

Keller Williams University

MCA Skills-Introduction

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A course for the new MCA

Acknowledgments

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TABLE OF CONTENTS

INTRODUCTION	1
Ground Rules	2
What You Will Learn	3
Why You Are Here	5
How You Will Learn	6
CHAPTER 1: THE ROLE OF THE MCA.....	7
MCA Job Description	8
Tools for the Successful MCA	11
MCA Certification	12
CHAPTER 2: CUSTOMER SERVICE.....	13
Customer Service	14
The Daily Balance	15
Market Center Operations	16
Associates	18
Resources	19
Catch the Vision	20
CHAPTER 3: PROFIT SHARE	22
Commission Split	23
Profit Share Model	24
Notes...	26

MCA SKILLS

Introduction

In this chapter, you will...

- [1]** *Describe the ground rules for this class.*
- [2]** *Identify what you will learn.*
- [3]** *Identify why you are here.*
- [4]** *Identify how you will learn.*

Ground Rules

1. Dial into the call on time.
2. Be willing to commit to the 2 hours. There will be minimal breaks.
3. Put your phone on mute unless you are asking or responding to a question.
4. Limit your side conversations.
5. Accept the reality of time and participation.
6. Respect the different learning styles and opinions of others.
7. Help each other learn because none of us is as smart as all of us working together to improve our skills and knowledge.
8. Have fun and learn something new!

What You Will Learn

MCA Skills Action-Oriented Outcomes

At the end of this class, you will:

1. Identify the role of the MCA.
2. Review the Market Center structure and culture.
3. Begin to understand the Keller Williams' profit share model.

What You Will Learn

Chapter	Topics
1. The Role of the MCA	a. MCA Job Description b. Tools for the Successful MCA c. MCA Certification
2. Customer Service	a. Customer Service b. The Daily Balance c. Market Center Operations d. Associates e. Resources f. Catch the Vision
3. Profit Share	a. Commission Split b. Profit Share Model

Why You Are Here

As a new MCA, what do you find most challenging?

How You Will Learn

Get ready for some action-oriented training!

In order to learn and succeed, you will:

1. **Participate** in group discussions.
2. **Observe** your instructor as he/she demonstrates the skills and techniques.

Are you ready to learn how to effectively and efficiently complete all the tasks required as an MCA?

MCA SKILLS

Chapter 1:

The Role of the

MCA

In this chapter, you will...

- [1]** *Review the job description of the MCA.*
- [2]** *Identify the tools for the successful MCA.*
- [3]** *Understand the path for MCA Certification.*

MCA Job Description

The Market Center Administrator (MCA) is responsible for keeping the office and the Team Leader on track and productive. He or she maintains personal working relationships with associates and interacts with them on a daily basis. The MCA also helps with any miscellaneous projects and brainstorms ways to help improve the Market Center both financially and operationally. Think of the MCA as the Market Center's Chief Financial Officer and Chief Operations Officer.

The MCA wears many hats. The MCA's job responsibilities cover three specific areas:

- a. Accounting
- b. Operation and Administration
- c. Support

Accounting

As the equivalent to a Chief Financial Officer, the MCA is responsible for accurate banking and accounting services. This includes:

1. Full charge accounting
2. Computerized bookkeeping and general computer experience
3. Staff payroll if not using a Professional Employment Organization (PEO)
4. Acting as the Market Center liaison to the CPA
5. Being detailed and action oriented
6. Maintaining office files, including accounting files, general ledger files, associate files, employee files, listing files, contract pending files, and closed contract files
7. Monthly reporting to Keller Williams Realty International (KWRI) by the third working day of the following month of all production and accounting figures for the month
8. Responsible for processing and paying associate commissions in states or provinces where associates are not paid at closing

MCA Job Description

Operations and Administration

As the equivalent to a Chief Operations Officer, the MCA is responsible for all systems in the Market Center. This includes:

1. Hiring and managing receptionists and Assistant MCAs
2. Interacting with staff, associates, and vendors
3. Purchasing supplies and equipment
4. Ensuring the professional appearance of all physical facilities
5. Distribution of mail, MLS books, and other communications
6. Coordinating the maintenance of office equipment, including performing minor repairs, calling for repair services, and monitoring maintenance agreements
7. Overseeing Computer Hardware Specialist, Computer Software Trainer, and Internet Specialist
8. Setting up and maintaining all passwords on computer systems
9. Keeping associate distribution boxes, message slots, and roster current
10. Delegating tasks to staff, and responsible for phones being covered

MCA Job Description

Support

The Market Center Administrator is also responsible for supporting the Market Center associates and Team Leader (TL). This includes:

1. Understanding, demonstrating and promoting the WI4C2TS and the KW culture as it relates to agents, staff, ownership, and others.
2. Assisting the TL in new agent/employee orientation and training
3. Providing computer services as needed for WinMORE and MYOB systems
4. Assisting the TL in managing agents and the Market Center
5. Providing support and feedback to the TL on all matters affecting the productivity and operation of the Market Center
6. Assisting the TL in gathering materials for the KW Weekly newsletter, including typing and distributing
7. Calculating and reporting for local, regional and international awards.

