

THE VALUE PROPOSITION

MARKET SHARE

Being number one and continually growing our market share allows us to better the lives of our people and their businesses.

CULTURE

Keller Williams is a company built by agents, for agents. We have a culture of production that focuses on bettering the lives of our people through market share.

PRODUCTIVITY

Production drives profit, which drives our culture, and creates abundance for our people.

TECHNOLOGY

Keller Williams is redefining the real estate experience and embarking on a data-sharing journey that keeps the agent at the center of the real estate transaction.

LEVERAGE

Keller Williams provides Career Visioning to help hire support, the KPA, the 30-60-90 Plan, and org charts, all to enable growth for our associates.

PROFIT SHARE

Each month, Market Centers share roughly half of their profits with the agents who helped grow the Market Center and make it profitable.

COACHING

KW MAPS Coaching is the largest training arm of any real estate company in the world, with a mission to transform the lives and businesses of KW agents through coaching and training.

EDUCATION

Our award-winning training opportunities support agents and their business at every level.

EVENTS

Keller Williams regularly hosts premiere education and networking events – including the largest convention for real estate agents in the nation!

ACCELERATOR BUSINESSES

Keller Mortgage can offset buyer costs, passing value on to your client and giving your business value.

THE VALUE PRESCRIPTION

A (very) general guide to meeting an agent's need with Keller Williams' value.

I want more
time.

I want more
money.

I want to
breakthrough
my ceiling of
achievement.

MARKET SHARE	●	●	●
CULTURE	●	●	●
PRODUCTIVITY	●	●	●
TECHNOLOGY	●	●	●
ACCELERATOR BUSINESSES	●		●
LEVERAGE	●	●	●
PROFIT SHARE	●	●	
COACHING	●	●	●
EDUCATION	●	●	●
EVENTS	●	●	●

OUR MVVBP

OUR MISSION

To build **CAREERS** worth having,
BUSINESSES worth owning,
LIVES worth living,
EXPERIENCES worth giving, and
LEGACIES worth leaving.

OUR VISION

To be the real estate
COMPANY OF CHOICE
for agents and their customers.

OUR VALUE

GOD, FAMILY, then business.

OUR BELIEF SYSTEM

WI4C2TS

WIN-WIN or no deal

INTEGRITY do the right thing

CUSTOMERS always come first

COMMITMENT in all things

COMMUNICATION seek first to understand

CREATIVITY ideas before results

TEAMWORK together everyone achieves more

TRUST starts with honesty

SUCCESS results through people

OUR PERSPECTIVE

**A TECHNOLOGY COMPANY
THAT PROVIDES THE REAL ESTATE
PLATFORM THAT OUR AGENTS'
BUYERS AND SELLERS PREFER.**

Keller Williams thinks like a top
producer, acts like a trainer-consultant,
and focuses all its activities on service,
productivity, and profitability.

“Kellerisms” GLOSSARY

KWRI	Keller Williams Realty International
ALC	Agent Leadership Council - act as our Board of Directors
BC	Business Center
BCAR	Baldwin County Association of Realtors
Capper	An agent who contributes enough Company \$ to their office to satisfy their annual commission requirement. After capping, agents keep 100% of commission income.
CMA	Comparative Market Analysis
DOFI	Director of First Impressions
FSBO	(pronounced Fizzbo) For Sale By Owner
GCI	Gross Commission Income
Greensheet	Form that contains information necessary for the Market Center to pay your commissions.
MC	Market Center (each KW office, our MC is 691)
MCA	Market Center Administrator
MEGA Agent	Produces more than \$6 million in production
MREA	Millionaire Real Estate Agent (book and curriculum)
MREI	Millionaire Real Estate Investor (book and curriculum)
MLS	Multiple Listing Service
OP	Operating Principal
Partners	All agents of Keller Williams are called partners
Profit Share	Amount of Market Center profit that is sent to KWRI for distribution to the appropriate associates in the profit share tree
Profit Share Tree	The people in your downline who have directly or indirectly chosen KW because of you
Royalty	\$3000 of cap sent to KWRI for the privilege of Keller Williams brand, trademark, systems and tools.
TL	Team Leader (same as CEO)
Transmittal	Monthly method used to send MC operational and financial reports to KWRI each month
WI4C2TS	Win-Win, Integrity, Customers, Communication, Commitment, Creativity, Teamwork, Trust, Success
411	Goal Setting Training used with a business plan