



kw[®]

LUXURY HOMES
INTERNATIONAL

KELLER WILLIAMS[®] REALTY

Membership Has Its Privileges!

Pamela Temple



Pamela Temple

KW Luxury Homes

Director of KW Luxury Homes International
KWU Approved Trainer
KW MAPS Coach

Tell Keller Williams University what you think!

Simply enter

www.evalfr.com

into any mobile device to complete your
evaluation for this session.

Membership Has Its Privileges!



S U C C E S S

Because you too can own this face of pure accomplishment

Leadership:
Attract, Recruit, Retain
Members:
Educate, Empower

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INTERNATIONAL
KELLER WILLIAMS® REALTY

Membership Has Its Privileges!

LUXURY + PASSION + ENERGY =
PROFIT



For Agents and Market Centers

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Membership Has Its Privileges!

EXCLUSIVITY



Elegant properties with price points representing the top 10% of their local market, but never less than \$500,000.

Experienced agents who typically do business in the top 10% of their local market representing either sellers or buyers. Agents who have completed two or more transactions in the last year at or above the luxury basis for your market.

Agents who have a drive and a desire to continually extend their educational basis with world class training.

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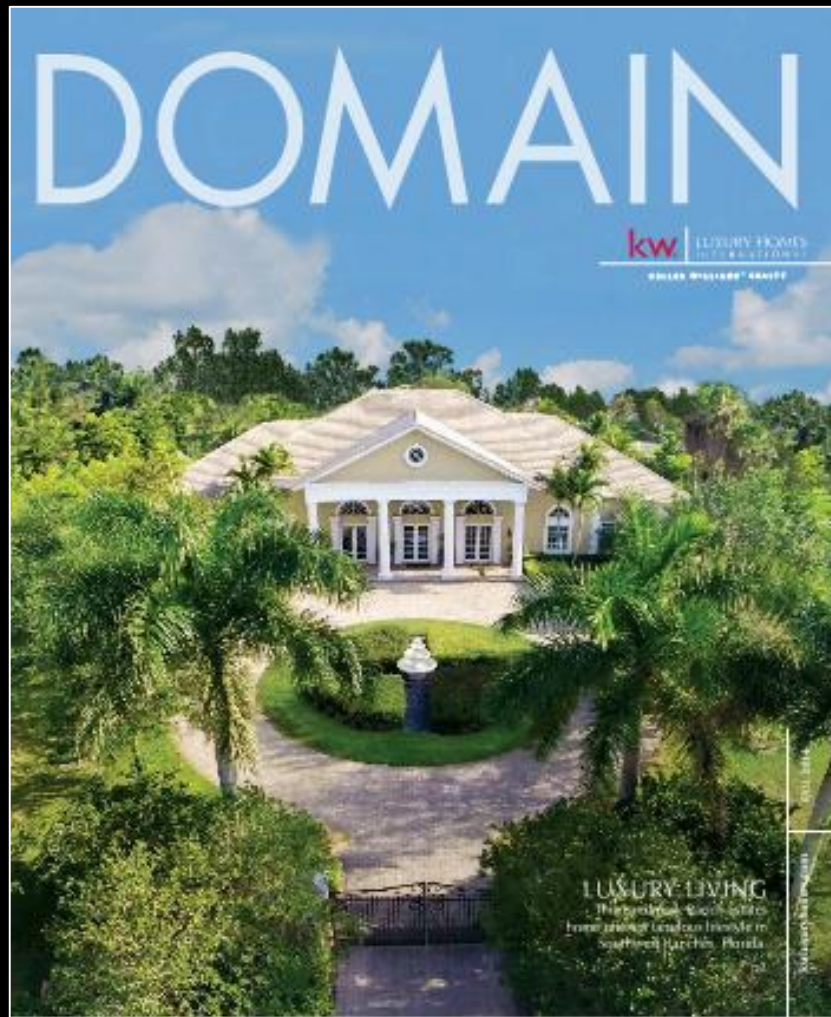
Membership Has Its Privileges!

The *ART* of NETWORKING

Events, Facebook, Member Roster, Newsletter



Membership Has Its Privileges!



