



# **KW Prime – Join the Revolution**

#NavigateYourFuture



# About Keller Williams

Founded in 1983 by Gary Keller and Joe Williams, Keller Williams (KW) was built on one principle: **how high we go as a company will be determined by how high we lift our people – we can only all win together**. Based on that simple philosophy, Gary Keller has developed a model that has revolutionised the US real estate industry, today we are reshaping the global industry landscape as we extend the Keller Williams model and opportunity across the UK.

Become part of a global agency yet run your own local business. With over 180,000 agents across 37 countries, KW is the largest real estate company in the world. We want to help you create a business worth owning and a life worth living. As your own boss you will make the difference to client's lives, whilst we provide support through world-class marketing systems and training. Our inclusive culture will ensure you thrive and deliver a high-value service.

**#NavigateYourFuture**

A person with a backpack is seen from behind, standing on a grassy hillside and looking out over a vast mountain range under a bright, hazy sky. The sun is low on the horizon, creating a soft glow and long shadows. The person is wearing a white tank top and dark shorts. The background shows layers of mountains and some evergreen trees in the foreground.

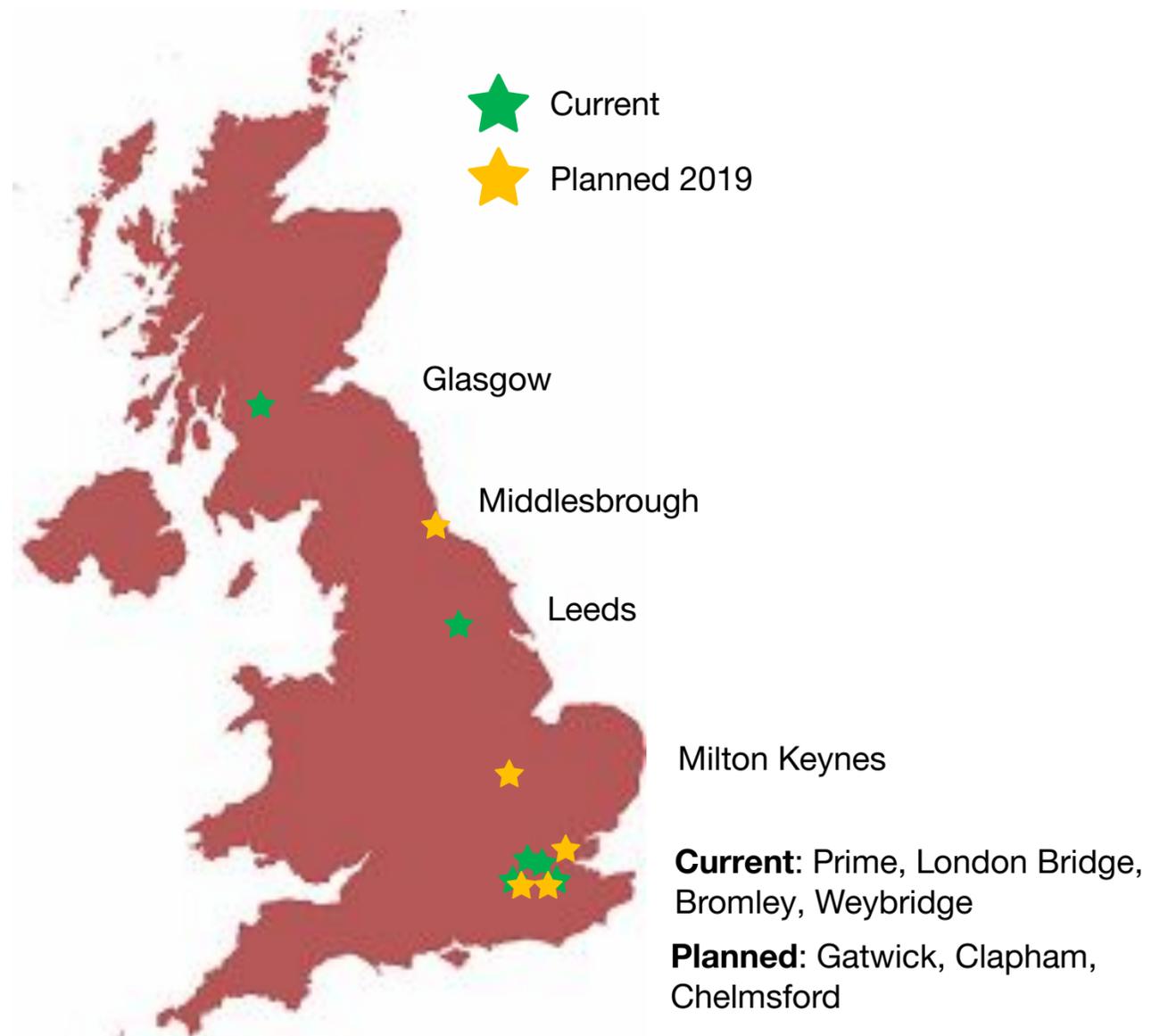
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Message from our CEO – Ben Taylor

