

## OPPORTUNITY MAGNET!

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Dianna Kokoszka



Craig Proctor



Johnnie Johnson



◀ SHINING STARS TAKE  
CENTER STAGE AT FAMILY  
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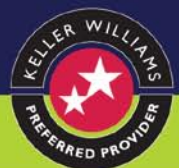
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# letter from the CEO



DEAR ASSOCIATES,

WHAT A DIFFERENCE A YEAR MAKES! DURING OUR STATE OF THE COMPANY ADDRESS IN 2009, WE LAUNCHED THE SHIFT REVOLUTION WITH THE THEME, "IT'S GONNA BE ALRIGHT."

One year later, at our Family Reunion in New Orleans, we announced that we're a whole lot more than alright and we were filled with gratitude for the privilege to be in business with you. You found the gift in the shift and emerged as the shining stars of the real estate industry.

You made more money in 2009 than the year before and closed 13 percent more units. This compares to an average 5 percent gain for NAR members, or in other words, you outpaced the industry by 160 percent. In a year when the real estate industry was infamous for declining profits and financial devastation, you managed to push profit share above \$32 million. Because of you, total brokerage profits reached \$80.1 million, a profit number we believe is stronger than that of any other real estate brokerage in North America.

As you can see from the chart below, we were the only real estate franchise to experience positive growth during 2009. Last year at this time, when we

claimed the title of the third-largest real estate company in the United States, it appeared that the top two spots were still far out of reach. Just look at how close we now are to being No. 1!

You shifted. You succeeded. You



proved the strength of the Keller Williams model. And because of you, we have every confidence that 2010 is the year to launch our vision to broaden the Keller Williams opportunity beyond

North America, with the expectation of opening our first overseas market center in late 2011.

By 2020, our vision is that Keller Williams Realty will have as large of a presence outside of North America as inside it, and that associates worldwide will reach 300,000, with annual profit share exceeding \$100 million.

The key to achieving these goals: you. Realize that profit share is your platform to build your personal wealth. Reinforce your role as a stakeholder in Keller Williams Realty, and together, we'll get there.

You are the shining stars of Keller Williams Realty, and this is your time.

Yours in grace, humility and a passion for what's to come,

Mark Willis  
CEO, Keller Williams Realty

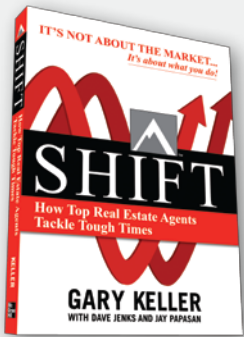
## COMPETITOR COMPARISON | Top-ranked real estate franchises by agent count

Keller Williams Realty	72,795	75,349	+3.5
Company – U.S.	2008	2009	% change
Coldwell Banker	101,170	88,969	-12.0
Century 21	95,390	78,126	-18.1
RE/MAX	69,108	60,261	-12.8

Source: REAL Trends

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Vol.7, No.2 - March / April 2010



## SHIFT ACHIEVES NATIONAL BEST-SELLER STATUS!

During February 2010, *SHIFT* ranked as:

- > The No. 1 real estate book (Nielson BookScan)
- > No. 2 on Amazon's best-seller list
- > No. 3 on *USA Today's* money list
- > No. 4 on *The Wall Street Journal's* business list
- > No. 10 on *The New York Times* hardcover advice/how-to list



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## outfront

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# PROFIT SHARE

THE NUMBERS TELL THE STORY!



**6,992**  
The number of new profit share trees planted in 2009 – more than any other year in Keller Williams history!



**\$270 million**  
Total profits shared by Keller Williams market centers since program's inception in 1996.



**\$5,200**  
The average annual profit share earnings of the top 20% of stakeholders.



**15**  
The number of associates who have earned more than \$1 million in profit share.



**143%**  
Cumulative profit share growth between the years of 2005 and 2009 – a period marked by industrywide contraction.



**\$32 million**  
Amount of profit share distributed to stakeholders in 2009 – a 5% increase over the previous year.



**30**  
Percent of Keller Williams associates who received a profit share check in 2009.



**6**  
The average number of partners in the top 20 percent's first level.



To learn more about profit share at Keller Williams Realty, go to [mykw.kw.com](http://mykw.kw.com) and search "profit share!"

# OPPORTUNITY MAGNET!

## DIANNA KOKOSZKA ON THE POWER OF CONTRIBUTION AND ABUNDANCE

By Lisa Wahlgren

Breakthrough endeavors are nothing new to MAPS Coaching. The latest venture for Keller Williams Realty's award-winning coaching division: Coaching Alliances. In a recent interview with *OutFront*, **Dianna Kokoszka**, president of MAPS Coaching, discussed her views on abundance and contribution and how the recently formed alliances with **Craig Proctor**, president of Craig Proctor Productions, and **Johnnie Johnson**, president and CEO of World Class Coaches, fits with her worldview.

