



CAMP 4:4:3
Supplemental Tools

A Guide for KWConnect Subscribing Market Centers

Table of Contents

CAMP 4:4:3 on KWConnect.....	2
Testing your Technology.....	2
Logging on to KWConnect	2
Using CAMP 4:4:3 KWConnect Materials.....	3
CAMP 4:4:3: For The Facilitator.....	3
Course Overview	3
Power Session Preparation.....	3
CAMP 4:4:3: For The Student.....	4
Welcome	4
Begin each Session with an Introduction.....	4
Agent Demonstrations	4
Power Session 1: CAMP 4:4:3 Path to Success.....	4
Power Session 2: Customer Service Selling.....	4
Power Session 3: The Basics of Lead Generation.....	5
Power Session 4: Lead Generation: Your Mets.....	5
Power Session 5: Buyer Consultation – Initial Steps	5
Power Session 6: Buyer Consultation.....	5
Power Session 7: Buyer Consultation – Final Steps.....	5
Power Session 8: Finding a Home.....	5
Power Session 9: The Listing Consultation – Initial Steps.....	6
Power Session 10: The Listing Consultation – The Presentation.....	6
Power Session 11: Responding to Listing Objections	6
Power Session 12: Selling a Home.....	6
Power Session 13: Open Houses.....	6
Power Session 14: For Sale by Owners.....	6
Power Session 15: Expired & Withdrawn Listings.....	7
Power Session 16: Prospecting to a Farm.....	7
Power Session 17: Making, Receiving, and Negotiating Offers	7
Power Session 18: Closing.....	7
Acknowledgements.....	8

CAMP 4:4:3 on KWConnect

For each CAMP 4:4:3 Power Session, KWConnect contains both introductory and demonstrative segments. Introductory segments feature the Keller Williams Realty executives and demonstrative segments include stories from the field, interviews with agents, interviews with company leaders, or role play scenarios.

Use the KWConnect CAMP 4:4:3 to supplement your training sessions. Begin each of your Power Sessions with the introductory segment, and then use other KWConnect segments to illustrate key teaching points.

Accessing CAMP 4:4:3 on KWConnect

Testing your Technology

Before using KWConnect on a particular workstation, you must test your technology on that workstation.

To test your technology:

1. Go to <http://www.kellerwilliamsuniversity.com/>
2. Click on **KWConnect**.
3. Click on **Test Your Tech**.

If you have any questions about your technology, contact KWConnect support at support@kw.com or (512) 306-7191.

It is vitally important that you test your technology the **day before training** and the **morning of training**.

Even after checking your technology, have a backup plan in case of technology problems at the time of training.

Logging on to KWConnect

Once a Market Center subscribes to KWConnect, all agents associated with that Market Center have 24/7 access to KWConnect from any computer that has an Internet connection and the proper configuration.

To log on to KWConnect:

1. Go to <http://www.kellerwilliamsuniversity.com/>
2. Near the top of the page, click on **Please Sign In**.
3. For Username, enter your KW Intranet username.
4. For Password, enter your KW Intranet password.
5. Click on **Login**.
6. Click on **KWConnect**.
7. Click on **Courses**.
8. Click on **CAMP 4:4:3 Supplementary Tools**.
9. Click on the appropriate session.
10. Click on the appropriate segment.

Using CAMP 4:4:3 KWConnect Materials

Learning about CAMP 4:4:3

Before working with KWConnect CAMP 4:4:3 materials, watch the Course Overview and the Power Session Preparation. The Course Overview session takes Team Leaders through the basics of how CAMP 4:4:3 is organized. The Power Session Preparation session shows Team Leaders how to prepare for a CAMP 4:4:3 training session.

Five Steps to Including KWConnect

1. Review the KWConnect materials.
2. Select the segments that you will use
3. Make notes in your CAMP 4:4:3 manual
4. Watch the segments that you will use several times.
5. Detail how you will use the segment

Preparing for the Unexpected

Develop a backup plan for every aspect of training that could go wrong. Have a backup plan in case your Internet connection fails. Have a backup plan in case your projector won't work. Have a backup plan in case two unannounced students attend. By planning for the unexpected, your training session will go smoothly no matter what happens.

CAMP 4:4:3: For The Facilitator

Course Overview

Team Leaders should watch this session before they begin working with KWConnect CAMP 4:4:3 materials. It provides a complete overview of how CAMP 4:4:3 is organized.

Power Session Preparation

Team Leaders should watch this session before they begin working with KWConnect CAMP 4:4:3 materials. It describes how to prepare for a CAMP 4:4:3 training session.

