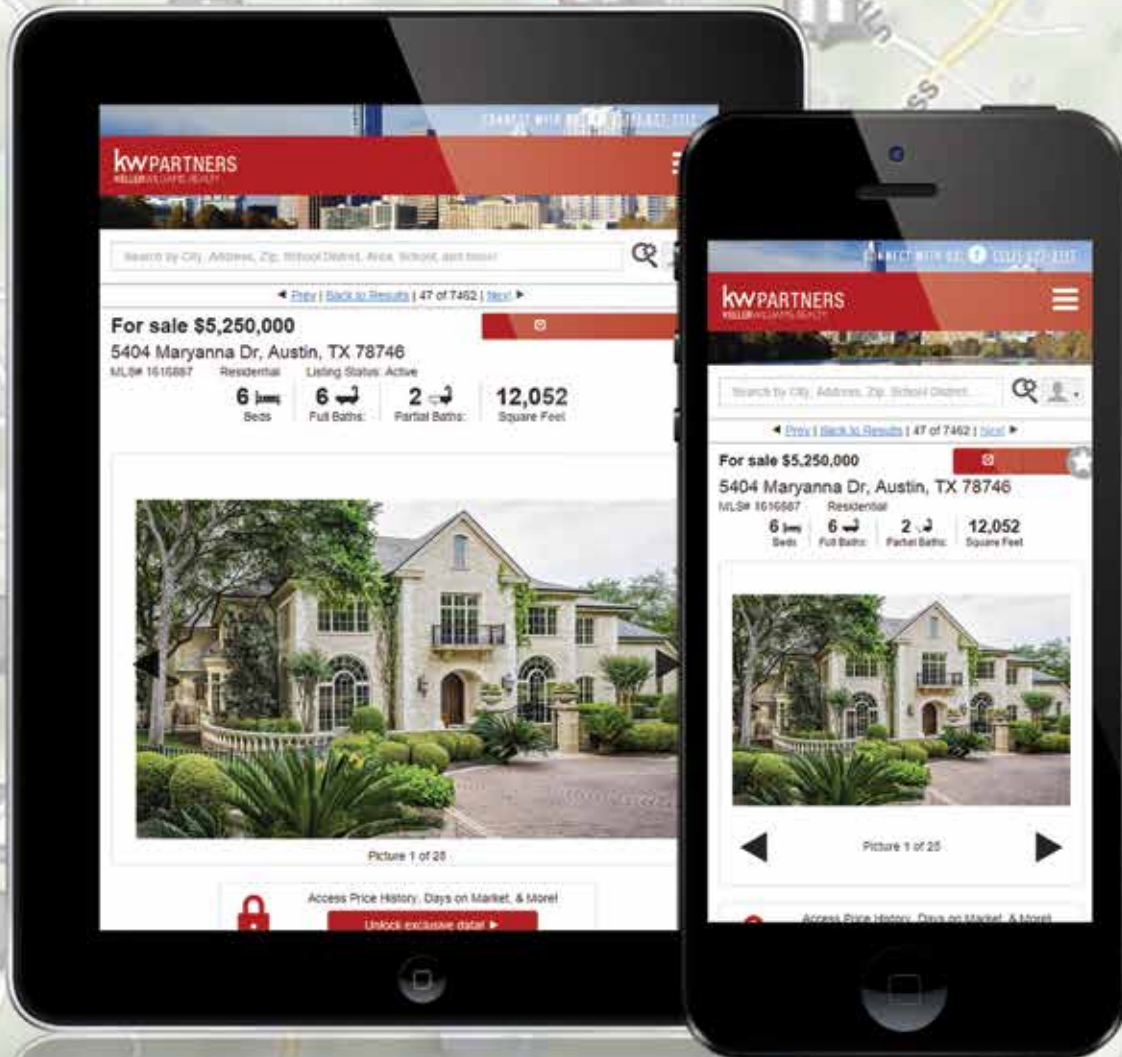
CHECKING IN

Hi buyer/seller this is _____ with Griffin Properties of Keller Williams. I am just calling to see how things are going? Glad to hear you are doing well! Do you have any additional real estate needs at this time? Will you be looking to possibly buy an investment property or second home in the future? I'd appreciate it if you would pass along our card or name and number to any friends or family who might be thinking about moving or who have a real estate need. I'd really appreciate it!