*It's hard to imagine the president of another top real estate industry coaching company forming an alliance with two other coaching organizations, as you have. How does this reflect your philosophy?*

I believe in an abundant world, and I believe that everyone achieves more with a coach. MAPS Coaching is focused on agent productivity and leadership growth within the Keller Williams system, and I've always viewed other coaching companies as colleagues – not competitors. The more we focus on completing each other, rather than competing with each other, the more successful we'll all be, much like co-oping when selling real estate.

*What are some of the ways that real estate agents can grow their businesses and grow personally by adopting this kind of abundance mindset?*

When I was selling real estate, I'd often host social functions at my home for other agents in the market. We learned a lot from each other. I frequently lent out books and tapes that I had found helpful, and extended myself in friendship to other agents, as I did with my entire sphere of influence. While others were putting up walls between those who they saw as their competitors, I came from contribution. The fact is, these were people who I needed to help sell my listings, so we all benefited.

*Didn't you see a risk in collaborating with other agents in your market who were competing for the same listings?*

Let there be no doubt. I'm competitive. When I went to a listing appointment, I didn't leave without that listing, and we coach our MAPS clients to do the same. Competition is all a matter of how you look at it. I've been committed to peak performance throughout my career and if there's

one thing I've learned, a coach who has sold real estate at a high level, like all MAPS agent coaches, helps speed the process. I've never been afraid of other points of view and other approaches, and that now carries through to every aspect of MAPS Coaching. MAPS is all about pushing us out of our comfort zones so that we can grow.

*2009 was a huge year for MAPS and the momentum is showing no signs of slowing. Tell us about the timing of the recently launched MAPS Coaching Alliances.*

This is actually an idea that dates back many years. When I was a real estate agent and the Internet was just starting to take hold, I envisioned an initiative called "Agents Helping Agents" as a forum for entrepreneurial agents to market the solutions that they had developed within their own businesses. Last year, the concept began to officially take shape in the form of the Keller Williams Agent to Agent Market, sparked by Gary Keller, and from those discussions, MAPS Coaching Alliances evolved.

I'm very familiar with all of the other coaching companies in the real estate business, and these are two that I'm happy to welcome into the Keller Williams fold. Having said that, I stand behind our MAPS Coaches as the best equipped in the industry to hold associates accountable to the Keller Williams models and systems, and help them remove their limiting beliefs. We live inside Keller Williams, and our coaches have been personally trained by myself and Tony DiCello.

Ultimately, our goal is to raise everybody's game because every time an agent reaches a new standard of excellence, our entire industry benefits. As Gary Keller often says, "A rising tide lifts all boats."

It's always been my experience that when you come from confidence and contribution, you cannot go wrong. I have no question that we are all going to be better as a result of these new relationships. **kw**



For more information on MAPS Coaching, log on to [www.mapscoaching.com](http://www.mapscoaching.com)

CRAIG PROCTOR



JOHNNIE JOHNSON



### IN-THE-TRENCHES TACTICS TO BECOME A TOP PRODUCER

"We're very excited about the new MAPS Coaching Alliances," says Craig Proctor, president of Craig Proctor Productions.

Having been a part of RE/MAX for 22 years as a coach and top-producing agent, Proctor has recently moved to Florida and has transitioned to a full-time coaching and training role. "We focus on the ABCs of what I did, and what other agents can do right now to become a top producer," Proctor says.

*To learn more go to  
([www.cproaching.net](http://www.cproaching.net))*

### COACHING AT THE CORE OF SUCCESS

Johnnie Johnson says he has two great fears in life: "The man upstairs and living without a coach."

As a former player for the NFL, he points out that coaching has always been a part of his life. "World Class Coaches grew out of a dream I had toward the end of my NFL career to extend what had been made available to me – the coaching to consistently perform at a high level when faced with the world's greatest competition."

"We know that those who are engaged in coaching perform consistently better than those who aren't, so the only question is, 'are you in coaching?'"

