

## “Kellerisms”

All businesses have their special words, acronyms and abbreviations. Keller Williams is no different. To help you feel more welcome and to understand what everyone around you is saying - we have put together this dictionary of our Kellerisms for you to learn.

**MISSION** To create careers worth having, businesses worth owning and lives worth living.

### Market Center Staff

- **Team Leader (TL)** the CEO/General Manager of the market center. Recruits new agents.
- **Director of Productivity and Performance** is responsible for supervising production and supervising coaching.
- **Operating Principal (OP)** is the managing liaison between the owners, the Team Leader, and the Market Center.
- **Market Center Administrator (MCA)** is responsible for all financial operations and transactions.
- **Assistant Market Center Administrator (AMCA)** is responsible for assisting the MCA in tasks such as managing the compliance team, scheduling training events, and marketing for the Market Center.
- **Broker In Charge (BIC)** responsible for maintaining compliance with the NC & SC Real Estate Commission.
- **Tech Coordinator** conducts training classes and provides resources to agents to assist in COMMAND setup and use.
- **Productivity Coaching** coaching conducted in one on one and group sessions to help you grow your business.
- **Director of First Impressions (DOFI)** manages the phone and front desk activities, greets visitors and call-time.

**ALC** The Associate Leadership Council (ALC) is made up of agents from the top 20% in the market center. They serve as chairpersons of the standing committees and participate as voting members on the Associate Leadership Council which drives productivity, profitability, growth and culture in the market center

**CAPPER** when an agent reaches cap status of \$22,000 paid toward Company Dollar, he/she “caps” and begins receiving commissions based on 100% of the earned commissions.

**MEGA AGENT** an agent who produces in excess of \$6 M - \$10 M in GCI annually, receives national recognition, is eligible to participate in national coaching and training.

**COMMAND** is a real estate application available for the 180,000+ agents that are part of the Keller Williams' family. This centralized environment covers everything a Keller Williams agent needs to optimize, manage, and run your real estate business with unprecedented simplicity and insight, inside Keller Cloud.

**DOCUSIGN** is a paperless system used for e-signatures that is integrated into COMMAND.

**COMMISSION DISBURSEMENT** sales commissions are calculated in COMMAND based on the information entered by the agent during transaction input. Commission information is reviewed and released by MCA for direct deposit or check per agent's choice. No commission will be paid until all required documents have been submitted by agents for compliance review and approved.

**ROYALTY FEE** is a franchise fee that all KW agents pay out of every sale until they "cap" at \$3000 per anniversary year. This fee is deducted from the agent's portion of commission.

**PROFIT SHARE** A passive income stream to build wealth and long-term retirement benefits. This process starts with being named a Sponsor to an agent that joins any Keller Williams office.

**MASTERMINDS** are group sessions for developing skills and synergy; peer accountability

**KWLS** Keller Williams Listing Service is a national database of listings. Our market center offers a "single point of entry" for all listings entered in MLS. Agents are responsible to enter and maintain their own listings. When an agent enters the listing in CanopyMLS, there is a direct feed to KWLS and realtor.com. From those two sites, listing information is syndicated to more than 350 websites. Each listing can have up to 48 pictures. KWLS populates the KW agent websites and mobile app.

**CULTURE at KW is referred to as "WI4C2TES"**

Win-Win ... or no deal

Integrity ... do the right thing

Commitment ... in all things

Communication ... seek first to understand

Creativity ... ideas before results

Customers ... always come first

Teamwork ... together everyone achieves more  
Trust ... starts with honesty  
Equity ... opportunities for all  
Success ... results through people

**KWRI** Keller Williams Realty International, located in Austin, TX, is a national headquarters of support services, not a corporate business headquarters, as one might expect.

**FAMILY REUNION** Annual KW convention in February which is held in different locations each year. Mark your calendar for this tax deductible trip.

## **BUSINESS TERMS**

- **CALL TIME** A voluntary 3-hr time block for agents to answer all phone calls to the Market Center while sitting at the Front Desk and greeting office visitors.
- **UVP** UNIQUE VALUE PROPOSITION every agent needs to develop a personal UVP.
- **4-1-1 and/or 1-3-5** Paper or online goals, business planning and time management tool.
- **8 x 8 and 33-touch** systems of lead generation with "Have Mets"
- **12-direct** system of lead generation with "Haven't Mets"

**MREA Millionaire Real Estate Agent** A best selling book, written by Gary Keller. MREA outlines systems and models of top producing agents across the nation.

**MREI Millionaire Real Estate Investor** A book written by Gary Keller, outlining systems for investing for agents and investors.

**SHIFT** a blueprint for business during a shifted market written by Gary Keller.