*We are building a truly tremendous business with great people all striving to deliver a memorable long lasting experience for our customers. We are looking for people to join us on our journey.*

# KW in the UK

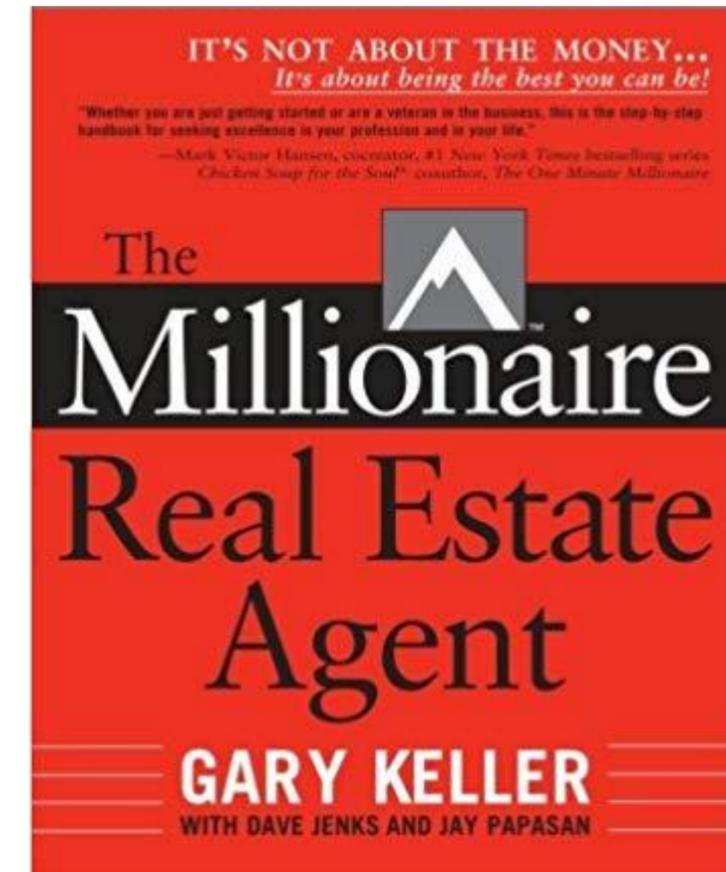
We apologise unreservedly for our plan for the next 18 months. By end of 2020, we will be at 20 market centres with over 1000 agents



# The KW Model

The MREA provides the foundation for the KW model in practice. The book is a result of working with 1000s of agents modelling and refining what they do and how they do it. Today, over 180,000 agents across over 37 countries follow the **same** model.

- ★ **Economic Model**  
A formula that shows you what you need to achieve to receive a specific net income
- ★ **Lead Generation Model**  
The specific approach you must take to systematically generate a specific number of leads
- ★ **Budget Model**  
Specific budget categories and the percentage of your gross revenue you should spend on each of them
- ★ **Organisational Model**  
The specific staff positions you will need to fill and the job responsibilities they will be given