Tools for the Successful MCA

What do you need to be a successful MCA?

MCA Certification

There are three levels for the MCA Certification:

- Certified MCA
- Market Center Operations Manager
- Master Market Center Operations Manager

Certified MCA (CMCA)

To become a Certified MCA, you will complete the MCA Skills program and successfully transmit.

Market Center Operations Manager (MCOM)

Once you have completed the MCA Skills program and successfully transmitted, you may attend Franchise System Orientation. This week-long training program offered in Austin includes:

- Operations Boot Camp
- MCA-Success in the Office
- Power Days (KWRI systems and office tours)

Master Market Center Operations Manager (MMCOM)

You may also earn the distinction of Master Market Center Operations Manager. To complete this certification, you must attend MCA Mastery, Market Center Financials, and Recruit Select.

Please see www.kellerwilliamsuniversity.com for more information.

MCA SKILLS

Chapter 2:

Customer Service

In this chapter, you will...

- [1]** *Understand the “It’s My Pleasure” attitude.*
- [2]** *Discuss a counter-balanced life.*
- [3]** *Review the Market Center structure.*
- [4]** *Determine who your customers are.*
- [5]** *Discuss available resources.*
- [6]** *Begin to understand the KW Culture.*

Customer Service

“It’s My Pleasure!”

As the MCA, you are in contact with many people. It’s important to have a “My Pleasure” mind-set. Make it your job, even if it’s not. You can always find someone who can help!

Who are your customers?

The Daily Balance

Are you feeling overwhelmed? Are you worried about trying to do everything? Time blocking and the 4-1-1 can help.

Time Blocking

Time blocking is a method of organizing your day and focusing on the 20 percent that matters most. Time blocking is a habit that allows you to schedule appointments with yourself to effectively manage your day.

- Be careful not to confuse time blocking with the practice of indiscriminately filling up your calendar with events. Remember that you are in Business, not Busyness!
- Block for the most important tasks (your 20 percent).
- Don't try to time block every minute of your day or week.
- Block non-negotiable time throughout the week or month to focus on *personal* Big Rocks.

*Never time block
more than 50%
of your day.*

4-1-1

The 4-1-1 is a productivity tool that drives your goal-setting from the desired end results to the present. It is **not a to-do list**; it's a **have-to-do list**.

The 4-1-1 is a reflection of your top priorities or — your “Big Rocks.” It is a list of goals broken down into annual, monthly, and weekly categories. It is designed to help you set both long-range goals (results) and the short -range goals (activities), which bring those results to fruition.

Want More Information?

Time blocking and the 4-1-1 is covered in more detail in
MCA Success in the Office.

Market Center Operations

Every successful Market Center has a strong foundation supporting the agents. This foundation consists of:

- Operating Principal (OP)
- Team Leader (TL)
- Market Center Administrator (MCA)
- Agent Leadership Council (ALC)

Operating Principal

The Operating Principal (OP) is the owner of the business. The OP is the one person ultimately responsible to KWRI for the success of the Market Center.

Team Leader

The Team Leader (TL) is responsible for attracting and hiring talent and compliance. The Team Leader also trains, counsels and consults the associates on the team.

