

Keller Williams Realty International

# *Customer Service*

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# *Overview*

The MCA role is unlike any other role in a Market Center. Developing relationships is critical to your success. The Market Center Administrator is responsible for keeping the office and the Team Leader on track and productive.

# *Catch the Vision*

## KW Culture

Have you ever worked at a place where you knew what was driving the company? You knew what they stood for? 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

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

### Vision

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To be the company of choice.

### Values

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- 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.

*Catch the Vision*

## KW Culture (continued)

### Beliefs (Rules)

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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

# *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. Operation and Administration
- b. Accounting
- c. Support

## 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*

## 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*

## 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.
7. Calculating and reporting for local, regional and international awards.

# *Pathway to Mastery*

There are three levels on your educational path:

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

## **Certified MCA (CMCA)**

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

## **Market Center Operations Manager (MCOM)**

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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)**

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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](http://www.kellerwilliamsuniversity.com) for more information.

# *Customer Service*

## “It’s My Pleasure!”

As the MCA you are in contact with many people, and building relationships with them is important to your success. The positive mindset and “Its my pleasure to help” attitude builds a foundation of respect. Make it your job to make somebody’s day. Think of everyone that you interact with as your customer, from co-brokers and vendors, to fellow Keller Williams colleagues. As you develop these relationships, become the “go through” person and not just the “go to” person. The “go to” person is the one who does it all. You don’t have to do it all, you just need to know others who can help! People will “go through” you to find additional assistance.

# *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**

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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**

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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**

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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.

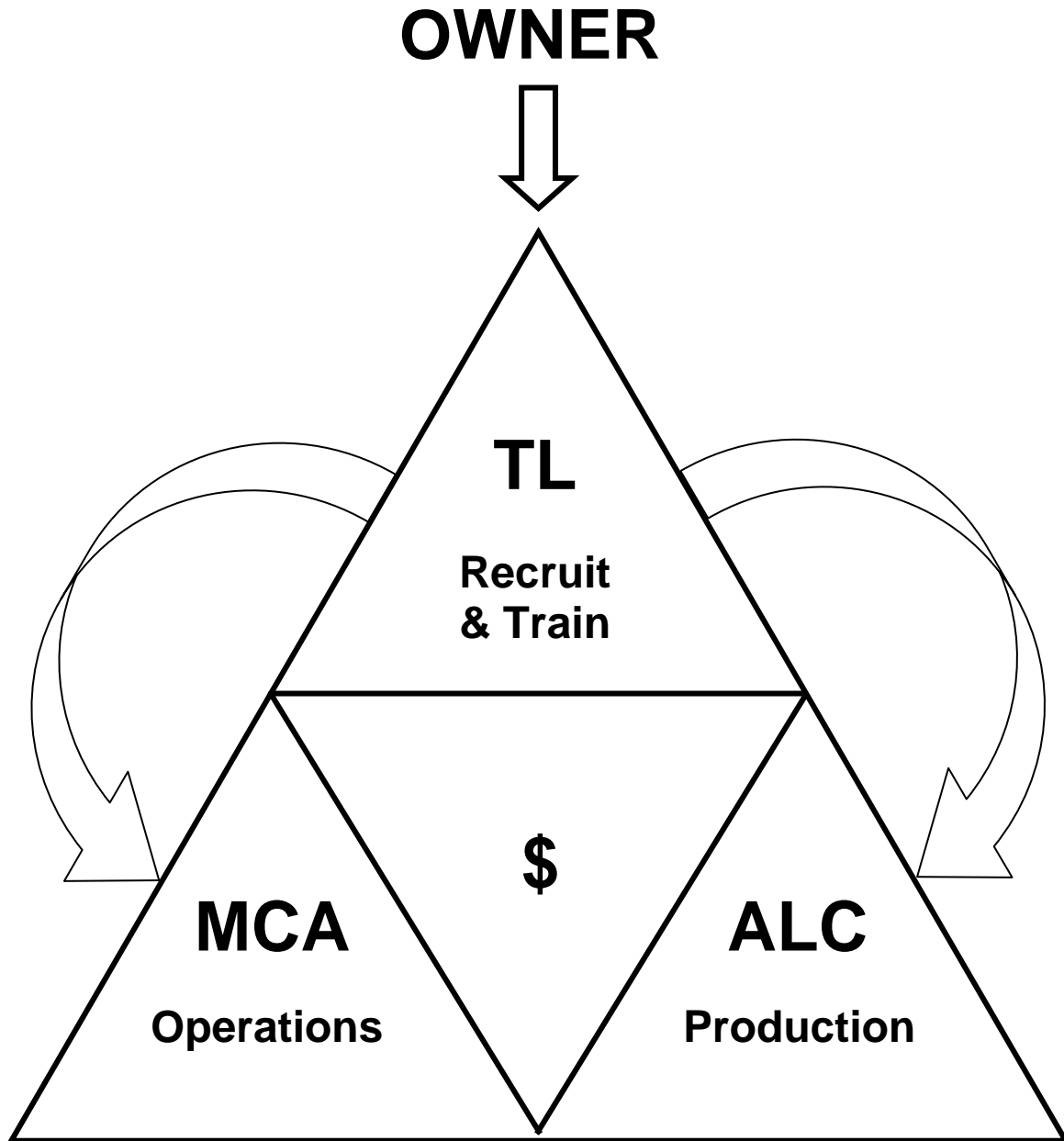
## **Agent Leadership Council**

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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.

Market Center Operations

# 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:

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## 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](mailto:KWMCAngel@kw.com) or go to [www.kwmcangel.com](http://www.kwmcangel.com). Your KWMCAngel will either find you an answer or direct your question as needed.

### Questions?

Please email [KWMCAngel@kw.com](mailto:KWMCAngel@kw.com)