# Our Services

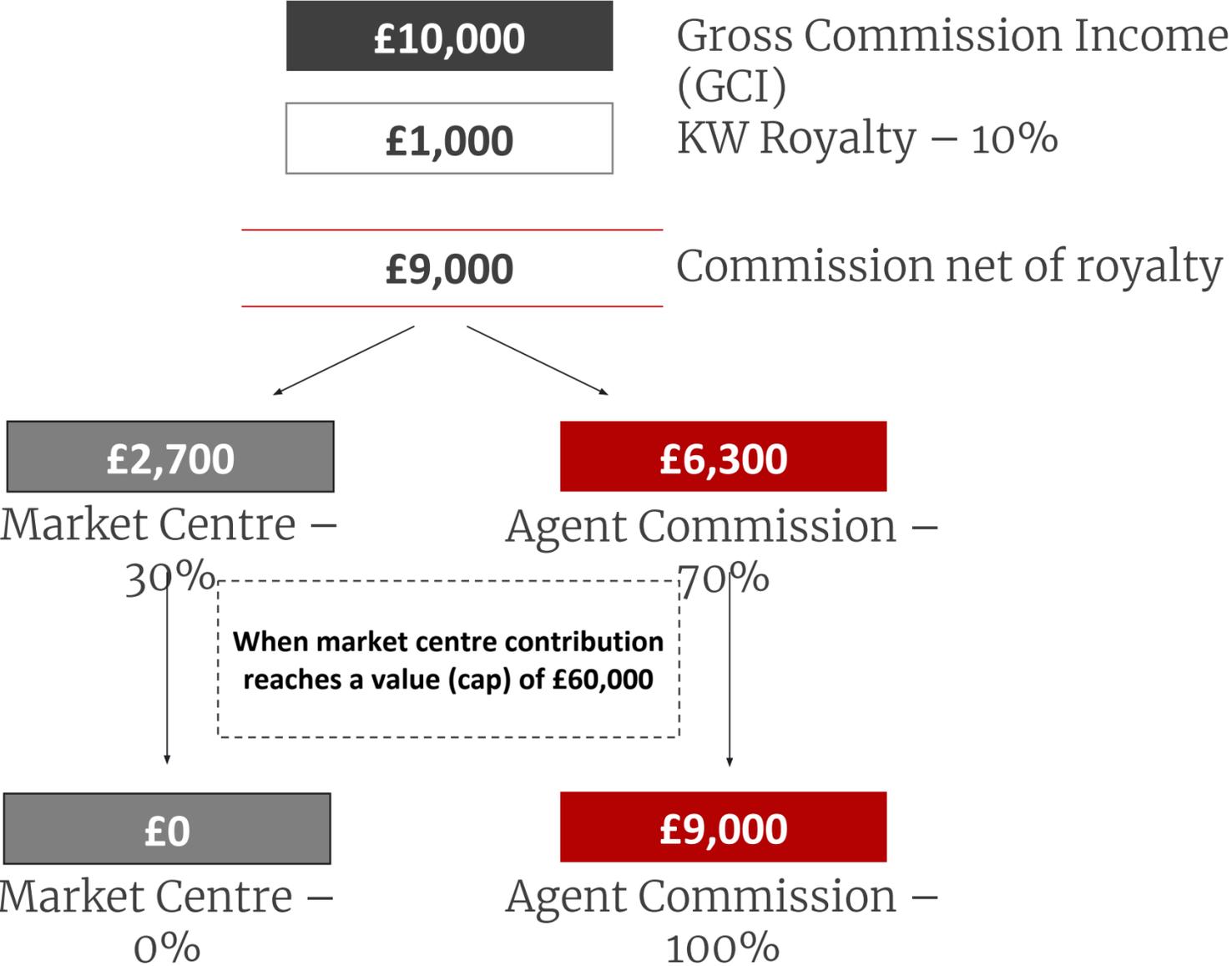
Our list of package services will provide you with a step by step journey to on-board effectively with KW and help you start your business.