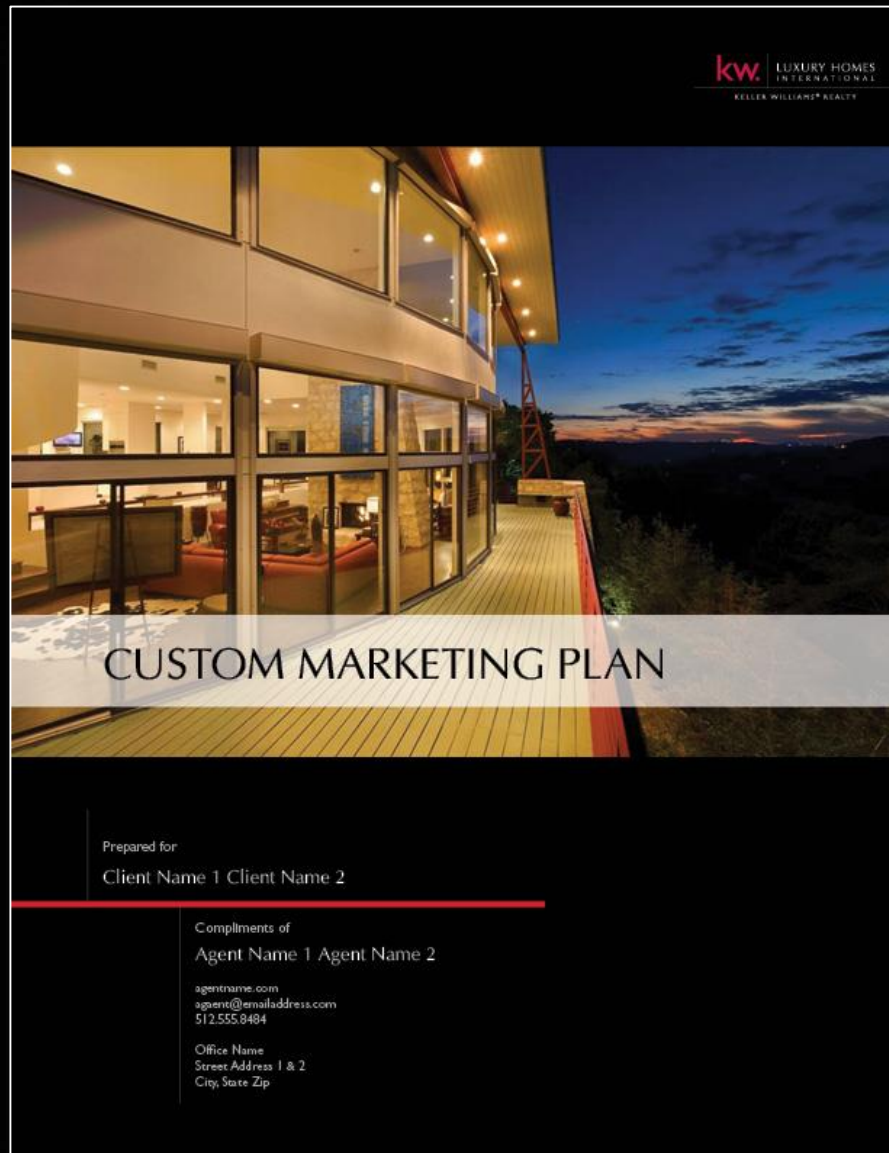
DOMAIN Magazine: Multimedia Marketing Plan

- **17,000** Copies in **Print**, Distributed Nationally
- Full-page Advertisers Receive **25** Copies , **PLUS They Will Mail Out 100 Copies** to Your Provided List of Names and Addresses
- **500,000** Users **Online**, Reaching More Than **75** Countries
- Domain Digital Edition
- Unique Homes Digital Edition Distributed to More than **100,000** High-End Individuals Worldwide

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*****Domain Magazine \$625/page vs. Unique Homes Magazine \$2650/page ... Savings of \$2000 per page!**

Membership Has Its Privileges!