CAMP 4:4:3: For The Student

Welcome

Gary Keller and Dave Jenks introduce themselves as informal hosts for the course and describe what students can expect to find in the KWConnect CAMP 4:4:3 materials.

How to Use: In the first session, after welcoming students to the course and describing the course structure, play this segment.

Begin each Session with an Introduction

For each Power Session KWConnect provides an introductory segment in which Keller Williams Realty executives introduce session topics.

How to Use: After welcoming students to the session and outlining the session objectives, play the introductory segment.

Agent Demonstrations

Emphasize your teaching points and reinforce the learning experience by showing actual agents demonstrating techniques discussed during class.

Power Session 1: CAMP 4:4:3 Path to Success

In the Daily Challenge 10:5:15:5, Dave Jenks describes the 10:5:15:5 Daily Challenge while Keller Williams Realty agents role play the tasks of the challenge, such as collecting business cards, making phone calls, and previewing listings.

How to Use: After you've introduced the Daily Challenge to your students, play this segment. At the conclusion, break your students up into pairs. Have each member of the pair role play the task of asking the other for a business card. Ask your students what obstacles they envision to completing the Daily Challenge. Respond to student fears, and then encourage students to adopt a winning mindset.

Power Session 2: Customer Service Selling

Customer Service Selling: The Six Steps illustrates customer service selling by drawing appropriate scenes from a Buyer Consultation and a Listing Consultation.

How to Use: Ask students what they liked or disliked about the scenes illustrating customer service selling. Ask students what they would do similarly or differently.

Power Session 3: The Basics of Lead Generation

Qualifying Leads shows an agent qualifying a buyer and a seller. One conversation takes place on the phone and the other is in person.

How to Use: After watching the segment, ask students to create a list of questions that will enable them to classify their leads as A, B, or C. Break students up into groups and designate one group member as the note taker who will write down the questions. Encourage students to think about what important information they will gain from the response to each question.

Power Session 4: Lead Generation: Your Mets

In Prospecting to Mets, view an agent informing people she has already met that she is in the Real Estate business and asking for referrals.

How to Use: Break students up into pairs. Have each member of the pair role play the task of telling the other that he or she is in the Real Estate business and asking for a referral.

Power Session 5: Buyer Consultation – Initial Steps

Buyer Consultation: Steps 1-3 demonstrate scheduling an in-office appointment, financially pre-qualifying the buyer and identifying values.

How to Use: After watching the segment, ask students if they would discuss financial pre-qualification with potential clients during the initial phone call or while in the office. Describe techniques that have worked for Market Center stars.

Power Session 6: Buyer Consultation

Buyer Consultation: Steps 4-5 demonstrate the consultation questionnaire and the presentation of an agent's unique value proposition (UVP).

How to Use: Give students your UVP. Describe the best UVP that you've ever heard.

Power Session 7: Buyer Consultation – Final Steps

Buyer Consultation: Steps 6-9 demonstrate how to obtain an exclusivity agreement, how to explain agency, setting expectations for the buying process and closing for the next appointment.

How to Use: After viewing the segment, ask students how they would customize these steps in their consultations. Focus on obtaining the exclusivity agreement.

Power Session 8: Finding a Home

In Finding a Home, Keller Williams Realty agents role play walking through a home with a buyer couple. The buyer couple demonstrates buying signals, such as voicing objections to features in the home.

How to Use: Describe mistakes that agents sometimes make when showing buyers a home. Ask students to suggest remedies for these mistakes.

Power Session 9: The Listing Consultation – Initial Steps

Listing Consultation: Steps 1–4 demonstrate greeting the sellers, going through the pre-listing packet, consulting with the sellers, and evaluating the home.

How to Use: After watching the segment ask students if there are any a-ha's. Ask if anyone has a tip to share about a particular strategy.

Power Session 10: The Listing Consultation – The Presentation

Listing Consultation: Steps 5–6 demonstrate your UVP and pricing.

How to Use: Ask students if they have any new ideas for improving their UVPs or pricing discussions. If there are no new ideas, ask students to identify questions that the client could ask during the pricing discussion that are helpful.

Power Session 11: Responding to Listing Objections

Listing Consultation: Steps 7–8 cover handling objections and signing a listing agreement.

How to Use: Ask if anyone has heard objections that are unique, particularly difficult, or funny. Ask if anyone needs help dealing with a particular objection. Ask how agents respond to some of the most common objections.