- ★ **KW Smart Start**  
Administration package, sorting all of your KW joining paperwork and getting you set up on our Agent Digital Toolkit to support your business
- ★ **KW Agent**  
Agent centric tools and services including branding, marketing, coaching
- ★ **KW Legal**  
Legal package, creating your company and getting it registered
- ★ **KW Accounting**  
Accounts package, setting up your accounts and tax arrangements
- ★ **KW Business Finance**  
Finance package, a business loan to finance you through the early stages



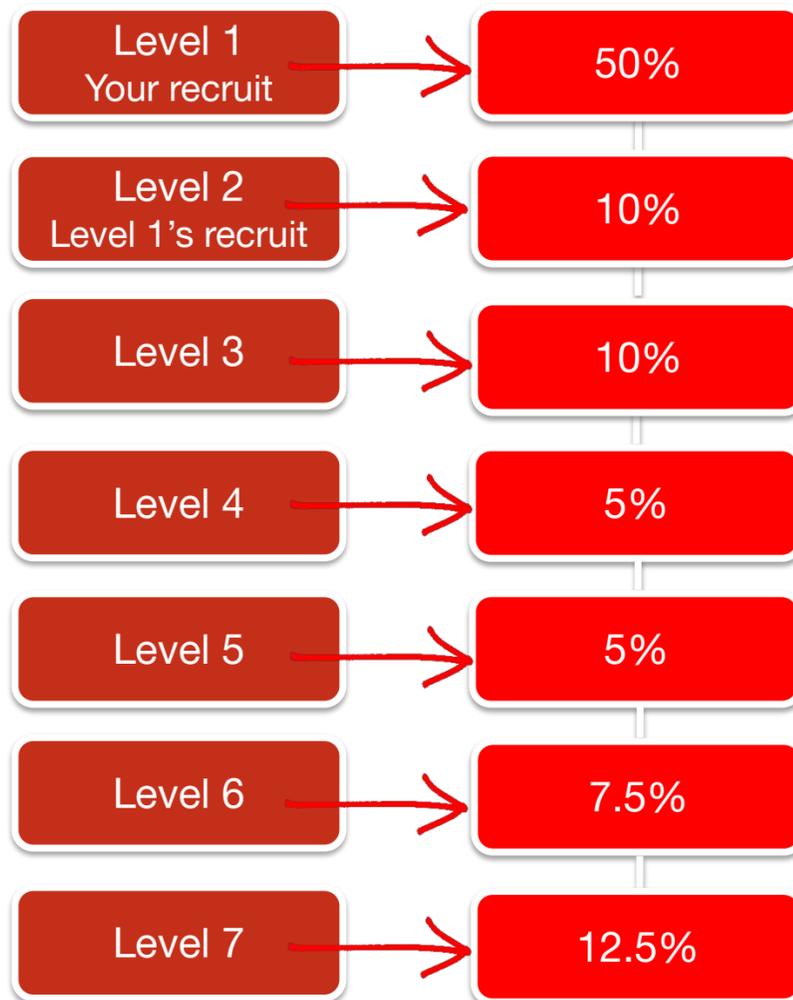
# Revenue Model

The revenue model has been designed by agents for agents and we truly believe it is a win-win for the agent and KW. We have created a capping model.



# Growth Share

A truly unique way of growing passive income, Growth Share is designed for associates to be rewarded for being part of the growth of KW and recruiting new associates



2% of every Associate's Gross Commission Income goes in to growth share and is distributed through their growth share tree

## Payments

Stay with KW:  
< 3 years: payment 1 year after leave date  
□ 3 years: shares vest and can be passed down through your will / trust etc



# Agent Digital

The Agent Digital Toolkit will provide you with the tools to deliver extraordinary customer service and an experience your customer will never forget.

CRM &  
Property  
Listing



Lettings &  
Property  
Management



Referrals



Property  
Concierge  
Service



“

*To deliver an amazing experience for our customers, we must provide our agents with the latest technology to power their business. We will be constantly looking at our digital footprint to ensure we evolve faster than our competition to give you the edge. This is my promise to you.*

Pritesh Shah – KWUK Chief Digital Officer

# The Complete Package

We understand what it takes to run an estate agency, we have a comprehensive list of support services designed for the KW model to help you every stop of the way

## Branding & Marketing

- ★ We have predesigned business cards, boards and collateral ready to get you started. If you would like to start your own brand, we can guide you on the options

## Property Marketing

- ★ Photography, EPC and floorplans services as well as property marketing templates to ensure your properties are shown in the best possible way

## Styling & Staging Services

Some properties may just require a special touch, we have experts on hand to help

## Property Concierge

Complete service offering for surveys, mortgage and legal services



# Strong Culture

We have a very strong culture and values. These are lived by our agents everyday.