**Exclusive Training and Masterminding with
KW Luxury Webinars**

**Member Intranet: Marketing Solutions
and Campaigns**

Exclusive, Professionally Designed Branding
Listing/Buying Presentations

8 x 8 Campaigns

Press Releases

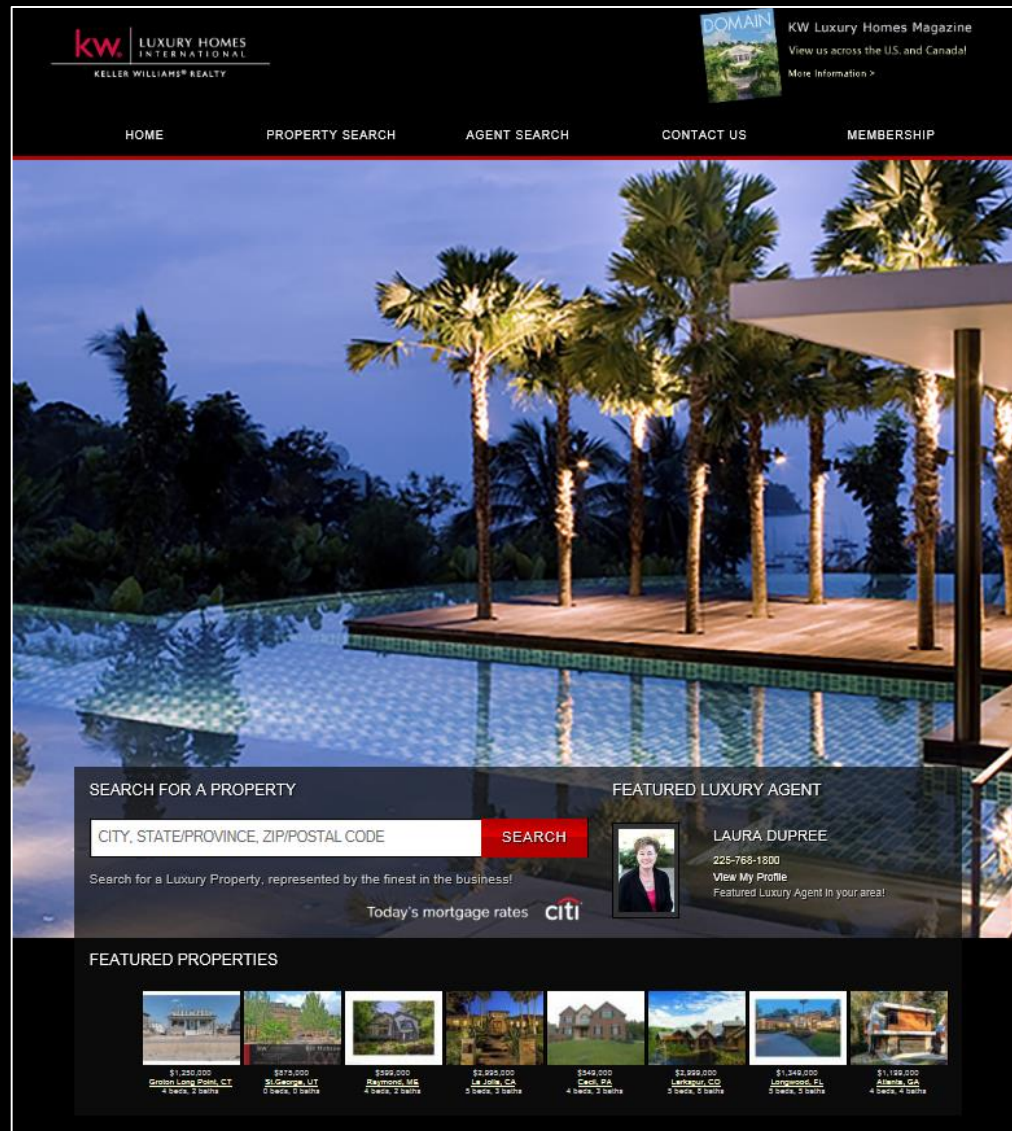
Luxury Website

Luxury Email Address

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Membership Has Its Privileges!

KWLuxuryHomes.com



- Professionally Branded
- Luxury Members Recognized as Premiere Status
- Links to Members Website and Social Media Sites
- International Presence in United States and Canada
- Detailed and Convenient
- Referrals