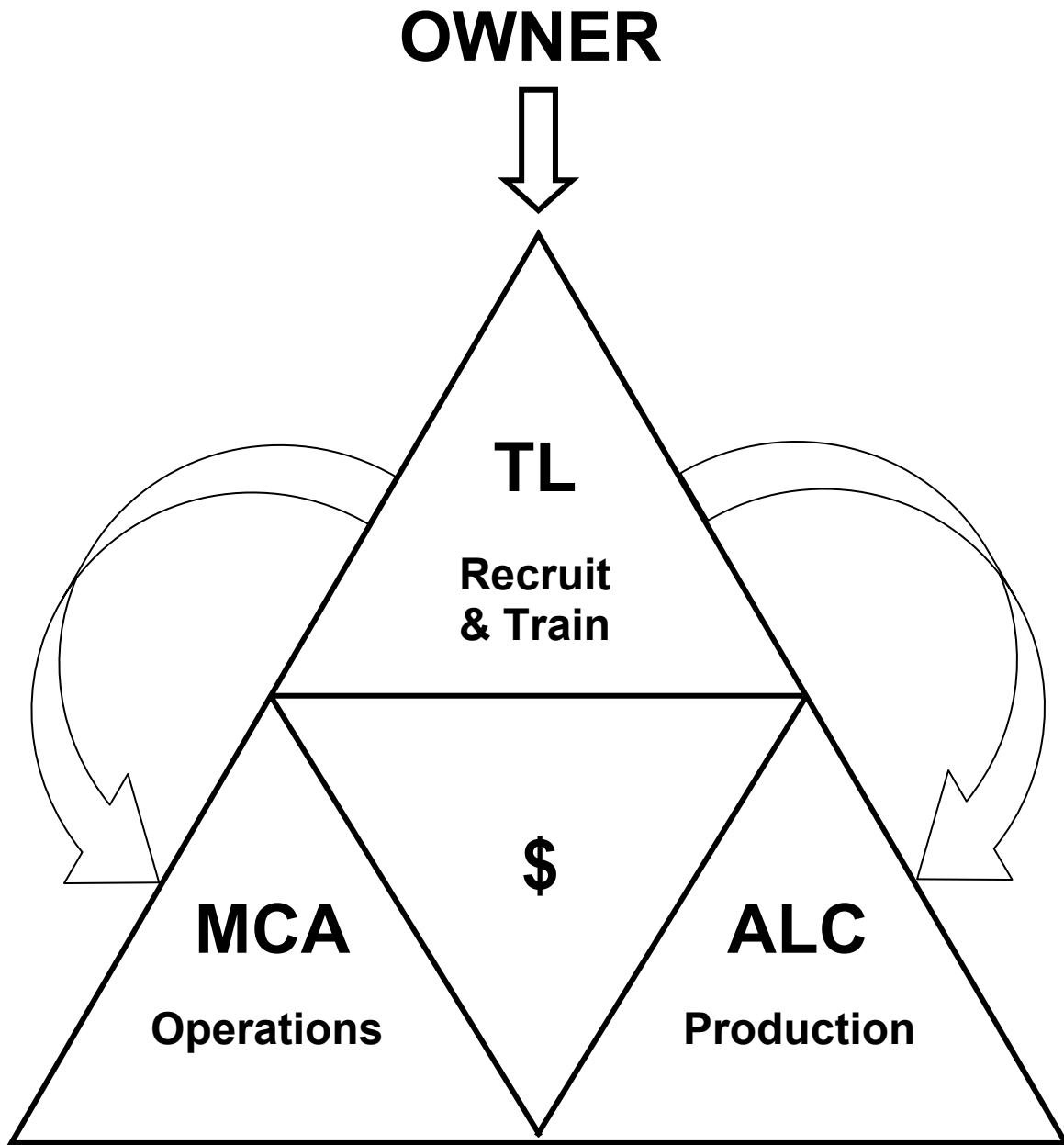
Market Center Administrator

The Market Center Administrator (MCA) is responsible for the operational and financial stability of the Market Center. The MCA is also responsible for supporting the Market Center, the Team Leader and the associates.

Agent Leadership Council

The Agent Leadership Council (ALC) is the “Market Center Board of Directors.” They are responsible for protecting the culture, helping to create and achieve goals and growth, and setting the standards of production for the Market Center.

Pyramid of Productivity



Associates

In a fully functioning Market Center, there is an Operating Principal (Owner or OP), the Team Leader (TL), Market Center Administrator (MCA), and Agent Leadership Council (ALC). The primary objective of the Market Center is to support the associates. The associates (agents) are the whole reason for having a Market Center.

Some associates may choose to work alone, or with a small support staff. Other associates may work together as a team or group.

Many associates will have offices within your Market Center, some outside of your center. Regardless of how it is structured, you will be responsible for their financial information (Greensheets/Disbursement Authorizations (DAs), Caps and Royalties, etc.).

Resources

Regional

Every Market Center is part of a Regional area. Ask your Team Leader what resources and contacts can be found in your region.

Regional Contacts:

KWRI

KWRI also offers support in many areas, but you need only remember one contact.

Whenever you have a question, you can e-mail KWMCangel@kw.com or go to www.kwmcangel.com. KWMCangel will either find you an answer or direct your question as needed.

Catch the Vision

KW Culture

Keller Williams is a company like no other. We have a strong Mission, Vision, Value, and Belief system. It impacts everything we do, every day.

Mission

To build careers worth having, businesses worth owning, and lives worth living.

Vision

To be the company of choice.

Values

- God, Family, then Business.
- We believe Real Estate is a local service business driven by individual real estate agents and their local image with their centers of influence and client base.
- We believe our associates should be treated like “stakeholders.”
- We believe Stakeholder companies always measure profit or loss, open the books, and tell the truth.
- We believe who you are in business with really does matter.
- We believe profit matters.
- We believe no transaction is worth our reputation.