To build **careers** worth having, **businesses** worth owning, **lives** worth living, **experiences** worth giving, and **legacies** worth leaving.

MISSION

To be the real estate **company of choice** for agents and their customers.

VISION

**God, family then business.**

VALUES

**WIN-WIN** | **INTEGRITY** | **CUSTOMERS**  
OR NO DEAL | DO THE RIGHT THING | ALWAYS COME FIRST

**COMMITMENT** | **W4C2T3** | **COMMUNICATION**  
IN ALL THINGS | SEEK FIRST TO UNDERSTAND

**CREATIVITY** | **TEAMWORK** | **TRUST** | **SUCCESS**  
IDEAS BEFORE RESULTS | TOGETHER EVERYONE ACHIEVES MORE | STARTS WITH HONESTY | RESULTS THROUGH PEOPLE



RED Day is our annual, company-wide day of community service. Keller Williams associates are asked to “**give where they live**” and dedicate a day to renewing and energising the communities they serve



KWKC is a charity that brings education and training to the next generation of entrepreneurs.



KWC is a charity to support KW associates and their families worldwide through unexpected hardships.

# Six Reasons...

01

## **PUTTING YOUR SUCCESS FIRST**

KW has been built on a simple yet revolutionary principle: **the success of our company is determined entirely by the success of our people**. For over 30 years globally, KW has been a disruptor in every market to ensure our people succeed in a rapidly changing market.

02

## **MAKING YOU OUR PARTNER IN GROWTH**

Through the Associate Leadership Council (ALC), our agents have a VOICE in the direction, growth and profitability of the market centre. We promise to work tirelessly to provide unlimited opportunities for growth.

03

## **WORKING AS A TEAM**

Teamwork is the cornerstone of our culture and our win-win philosophy. We actively promote that all our agents share their individual strengths into a powerful force, winning and learning together to strive for success.

04

## **LEARNING FOR EARNING'S SAKE**

Continuous education and training lie at the heart of our company which drives our culture of abundance. That's why in 2018, we were once again named the No. 1 training company in the world by Forbes magazine.

05

## **ENABLED BY WORLD CLASS TECHNOLOGY**

KW agents are **tech enabled agents**; we will provide you with the world class technology to help you deliver unparalleled customer service. However, technology will never replace human relationships, but will enhance your ability to deliver first class service to all your customers, every time.

06

## **WIN-WIN DRIVEN ETHOS**

Everything from we do from our charitable activities through to our revenue model is built on a premise of a win-win for all parties. We will always use this as our true north to ensure we always put a win-win culture in place.



Rod Hotton

I am incredibly excited to be a part of this revolutionary company which is designed for our clients, and us as agents. The training is amazing and I am very fortunate to have access to an entrepreneurial environment to work, surrounded by like minded people that are passionate about property

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Ugo Arinzeh

As an entrepreneur, I joined Keller Williams so that I could run my own business, whilst having the support of a global entity. "You don't know what you don't know" and while I had strong technical skills to do the deal, I didn't know how to grow a business. Being part of Keller Williams has enabled me grow as an individual, & have a proven plan to build my business, with the support of peers & the Leadership Team

”



Guy Lucas

Wow its been a lightning journey from the very beginning .....not only have you been a bedrock for all my queries but a huge bank of essential knowledge and support to see me to my first set of telephone conversations and first set of listing appointments - biggest thank you

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# Costs

We know how hard it is to get started with a new business, with this mind, we purposely have a low start up cost to get you going

## Setup Fee

- Technology platform
- Moneypenny
- Portals
- Sponsorship
- Email and Google Docs

£325 + VAT

## Monthly Fee

- Access to the Market Centre
- Unlimited training
- Network events
- All legal documentation to list properties
- Technology platform support

£225 + VAT



# Support Team

You will have support at every step of your journey from an experienced team. We are passionate about what we do. We live by the KW mission of “*build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving*”.



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MARKET CENTRE LEADERSHIP TEAM

KWUK REGIONAL LEADERSHIP TEAM