NEW TEAM MEMBERS CALLING ON DATABASE

Hello! I wanted to reach out and introduce myself as the newest member of the Griffin Properties team. Part of my job is to make sure there is nothing more the team can assist you with and ask if any of your friends or family need assistance at this time? We would love to show them how we can do a great job for them like we did for you! Thank you!

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WHY THE MACRO ECONOMY IS A

BIG DEAL

As all real estate is local, the factors that affect most markets are often those close to home, such as the opening or closing of a business and the under- and overdevelopment of and investment in new areas.

However, the national housing and job market affects real estate in your area in a real way too. And it's important to know the trends.

Measurements taken on a national level give a metric for which direction the country is trending. Most markets over time will trend with the rest of the United States, unless something local makes a market unique.

Hence, understanding some of the most important measures of the national economy can help you prepare for a potential shift in your local market.

GDP

Gross domestic product (GDP) is the broadest measurement. It is the best measure of the value of every good or service produced in the country in a given time period. The four main categories of GDP are consumption, investment, government spending and net exports.

The largest and most important of these is consumption, or the measure of how much money people are spending on food, clothing, electronics and gasoline. If this number is growing in the 4 to 6 percent range, then most likely the overall economy is healthy.

Investment measures money that's being spent by individuals and companies on things like research for intellectual property, new factories and new houses. The commissions agents and brokers earn on the sales of existing houses also falls in this category. Investment is important for the trajectory of the economy. Often a prolonged period of very low investment

could damage an economy because of a lack of infrastructure or technology needed to capitalize on growing demand.

Government spending measures how much money the government spends on goods and services. If the government cuts spending, GDP goes down, and if it raises spending, GDP rises. For agents, the most important thing to note about this factor is that if the government cuts spending, consumers have less money and vice versa.

Net exports is the value of the goods that the country exports minus the value of the goods the country imports. Mathematically, if this number goes up, it's good for growth; and if it goes down, it's bad for growth. However, currency values play a large role here and aren't entirely controllable. If this number is declining, it can largely reflect a strengthening dollar. Generally, if people are buying more goods, that's usually a good sign because it means that demand is healthy.

Employment and Unemployment

The employment rate is usually talked about in terms of the number of jobs added in the country in any given month. This is a number we always want to be positive, with a trend of increases. When employment increases, more people have money and are in a position to purchase homes.

Unemployment is a little more complicated, but gives you more information about where the economy stands in terms of health. A healthy economy should have unemployment levels between 4 and 6 percent.

Inflation

The Federal Reserve Bank ("the Fed") is charged with managing inflation in the United States and generally tries to maintain levels of around 2 percent. This is the level generally considered consistent



RUBEN GONZALEZ

Keller Williams Realty Staff Economist

with keeping a healthy amount of money flowing through the veins of the economy without prices being driven up too rapidly.

Since the financial crisis in 2008, inflation has been persistently below this watermark and has led the Fed to keep their base interest rates at what is essentially zero.

Why do we care? We care for a couple of reasons, one of which is that once inflation starts to increase, the Fed will raise their interest rates, and this will raise mortgage rates. Another key reason is that inflation is a reflection of the health of the overall economy. If the economy is doing well and labor markets are strong, wages should be rising and, as wages go up, prices typically rise as well. Low inflation is typically most common during periods of slow economic growth.

Rates will eventually go up, but right now the timing of increases is less than a certainty. Low interest rates tend to boost demand, so with rates about as low as they can go, we can reasonably expect that demand in general will slow down when interest rates start to rise, and this will include demand for houses. This slowdown is the reason we would like to see better wage growth before rates increase very much so that the economy doesn't stall. **kw**

Frank Montro's World Class
Rehabbed Homes Bring New
Life to Chicago's Southside

The Hometown Agent

After college at Furman University in South Carolina, Frank Montro, a top-producing associate at Keller Williams Preferred Realty in the South/SW Chicagoland (Ill.) market center, put in three years as a consultant with Arthur Andersen. But, he never felt at home in corporate America.