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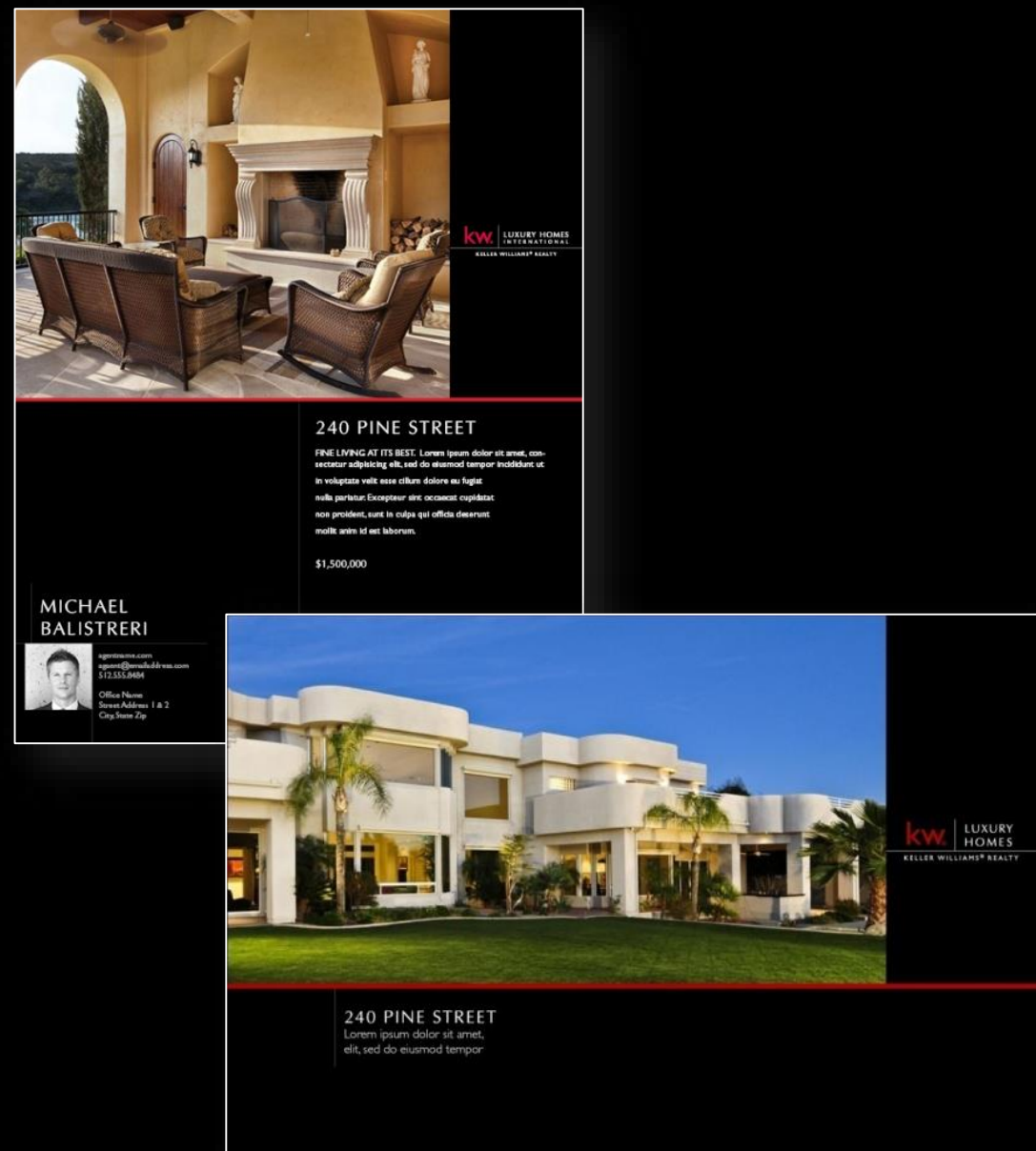
Membership Has Its Privileges!

Exclusive Marketing Partnership with

MERRILL CORPORATION

Professional Printing and Design

- **Property Brochures**
- **Postcards**
- **Business Cards**
- **Stationery**
- **Name badges**
- **Promo Items and LOTS More**



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Membership Has Its Privileges!



JUST ANNOUNCED ... KW Luxury Members Mobile App

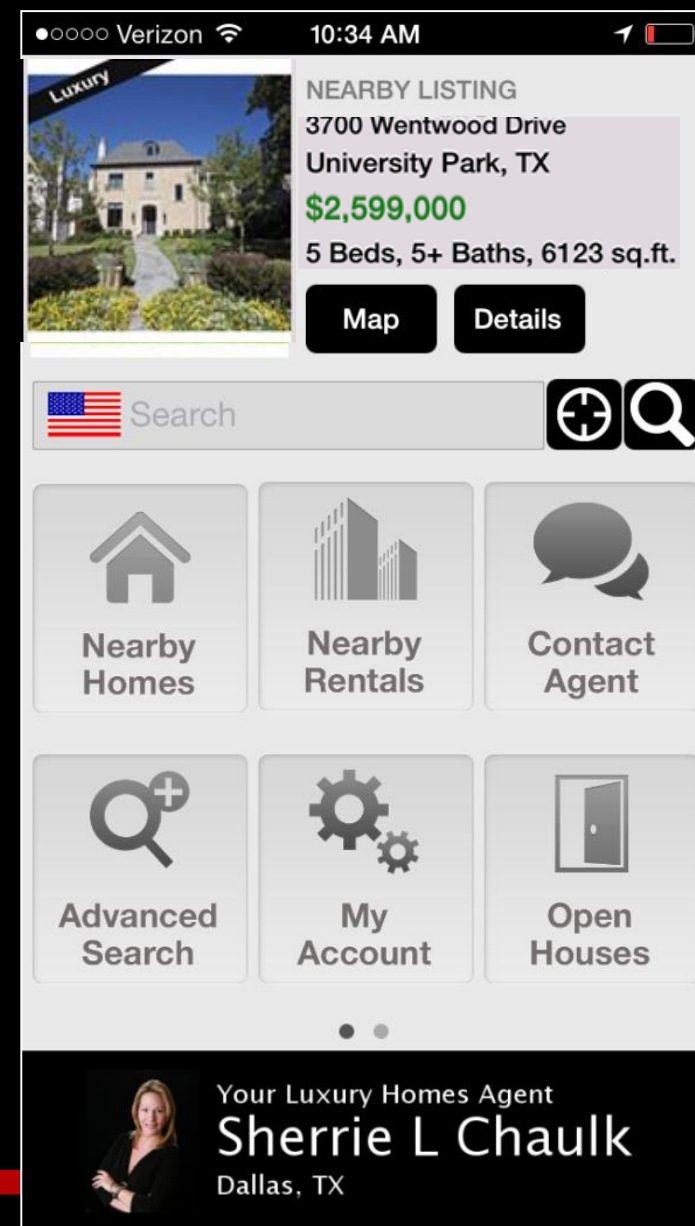
- Exclusive Branding for Luxury Agents
- Luxury Banner for ALL Luxury Listings
- Premium UPGRADE of All Luxury Agents

