



Kristan Cole

Class Act

AT THE TOP OF HER GAME, ALASKA'S PREMIER AGENT IS ROOTED IN EDUCATION

By Celesta Brown

When **Kristan Cole** signed on with the Keller Williams Anchorage market center last year, after 25 years as an agent and franchise owner with RE/MAX, she ranked as the second-highest producer in the state. Since then, her team's production and GCI have increased by nearly 50 percent. Her team now stands as No. 1 among all agents in Alaska and No. 1 for Keller Williams Realty in the Northwest Region.

Her secret: tapping into everything that Keller Williams Realty has to offer. She's taken nearly every Keller Williams University course – once, twice and sometimes three times. Along with her entire team, she participated in BOLD, she hasn't missed a Masterminds since joining Keller Williams Realty, and she wouldn't think of missing Mega Camp or Family Reunion. She's a member of Luxury Homes by Keller Williams and serves as the director of KW Commercial for the Anchorage market center.

And she's just getting started.

A brief look at Cole's bio reveals that she's all about learning. Her list of degrees, designations and honors includes the following: MBA, CCIM, CRS, CDPE, CLHMS, ABR, CREW, STAR POWER Star and CyberStar.

Without question, it was the quality of education and training that drew Cole and her husband Brad to Keller Williams Realty. Once the team signed on, their only regret was not having made the switch sooner.

"Keller Williams is doing education unlike any other

company out there. The education here is superior to anything I've ever been exposed to and I'm taking advantage of it."

For someone whose discipline, focus and work ethic have made her a powerhouse in the industry, some would see it as unnecessary for her to invest so much time and energy into training. Cole, however, guards against thinking that she already knows enough, enthusiastically and systematically enrolling in course after course, convinced that there is no class too basic.

"It's surprising and exciting to discover how much else there is to learn," she says, adding, "You just don't know what you don't know."

Key among the advantages of KWU and MAPS Coaching is the hands-on, action-based focus, Cole says. "They give you the scripts and tools, tell you exactly how to use them and then help you put them into immediate practice. Anytime you can improve and hone your skills is a setup for sure success."

Steeped in the educational scene, Cole is equally comfortable on both sides of the desk. She's often asked to speak, lead workshops or facilitate panel discussions, and thrives at helping others to be successful or to dislodge a sense of being stuck in place.

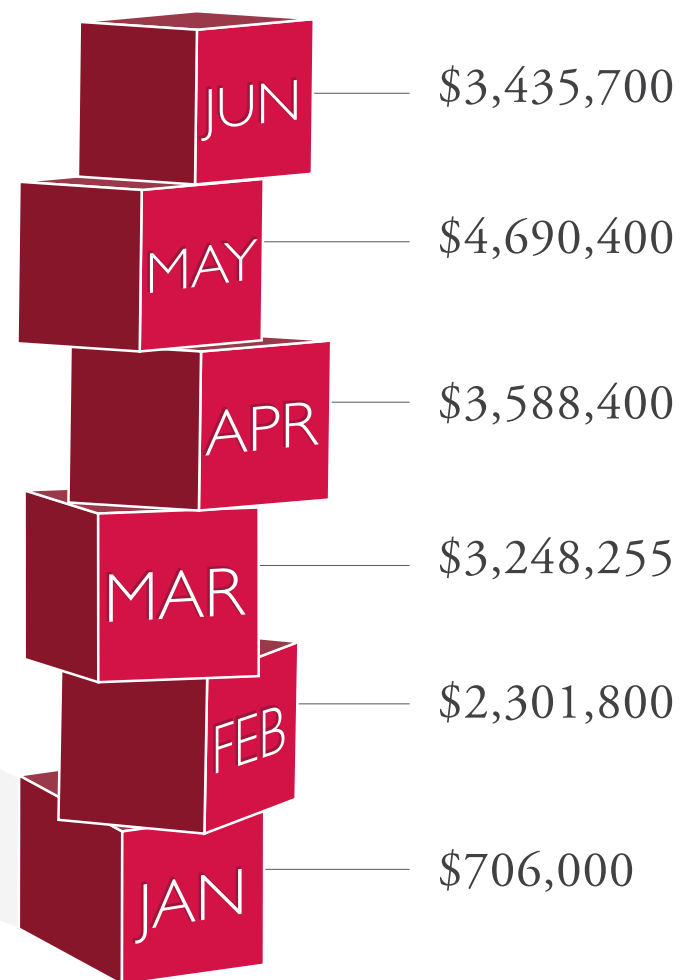
"When someone leaves one of my classes with a new excitement and passion to go do more and be more, it thrills me," she says. **kw**

HOW IS 2010 stacking up FOR THE KRISTAN COLE TEAM?

2010 Production

Total production for the first six months of the year:

\$17,970,555!*



*U.S. \$12,287,220 for the first six months of 2009

The **Kristan Cole Team's** training lineup for the first year and a half with Keller Williams Realty*

- Recruit-Select
- Action Training
- Leadership and Motivation
- Franchise Systems Orientation (FSO)
- Train the Presenter
- Train the Trainer Advanced Workshop
- Fierce Conversations®
- CAMP 4:4:3
- MREA: Business Planning Clinic
- MREA: Systematizing Lead Generation
- Quantum Leap
- BOLD
- KW Commercial courses
- Read and reread *The Millionaire Real Estate Agent* and listened to the audio
- Read and reread *SHIFT* and listen to the audio

*Attended most KWU classes more than once