The profession just did not suit him and he wanted something different. His former college friend was working in real estate in Chicago and invited Montro to come there for a visit. During his short stay, he realized he loved it: Chicago, real estate and cold calling – all of it.

Not long after, he was a Chicago resident and began his real estate career.

One of his first listings was a small house. The couple interested in buying the house brought a recently divorced friend with them to the showing. Their friend was just along for the ride and had no intention of purchasing a home. However, Montro

knew at once that the house was perfect for her instead of the couple. The lady loved the home, but she told Montro in confidence that local loan officers weren't lending to single moms. So, he found a lender who would.

"When she came out of that closing with keys in hand and tears in her eyes, I knew that I was in the right role. The entire trajectory of my life changed that day. It all came together so perfectly," he says.

Thirty years later and still loving the business, Montro averages about 240 transactions each year. His refurbished homes are putting new life into the

Southside of Chicago, where the income is low to moderate. When the values started declining during the recession, he bought up many residential properties, and was instrumental in keeping values from completely crashing. "My purpose is to transform lives and revitalize Chicagoland, one house at a time, by rehabbing and making homeownership possible for people who have historically been renters or have not had the credit to purchase."

For multiple years running, he's been a grateful recipient of the Chicago Association of REALTORS® Good Neighbor Award, which "showcases newly





Frank Montro

Frank Montro's Advice for Becoming Your Town's **HOMETOWN AGENT**

rehabbed or redeveloped properties in the Chicago metropolitan region that have increased economic vibrancy in their neighborhoods and bolstered local pride.”

Montro joined Keller Williams in June 2015, aspiring to deploy the company's models and systems to take his business to a whole new level. Eight agents will join Montro's team this fall, attracted to his vision to expand to the Northside and close 1,000 homes in 2016.

“I went to Family Reunion several times and met other mega agents who are succeeding at the highest levels. Some of these agents were already where I wanted

to be. I realized that I could surround myself with these inspiring people so that I could positively impact even more people by growing Frank Montro Homes. Just this morning, I met with a Keller Williams associate who is technically savvy and understands how to use the systems to full effect. I love that the Keller Williams business model is agent-centric and that fellow agents are so eager to share their experience and know-how.” **kw**