Luxury Agent and Listings Branding

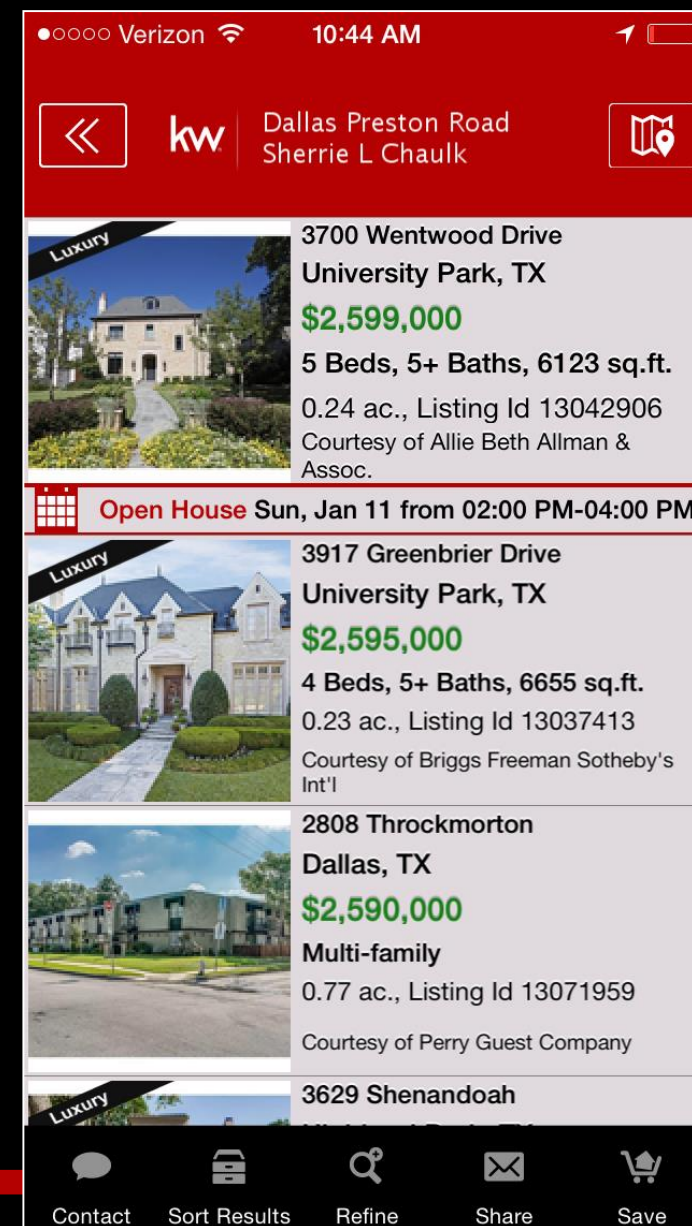
Splash Screen



Main Screen



Properties List



Share App



Download and Brand Your App

- Download the “Keller Williams Real Estate” app from the Apple App or Google Play stores.
- Within the app, tap “Agent Search” and search for yourself.
- On your Profile Screen, tap “Make This My Agent.”

Congratulations! You’re ready to share YOUR app!

