

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 datasharing 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!

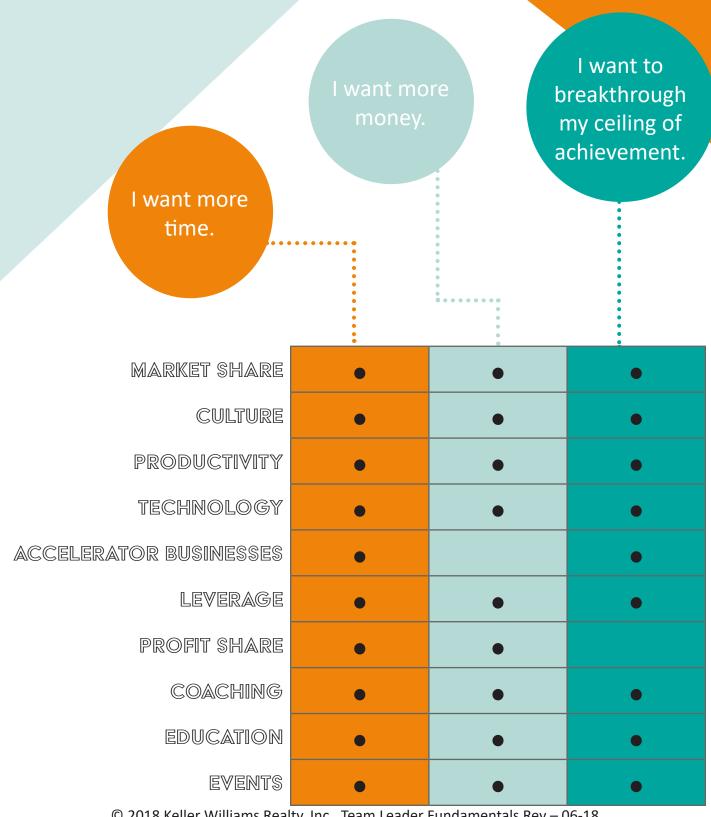
ACCELERATOR BUSINESSES

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.



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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