Know More

Bring **Value**

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Build a **Strong Network**

Do Your **Best**

Build a **Brand**

WE HELP AGENTS SELL MORE HOUSES

TOP-PRODUCING TEAMS

Third Quarter 2015*

	Name	City, State	GCI	Units
1	Bob Lucido Team	Ellicott City, Md.	\$3,698,709.11	418
2	The Mark Spain Team	Alpharetta, Ga.	\$2,279,378.90	362
3	Jeff Glover & Associates	Plymouth, Mich.	\$1,443,651.57	234
4	The Rhodes Team	Dallas, Texas	\$1,424,099.58	182
5	Sue Adler Team	Summit, N.J.	\$1,246,727.50	65
6	Alchemy Real Estate Group	Seattle, Wash.	\$1,175,630.19	68.25
7	The EZ Sales Team	Westlake, Ohio	\$1,167,551.08	244
8	The Peggy Hill Team	Barrie, Ontario	\$1,160,248.09	149.11
9	Ben Kinney/Home 4 Investment Team	Bellingham, Wash.	\$1,138,510.82	188.23
10	The Perna Group	Novi, Mich.	\$1,076,778.78	184
11	Philly Living	Philadelphia, Pa.	\$1,062,355.02	140
12	Eng Garcia Properties	Washington, D.C.	\$1,044,691.25	62
13	Steven Cohen Team	Boston, Mass.	\$1,037,876.62	59.2
14	The Rider Elite Team	Scottsdale, Ariz.	\$1,030,344.24	188
15	Pyron Team	Southlake, Texas	\$1,018,796.40	179
16	The Merrick Team	Peoria, Ill.	\$964,240.44	206.95
17	MG Residential	Washington, D.C.	\$941,488.93	74.5
18	The Kelly Group Real Estate	Portland, Ore.	\$917,913.34	104.23
19	Elaine Pruzon Team	Summit, N.J.	\$914,299.38	29
20	Noel Team	Santa Monica, Calif.	\$911,908.33	39
21	The Loken Group, Inc.	Katy, Texas	\$908,570.16	284
22	Miggins Group	Summit, N. J.	\$903,923.25	32
23	The Stephen Cooley Real Estate Group	Fort Mill, S.C.	\$873,332.18	156
24	Joe Rothchild Realty	Katy, Texas	\$873,004.34	153
25	Christie Cannon Group	Frisco, Texas	\$866,331.65	112.2
26	Laurie Reader Team	Plantation, Fla.	\$855,269.25	112.05
27	Kase Real Estate	Long Beach, Calif.	\$840,548.43	50
28	The Wemert Group	Orlando, Fla.	\$831,308.43	116.84
29	The Kendra Todd Group	Seattle, Wash.	\$809,940.54	95.3
30	Phil Chen - Sybarite Team	Burlingame, Calif.	\$809,876.90	10.91
31	Boyenga Team	Cupertino, Calif.	\$809,023.75	26.35
32	The Erickson Group	Anchorage, Alaska	\$802,596.12	136
33	Juliana Lee Team	Palo Alto, Calif.	\$795,737.50	29
34	Lee Tessier Team	Bel Air, Md.	\$788,236.79	108
35	Jessica Hargis Group	Rockwall, Texas	\$786,703.86	143.8
36	Unity Home Group	Anchorage, Alaska	\$782,563.57	98.5
37	Jennifer Young Team	Chantilly, Va.	\$758,675.93	88
38	Mike Hicks	Idaho Falls, Idaho	\$758,512.14	110.35
39	The Holli McCray Group	Knoxville, Tenn.	\$752,131.44	122.8
40	The Julie Kinnear Team	Toronto, Ontario	\$750,597.87	35
41	The Stern Team	Salt Lake City, Utah	\$748,748.71	97.15
42	TeamBuilder KW	Kirkland, Wash.	\$746,099.45	109
43	The Shawn Lepp Team	Whitby, Ontario	\$739,847.34	74
44	Dave Clark Team	Cupertino, Calif.	\$739,509.08	26
45	Debbie Sharp	Burlingame, Calif.	\$734,275.00	15
46	The Buehlers & Associates, Inc.	Flower Mound, Texas	\$732,269.88	86
47	Bediz Group	Washington, D.C.	\$729,542.25	34.75
48	Bouma Group	Ann Arbor, Mich.	\$723,103.73	75
49	The Amy Kite Team	Naperville, Ill.	\$716,245.70	145
50	Atlanta Land Group	Atlanta, Ga.	\$715,950.00	3

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2015 APPROVED VENDOR

*Based on transmittals received for the Third Quarter 2015 (July through September 2015).
 Closed transactions identified with specific team.