Power Session 12: Selling a Home

Staging a Home follows a staging expert and homeowner as they discuss how to prepare a home for showings with special attention on how an agent suggests ideas without offending the seller.

How to Use: Ask students to think about homes that they have seen. Ask them to create a list of things that make homes appealing and things that should be avoided. For things that are appealing, ask students to note ways that feature could be implemented elsewhere. For things that should be avoided, ask students to come up with a solution.

Power Session 13: Open Houses

Prospecting at Open Houses demonstrates how to conduct a great open house and how to follow up afterward.

How to Use: Ask students to compare and contrast their open house experiences with what they have seen in the video.

Power Session 14: For Sale by Owners

Prospecting FSBOs shows various possible outcomes resulting from this type of prospecting. Sometimes you establish a relationship with the seller to get referrals. Other times you may get a listing.

How to Use: Ask students if they have contacted FSBOs and what their experiences have been. If any have not tried it, ask if they have fears or uncertainties.

Power Session 15: Expired & Withdrawn Listings

Prospecting Expired Listings demonstrates phone calls as well as face-to-face interviews with this category of potential clients.

How to Use: Ask students about their experiences and lessons-learned from prospecting to Expired/Withdrawn Listings. Share your own experiences.

Power Session 16: Prospecting to a Farm

Prospecting to a Farm demonstrates techniques for building a farm. It features Keller Williams Realty agents knocking on doors in a neighborhood, making just listed/just sold phone calls and prospecting around an open house.

First-time Buyer Seminar includes an interview with a Keller Williams Realty agent who conducts first-time buyer seminars and footage from an actual seminar.

How to Use: Describe for students ways that they can set themselves apart from other agents if they prospect in a geographic farm that has other agents prospecting in it. Relate any stories from the Market Center about Keller Williams Realty agents who succeeded in becoming a neighborhood's specialist, even if an agent from a competing real estate company was already prospecting in it.

Power Session 17: Making, Receiving, and Negotiating Offers

Making, Receiving, and Negotiating Offers includes three integrated parts: a team leader describing the problems that new agents have when writing offers, a role play on presenting an offer and a personal story from Dave Jenks on making counter-offers.

How to Use: Ask students what questions they have about offers after viewing the segment.

Power Session 18: Closing

Closing includes an interview with an experienced agent, an interview with an escrow officer, and a role play of a closing that demonstrates the moments of truth in a closing.

How to Use: Tell students a story from the Market Center about an unusual closing. Reiterate for students some of the points from the segment about what agents can do to make a closing go smoothly.

Acknowledgements

Special thanks to the agents who participated in the CAMP 4:4:3 KWConnect segments:

Camille Abbott

Jessica Kelly Bruehl

Eric Copper

Christi Davidson

Laurie Flood

Gary Gentry

Bob Guest

Kenny Hilbig

Deanna James

Elissa Linares

Sherry McHale

Ellen Marks

Lynn Robin Pitts

Monica Pottorff

Brad Puffer

Sherrie Puffer

Rick Sherwood

Amanda Squires

Michelle Valiton

Austin Southwest Market Center

Notices

While Keller Williams Realty International (KWRI) has taken due care in the preparation of all course materials, we cannot guarantee their accuracy. KWRI makes no warranties either expressed or implied with regard to the information and programs presented in the course or in this manual.

This manual and any course it's used as a part of may contain hypothetical exercises that are designed to help you understand how Keller Williams calculates profit sharing contributions and distributions under the M.O.R.E. System, how Keller Williams determines agents compensation under the Keller Williams Compensation System, and how other aspects of a Keller Williams Market Center's financial results are determined and evaluated. Any exercises are entirely hypothetical. They are not intended to enable you to determine how much money you are likely to make as a Keller Williams Licensee or to predict the amount or range of sales or profits your Market Center is likely to achieve. Keller Williams therefore cautions you not to assume that the results of the exercises bear any relation to the financial performance you can expect as a Keller Williams Licensee and not to consider or rely on the results of the exercises in deciding whether to invest in a Keller Williams Market Center. If any part of this notice is unclear, please contact Keller Williams' legal department.

Material excerpted from the Millionaire Real Estate Agent appears courtesy of McGraw Hill Publishers. The Millionaire Real Estate Agent is copyright Rellek Publishing Partners, 2003.

Copyright notice

All materials are copyright 2005 Keller Williams Realty International.

No part of this publication and its associated materials may be reproduced or transmitted in any form or by any means without the prior permission of Keller Williams Realty International.