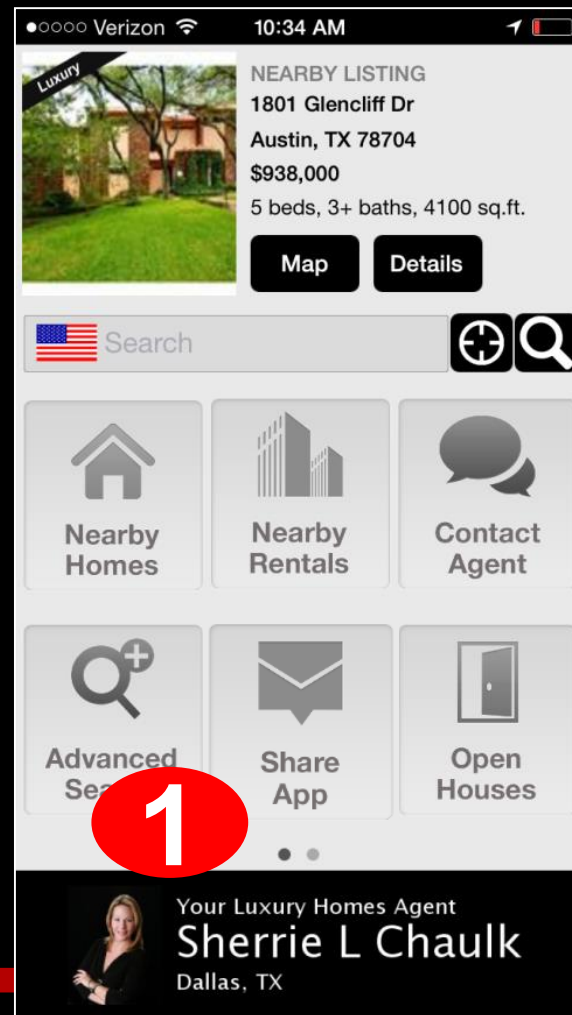


iPhone & Android phone available now; iPad available mid March

Share Your Branded App

1. Tap the “Share App” button.
2. Enter a client’s phone number.
3. Tap “Send.”

That’s it!



App Downloader Web Page – Desktop & Mobile

THREE WAYS TO GET MY MIKE MALINOWSKI APP

<p>Enter your mobile number:</p> <input type="text" value="Enter Your Phone Number"/> <input type="button" value="SEND A LINK TO MY PHONE"/> iPad and iPod users click here	<p>Text "vanity code" to 87778</p>	<p>Already have the KW app? Tap "My Agent" and enter "vanity code" to connect with me directly.</p>
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Your Luxury Homes agent
Agent Name
Augusta, GA


Get FREE instant access to local homes from any cell or tablet.


Keller Williams Realty Real Estate Search available on Android, iPhone, or iPad gives you access to more than 4 million homes.




×  Keller Williams Realty
Real Estate Search
KW Realty
INSTALLED [OPEN](#)

Tap the link above to download my app.



 Your Luxury Homes agent
Agent Name
Augusta GA

 **LUXURY HOMES**
INTERNATIONAL

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Already have the KW app? Select the "My Agent" menu option in the app and enter W. Cavin Weber code
KW<vanity code>

Mobile App Premium Upgrade

KW Mobile App Upgrade!

Personalize Your **kw** Mobile App!

Working With an Agent?
Enter your Agent's Code
(Most Agent codes start with 'KW')
KWJOHNDOE
[Not Here] [OK]

Custom Text Code!

Your Photo!

Agent Name Here **kw**
Service City, State

\$10 setup / \$10 per month

[Click here to choose your code!](#)

UPGRADE NOW >

VISIT WOLFNET

- INCLUDED with Luxury Membership
Regular price is \$10/month
- Two Key Benefits:
 1. Agent photo on every screen within the app
 2. One free 'Vanity' mobile code (additional vanity codes regular price)

Note: Agent must have an active WolfNet IDX account

Checkout

Review Order Payment Info Confirmation

Review Your Order

Select annual or monthly payments: **Annually (2 Months FREE!)** Monthly

	Set Up	Subscription	Payment Due Today
Get Personal Upgrade Edit			
Photo Branding	Free!	Free!	\$0
KWLUXHOMES	Free!	Free!	\$0
	\$10	\$100/year	

Sales Rep*

Total Due Today: \$0.00 [Continue](#)

[Submit Payment Information](#)

[Order Confirmation](#)

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Mobile App Resources on myKW

Welcome Cruz Moreno - Mar 10, 2014

myMobile App

1 KW Mobile App Resources

KW Google Apps Resources

eAgentC Agent Websites

KWLS

Greensheet

KW Email

Change Password

Support and Answers

KW Tech Ambassadors

Goal Entry

Send this app to a friend

ATC

Phone: _____ Send

(for users outside the U.S. and tablet users click here)

KW Mobile App

Seamless Agent Branding

app.kw.com

• Send out your mobile app downloader page/URL, and when clients tap the Open or View button at the top, the app downloads and brands to you!