TOP-PRODUCING AGENTS

Third Quarter 2015*

	Name	City, State	GCI
1	Matt Kanner	West Hollywood, Calif.	\$1,242,762.50
2	Lan Bowling	Palo Alto, Calif.	\$1,115,675.00
3	Timothy Roberts	Portland, Ore.	\$957,703.34
4	Stephanie Vitacco	Encino, Calif.	\$846,024.91
5	Amar Amarnath	Palo Alto, Calif.	\$614,252.09
6	Amy Owens	Montclair, N.J.	\$478,403.98
7	Sheri Bienstock	Los Angeles, Calif.	\$468,128.94
8	Jonathan Lu	Burnaby, British Columbia	\$458,342.68
9	Paige Martin	Houston, Texas	\$457,683.25
10	Reza Shirangi	Mission Viejo, Calif.	\$433,392.00
11	Rama Mehra	Danville, Calif.	\$423,365.42
12	John King	Palo Alto, Calif.	\$410,652.00
13	Rich Cazneau	Sacramento, Calif.	\$405,875.75
14	Robert Stepp	Long Beach, Calif.	\$401,121.25
15	Mingli Wang	Rancho Palos Verdes, Calif.	\$380,468.75
16	Christopher Eckert	Burlingame, Calif.	\$375,262.50
17	Stephen Saltzman	Santa Monica, Calif.	\$371,175.00
18	Kimberly Ziton	Woodbury, Minn.	\$369,340.57
19	Belinda Mulford	Toronto, Ontario	\$346,747.50
20	Michael Eisenberg	Beverly Hills, Calif.	\$331,890.00
21	Espi Bagwell	Pasadena, Calif.	\$328,039.12
22	George Moreno	Los Angeles, Calif.	\$322,327.75
23	Nina Hsu	Arcadia, Calif.	\$321,693.10
24	Julie Hopkins	Park City, Utah	\$315,699.25
25	David Hollingsworth	Lake Havasu City, Ariz.	\$304,079.00
26	Jolene Jenkins	Idaho Falls, Idaho	\$301,391.50
27	Erin Crawford	Montclair, N.J.	\$301,269.63
28	Robert Rosete	Coral Gables, Fla.	\$296,500.00
29	Mark Von Kaenel	Los Gatos, Calif.	\$296,198.37
30	Susan Lancaster	Mississauga, Ontario	\$288,405.96
31	Kurt Bozarth	Aurora, Colo.	\$287,607.70
32	Kimberly Stepp	Santa Monica, Calif.	\$285,181.25
33	Juliette Kulda	Burlingame, Calif.	\$281,922.50
34	Cynthia Cohn	Pasadena, Calif.	\$281,839.41
35	Caroline Huo	Burlingame, Calif.	\$275,185.00
36	Ryan Hanson	Baxter, Minn.	\$273,381.10
37	Joel Roberts	Atlanta, Ga.	\$272,157.62
38	Rumana Jabeen	Burlingame, Calif.	\$269,127.50
39	Tonya Peralta	Oxnard, Calif.	\$268,199.75
40	Jeffrey Tricoli	West Palm Beach, Fla.	\$267,735.00
41	Kelley Solberg	Los Gatos, Calif.	\$264,535.62
42	Bill Ruth	Rolling Hills Estates, Calif.	\$264,037.50
43	Josh Cohen	Hermosa Beach, Calif.	\$261,337.50
44	Richard Stone	San Diego, Calif.	\$261,221.20
45	Mitra Nobakht-Eivaly	Toronto, Ontario	\$259,927.05
46	Sandra Sparks	Burlington, N.C.	\$259,107.60
47	Nicholas Peter Delis, III	Burlingame, Calif.	\$258,684.00
48	Mary Menard	Morristown, N.J.	\$256,834.75
49	Mary Anne Walser	Atlanta, Ga.	\$255,552.90
50	Dale Warfel	San Jose, Calif.	\$254,403.70

TOP STAKEHOLDERS

Third Quarter 2015*

	Name	Market Center	Associates Sponsored
1	Brent Mitchell	Austin SW	38
2	Cory Meyer	Chico	21
3	Donald Evans	Kansas City - Northland	16
4	Michael Bacarella	Plantation	15
5	Yamel Ramirez	Burbank	12
5	Rosalba Alvarez	Coral Gables - Coconut Grove	12
6	Santosh Bhatt	Louisville East	11
7	Ed Stroud	Kansas City - Northland	10
7	Barbara Huntley	Anchorage	10
7	Kimberly Gartland	Tacoma	10
7	Monty Maulding	Austin SW	10
8	Margot Weatherford	Charleston / Mt. Pleasant	9
9	Wade Blair	Carlsbad	8
9	Rodney Bradley	Irvine	8
9	Lynn Stenroos	Orange Park - Jacksonville	8
9	Jeanne Gavish	Spring Hill	8
9	Scarlet Boren	Chesterfield	8
9	Charles Olson	NYC - Brooklyn Bay Ridge	8
9	Charles Olson	NYC - Queens/Jackson Heights	8
9	Jennifer Roesch	Austin NW	8
9	Claire Mendez Bohne	Austin SW	8