KW Culture (continued)

Beliefs (Rules)

We proudly and fondly refer to our beliefs as WI4C2TS. They are how we grow our relationship among ourselves.

This symbolizes:

- W** Win-Win — Or no deal
- I** Integrity — Do the right thing
- C** Customers — Always come first
- C** Commitment — In all things
- C** Communication — Seek first to understand
- C** Creativity — Ideas before results
- T** Teamwork — Together everyone achieves more
- T** Trust — Begins with honesty
- S** Success — Results through people



Chapter 3:

Profit Share

In this chapter, you will...

- [1]** *Review how commission is split.*
- [2]** *Understand the Profit Share Model.*

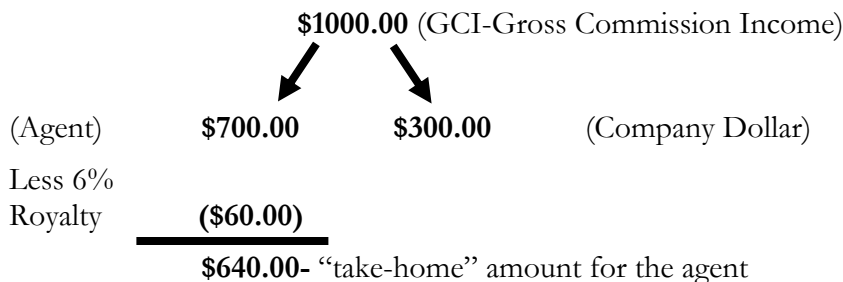
Commission Split

Every time an associate has a sale, his/her commission is split with the KW office (“Company Dollar”). The associate also pays a Royalty fee. One of the unique things about Keller Williams is the fact that there is an annual cap on the amount of money an associate pays to Keller Williams (both Company Dollar and Royalty fees).

Note:

For this example, the Market Center has a 70/30 split. Your Market Center may be different.

An agent receives a check for \$1,000.00 at closing- Where does the money go?



Caps

Each Market Center will set caps for Company Dollar. Please see your Team Leader for more information about caps in your office.

Profit Share Model

It pays to help the company grow! Keller Williams believes in sharing the profits. When an associate is referred to Keller Williams and generates a profit, the sponsor (person who referred the new associate) is rewarded.

How does this work? Below is a worksheet for the Market Center.

Profit Share Model Worksheet

MC Gross Closed Income (GCI)	\$	<u>150,000</u>
Less <u>70</u> % Agent Commission	\$	<u>105,000</u>
Equals Company Dollar	\$	<u>45,000</u>
Less KW Approved Expenses	\$	<u>22,500</u>
Equals KW Profit (or Loss)	\$	<u>22,500</u>

CREATION OF MONTHLY PROFIT SHARE POOL:

	Profit Share Pool	Owner Profits
Level 1 (first \$2,990)	25% \$ <u>747.50</u>	75% \$ <u>2,242.50</u>
Level 2 (next \$8,250)	35% \$ <u>2,887.50</u>	65% \$ <u>5,362.50</u>
Level 3 (above \$11,240)	50% \$ <u>5,630.00</u>	50% \$ <u>5,630.00</u>
TOTALS	\$ <u>9,265.00</u>	\$ <u>13,235.00</u>

Profit Share Model

Profit Share Model Worksheet (continued)

Annie Agent (recruited by Mary) had a GCI of approximately \$12,953.33.

PROFIT SHARE DISTRIBUTION:

For this agent: \$ 3,886 divided by \$ 45,000 equals 8.64 %
 Agent's Co. \$ Total Co. \$ % of PS

That 8.64 % times \$ 9,265 equals \$ 800
 Total Profit Share Pool Agent's Contribution to PS

This \$ 800 is distributed to that Agent's up-line as follows:

1 st Level Sponsor	<u>Mary</u>	gets	50%	\$ <u>400</u>
2 nd Level Sponsor	<u>Tom</u>	gets	10%	\$ <u>80</u>
3 rd Level Sponsor	<u>Joe</u>	gets	5%	\$ <u>40</u>
4 th Level Sponsor	<u>Nancy</u>	gets	5%	\$ <u>40</u>
5 th Level Sponsor	<u>Jane</u>	gets	7.5%	\$ <u>60</u>
6 th Level Sponsor	<u>Mike</u>	gets	10%	\$ <u>80</u>
7 th Level Sponsor	<u>Carol</u>	gets	12.5%	\$ <u>100</u>

All Profit Share monies and calculations are sent to KWRI monthly. Based on the KWRI Profit Share Tree, the monies are then accumulated for all KW members and deposited electronically directly into their own bank accounts.

Notes...