• Use the 'App Share' button and send a text message to clients so they can download your branded app

Tap the link above to download my app.

Gary Keller
Serving Austin, TX

YOUR App, Listings, YOUR Leads

- Agent branded with your name, contact information, photo and servicing area
- Completely localized listing information
- Fully integrated with your kw | Technology tools including IDX (US) or CREA DDF (CN)*
- Advanced lead capture capabilities:
 - Leads from all local MLS listings directly to you
 - Quicker response time at your fingertips via call, text, or email
- Advanced search capabilities (e.g., price, beds/baths, MLS #, Open House, New)
- Listing details, directions, photo gallery
- Improved property and agent search in Canada

(*Where IDX and CREA DDF available)

CLICK TO ACCESS YOUR PERSONAL BRANDED APP

App Store Google play

SEE YOUR DOWNLOAD REPORT

2

1

View Mobile App Resources

2

View your number of Branded Apps from this report

App Marketing Made Easy

1

Your app download link for Email & Online Marketing

2

Personal Text Code for Yard Signs, etc

3

QR Code for Print Marketing

The screenshot shows the '4.5 Mobile Property Search' section of the eAgentC Admin Tool. The 'Websites Menu' on the left has '4.5 Mobile Property Search' highlighted with a red box. The main content area shows the following fields and values:

- Mobile URL: <http://app.kw.com/KWCMXGK> (marked with a red circle 1)
- Mobile Text Code: KWCMXGK (marked with a red circle 2)
- My Agent Code: KWCMXGK (marked with a red circle 2)
- QR Code: [QR Code Image] (marked with a red circle 3)
- Mobile App Service Area: Greater Austin Areas (marked with a red circle 3)

There are also 'Save' buttons and a 'PREVIEW SITE' button. At the bottom, there is a checkbox for 'Want iPhone and Android users to go directly to your app?' with the option 'Yes! Send mobile visitors to my personalized KW Mobile App downloader page.' and another 'Save' button.

Available at:
myKW >
eAgentC
Website Admin
Tool
Section 4.5

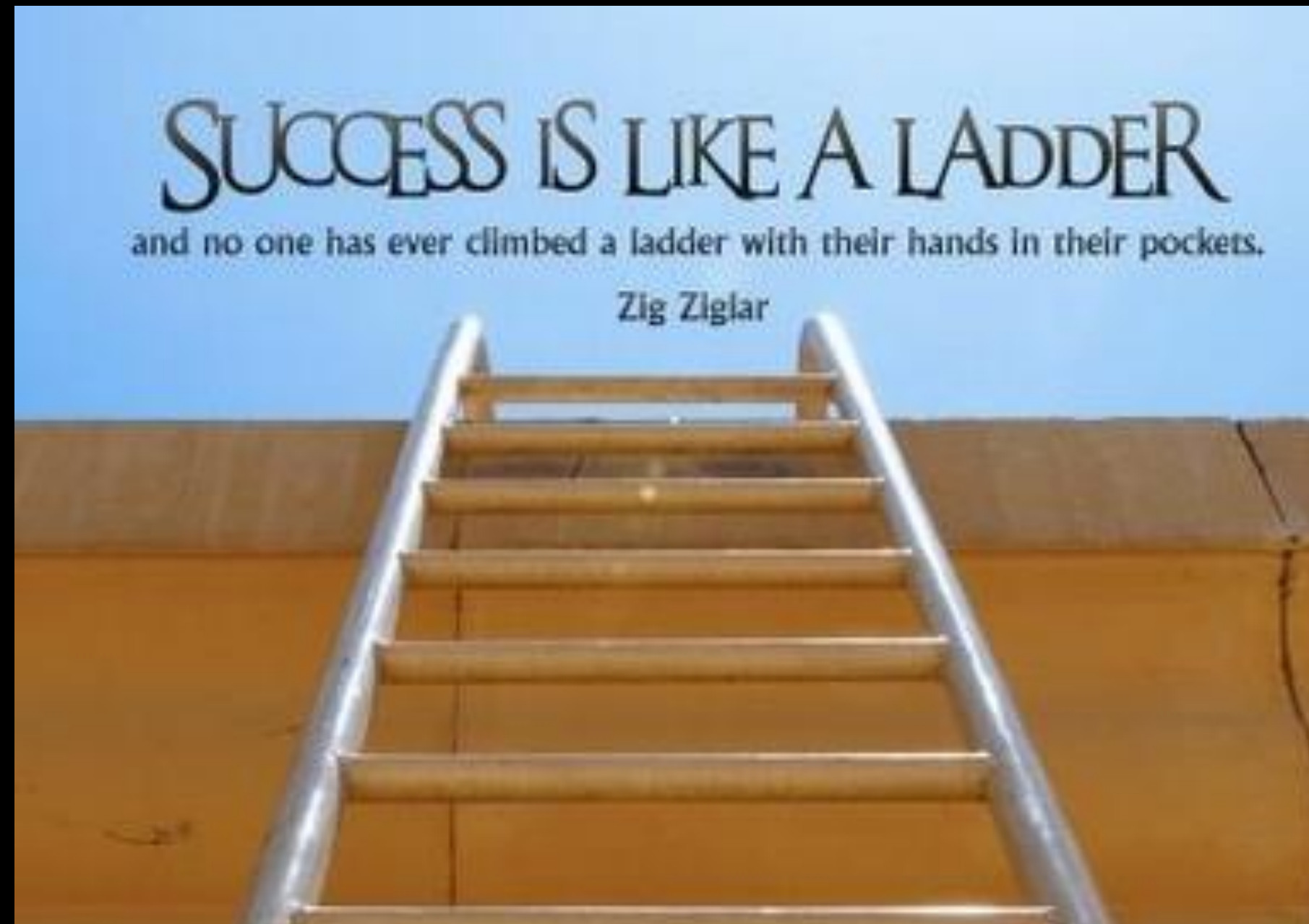
Membership Has Its Privileges!