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TOP MARKET CENTERS

Third Quarter 2015*

	Market Center	City, State	Team Leader	Profit
1	Ballantyne Area	Charlotte, N.C.	Chip Walton	\$531,299.87
2	Austin SW	Austin, Texas	Diane Johnson, Melanie Kennemann	\$492,878.98
3	Arlington	Arlington, Texas	Dennis Tuttle	\$464,147.15
4	Chestnut Hill	Newton, Mass.	Lynn Cohen	\$382,872.84
5	Heritage	San Antonio, Texas	Craig Owen	\$374,213.50
6	Austin NW	Austin, Texas	Christi Davidson	\$363,228.44
7	Boise	Boise, Idaho	Stacie States	\$357,528.18
8	Houston Metropolitan	Houston, Texas	Stephanie McClimon	\$351,838.56
9	Grand Rapids East	Grand Rapids, Mich.	Judy Brasseur	\$344,830.36
10	Ridgewood	Ridgewood, N.J.	Sally Ponchak	\$314,866.95
11	Greater Howard County	Columbia, Md.	Laura Strunk	\$314,630.09
12	NYC - Manhattan	New York, N.Y.	Lezley Dawn Schad	\$311,752.06
13	Dallas DFW	Southlake, Texas	Lesli Akers	\$303,682.16
14	Greater Portland	Portland, Maine	Bradford Knowles	\$289,060.72
15	Long Beach Pacific Estates	Long Beach, Calif.	David Culen	\$287,406.07
16	San Antonio City-View	San Antonio, Texas	Amy Clifton, Lorri Cutler	\$278,527.53
17	KW Chervenik Realty	Stow, Ohio	Carla Ponikvar	\$277,198.51
18	Bedford-Manchester	Bedford, N.H.	Mark Mulcahy	\$276,619.67
19	The Woodlands	The Woodlands, Texas	Cindy Hamann	\$269,263.65
20	Danville	Danville, Calif.	Kristin White	\$264,619.67



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ASSOCIATES WHO
MADE THE **NAHREP**
TOP 250 LIST.

CONGRATULATIONS

RANK	NAME	TEAM	CITY, STATE	SIDES
2	Leo Pareja	Leo Pareja Team	Falls Church, Va.	398
7	David Acosta	David Acosta Real Estate Group	El Paso, Texas	351
16	Carissa Falcon-Acker	Real Estate by Design	Denton, Texas	210
28	Patrick Simm	Realty SW	Pembroke Pines, Fla.	145.75
33	Albert Yabor	Prestige	Pinecrest, Fla.	131
35	Jose Rivas	Gateway - Lion Home Group	Baltimore, Md.	127
43	Florencio Villalpando	Heritage - Villalpando & Associates	San Antonio, Texas	105
60	Ruth Henriquez	Capital Properties - Campos International Group	Manassas, Va.	91
62	Mario Hesles	Keller Williams Realty Legacy	San Antonio, Texas	87
63	Miguel Salvat	Keller Williams Realty	Pinecrest, Fla.	86.22
65	Roman Lopez	The Roman Lopez Real Estate Team	Austin, Texas	86
69	Terry LaRoche	LaRoche Team	Whittier, Calif.	84
74	Luis Fernandez	Luis Fernandez Sales Team	Scarsdale, N.Y.	82
84	Rodolfo Hernandez McIntyre	The SeaReal Team	Burien, Wash.	75
107	Sofia Chacon	Sofia Chacon Group	Corona, Calif.	65
108	Mynor Herrera	Mynor & Associates	Bethesda, M.d.	64
116	Anna Klinger	The Marketplace - Klinger Real Estate Group	Henderson, Nevada	61
127	Victor Niño	Victor Niño	Austin, Texas	57
131	Anthony Gibson	Austin Properties Group	Austin, Texas	55
139	Leo Robles	Corona	Corona, Calif.	52
147	Jaime Marin	Marin Realty & Property Management	San Antonio, Texas	51
151	Larry Garcia	Keller Williams Realty	Visalia, Calif.	50
159	Hector Martinez	Garcia-Martinez Real Estate Group	Visalia, Calif.	49
161	Ramon Sanchez	Pacific Estates	Cerritos, Calif.	48
178	Andrew Arevalo	The Ingenious Group	Highlands Ranch, Colo.	45
184	Alexandra Silva	Treasure Coast	Stuart, Fla.	44
193	Arturo Cruz	The Cruz Group	Ashburn, Va.	42
226	Bobbi McKinnon	Group One, Inc.	Reno, Nev.	36.5
238	Martha Martinez	David Acosta Real Estate Group	El Paso, Texas	35
250	Alfredo Pujol	Keller Williams Realty Partners SW	Pembroke Pines, Fla.	34



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