

## MAPS Coaching Increases Client Production to Astounding Levels

January, 2008 MAPS Coaching recently announced the release of the results of its year-end client analysis. This report measures the average production levels of all agents in the MAPS program and compares them with agents not in MAPS Coaching. The comparison of production levels gauged by the analysis includes, over all Gross Commission Earned, Listings Taken, Listings Sold, Average Volume, and Buyer's Closed. The data compiled indicated that between January of 2007 and Sept. 2007, MAPS clients averaged between 300% and 450% higher production in every category.

"These numbers are very exciting; they illustrate, in very concrete terms, what we have been telling clients all along. By following the MAPS coaches and the MAPS methodology, and the rewards will follow," stated Dianna Kokoszka, Vice President of the MAPS Department. The analysis illustrates that the average production of MAPS agents were higher than the average production of all other agents. These figures compared include agents who have received no coaching or coaching from other companies. The conclusion, MAPS has demonstrated its dedication to increasing the production and profits of Keller Williams' agents. "These coaches work tirelessly to ensure the increased productivity of our clients. They undergo training by some of the industry's foremost experts and utilize the latest tools and techniques," noted Kokoszka. "The numbers shown here are proof positive that MAPS Coaching works in any market." MAPS is headed by Vice President Dianna Kokoszka who has decades of real estate sales experience and is an expert on scripts and dialogues. To enroll in MAPS Coaching, email [maps@kw.com](mailto:maps@kw.com) today!