JUST ANNOUNCED ... KW Luxury Members Will Receive a Standard Membership in ProxioPro!



- International MLS
- Post Your Listing and Your Agent Profile Around the World

Membership Has Its Privileges!



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Membership Has Its Privileges!

Exclusive Partnership Offerings

- Exclusive discounts and promotions on business & personal gifts ordered within their websites
- Easily order your gifts, shipped directly to your clients, friends and family with a custom message



Membership Has Its Privileges!



Exclusive Partnership Offerings


GODIVA
Belgium 1926

SAY IT BEST WITH GODIVA
Enjoy An Exclusive Offer

To celebrate our partnership, Keller Williams Agents receive preferred pricing on any order placed through its dedicated GODIVA website*



Receive 20% off
<http://business.godiva.com/kellerwilliams>
Login: kellerwilliams@godiva.com Password: cocoa

For special requests, contact your Account Manager Marc Cole
212-984-6426 | marc.cole@godiva.com



- Exclusive discounts and promotions on business & personal gifts ordered within their websites
- Easily order your gifts, shipped directly to your clients, friends and family with a custom message



Membership Has Its Privileges!

KW MAPS Coaching for Luxury Members

**Are You Running a Business as a
Luxury Real Estate Agent?**



*Allows you to see what you don't want to see,
so you will do what you don't want to do,
so you get what you said you wanted.*



Membership Has Its Privileges!

KW LUXURY HOMES INTERNATIONAL ANNUAL RETREAT



April 26-28, 2015

**Hyatt Regency Huntington Beach Resort & Spa
Huntington Beach, California**

- Learn with Educational Opportunities
- World-Renowned Speakers
- Talented Agent Presentations
- Network and Have FUN
- Focusing on High-End Agents, Clientele, and Their Homes

Membership Has Its Privileges!



“The core of true success is love. And that includes loving yourself enough to take care of yourself.” – Zig Ziglar

KW WELLNESS

Don't let the lack of **wellness** be your **productivity thief!**

This Month I'm Tracking:

- Flexibility
- Meditation
- Nutrition
- Steps/Cardio
- Sleep
- Strength
- Water Intake

Let's ALL Have a Life Worth Living!

Membership Has Its Privileges!

Individual Membership

- \$1,299 per year

Team Membership (2 producing agents acting as one entity)

- \$1,948 per year, and both associates must qualify

Group Membership (3 or more producing agents under one rainmaker)

- \$1,299 per year for the group leader/rainmaker
- \$649 per year for each qualified agent added

NOTE: Quarterly payment option available for agents, if paid with credit card

Team Leader/Market Center Membership *(for recruiting efforts in the designated Market Center)*

\$300 per year for Market Centers to use all luxury branding and attend networking events



Membership Has Its Privileges!

Ready to join the CLUB?

Simply visit www.kwluxuryhomes.com and
the “Membership” tab,
then click “Membership Information.”

*“If you don’t drive your business, you will be
driven out of your business.”*

- B. C. Forbes, Founder of Forbes Magazine

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Questions?

Thank You!

Please complete an **evaluation** for this session.
Use any mobile device!

www.evalfr.com

To download a free copy of this presentation:
www.familyreunion.kw.com/downloads