*To learn more go to  
([www.worldclasscoaches.com](http://www.worldclasscoaches.com))*

# KW SHINING STAR 2010

THE FOLLOWING TOP HONORS AND AWARDS WERE PRESENTED DURING FAMILY REUNION LAST MONTH:

## TOP ASSOCIATE AWARDS

1. Top associate:  
*Brent Mitchell; Austin, Texas*
2. 2009 top profit share earner:  
a. Bob and Althea Osborn  
b. Mike Brodie  
c. The McKissack Group
3. Tom Colwell Entrepreneur Award honoree:  
*Paul Morris*
4. Rookie team of the year:  
*The Rachel Kendall Team*
5. Rookie individual of the year:  
*Karen Kraft*
6. Mo Anderson award of excellence:  
*Dianna Kokoszka*
7. Top agent in GCI and closed units:  
*Tom Daves*
8. Special recognition for GCI:  
*Greg Holmes*
9. Top group in GCI:  
*Paul Rushforth, The Rushforth Team*
10. Special recognition in group GCI:  
*Kristian Peter, San Diego Realty*
11. Top group in closed units:  
*Denny Seybert, The Seybert Team*
12. Top team in closed units:  
*David Kashat, D&R Group*
13. Top team in GCI:  
*Herlinda Ryan*
14. Top KW Commercial associate:  
*Nancy Lemas*
15. Top KW Luxury Homes agent:  
*Jayne Parsons*

## LEADERSHIP AWARDS

1. No. 1 market center in units and top KW Luxury Homes market center growth partner:  
*Austin Southwest market center - a. Diane Johnson b. Eric Copper*
2. No. 1 market center in production:  
*Ottawa market center - Sunny Daljit*
3. No. 1 market center in profit share:  
*Antelope Valley - Amy Constantine*
4. Greatest market center profit share gain:  
a. Launch- Knoxville-West - *Sharon Laing, team leader*  
b. Growth-Carmel Valley/Del Mar - *Lisa Kay Becker, team leader*  
c. Achievement Ottawa - *Sunny Daljit, team leader*
5. Top market center KW Commercial growth partner:  
*Carla Thompson - Boise market center*
6. Top KW Commercial growth region and top profit sharing region:  
*Cheryl Sadoti - Southeast Region*
7. Top region in franchise sales:  
*Canada Region - John Furber*
8. Top KW Luxury Homes region:  
*Craig Owen - Texas South*



Avis Wukasch Holly Perry Susan Hubek  
2010 TEAM LEADER HALL OF FAME



— C O N G R A T U L A T I O N S —

# HOME RUN

MARKET CENTER OF THE YEAR!

knocking it out of the park at knoxville-west

By Elizabeth Millard

The Home Run Market Center of the Year is among the most prestigious awards announced at Family Reunion every year. Market centers that qualified for "Home Run status" in 2009 achieved \$100,000 in total profit (owner profit plus profit share) after having first transmitted in 2008. Five launching market centers hit the home run target in 2009. (See sidebar.) Top among them: Tennessee's Knoxville-West, the Home Run Market Center of the Year with \$212,950 in total profit and \$88,869 in profit share.

From a core group of 18 agents, the Knoxville-West market center has grown to 116, and the growth trajectory continues on a steep upward curve. **Jeff Harrell**, operating principal, is unequivocal about the direction he plans on taking Knoxville-West: No. 1 in the market and No.1 in Keller Williams Realty.

"We have such momentum going," says Harrell. "We know what it takes to grow, and we're ready to keep getting bigger and stronger."

To establish a solid foundation, Harrell and the market center's investors set the direction from the outset for creating a positive impact on people's lives while selling real estate. And Harrell emphasizes that **Sharon Laing**, the market center's team leader, has been nothing short of pivotal to achieving that goal. "She just breathes excitement, and it shows up in every action she takes. She has a genuine passion for what she does." About five to six new agents join every month, he says.

## PASSION AND PERSISTENCE

Attracting new talent to the market center is a daily focus, Laing emphasizes. "I'm on the phone every day calling agents and making appointments, and just communicating the benefits of Keller Williams Realty. When I took this job, **Cheryl Sadoti**, my regional director told me, 'recruit and everything else will come,' and that's exactly what I've done."

**Holly McCray**, a member of the market center's core group, notes that the biggest challenge has been keeping up with growth. "It's a great problem to have," she says. "There have just been so many amazing changes, and we've done our best to stay focused on attracting top-notch people."

The incoming class of 2009 has been culturally in sync, Harrell notes, which has helped to drive momentum in the market.

"Knoxville was ready for us," McCray adds. "The city was hungry for what we have to offer. We knew our kind of energy would be well received."

## TURNAROUND TACTICS

The Knoxville market is recovering rapidly, and Laing is focused on ensuring that the market center is poised to leverage the turnaround to its full advantage with a constant emphasis on mindset, lead generation and accountability.

"With all of the resources available here, if you can't sell real estate with Keller Williams, then you can't sell real estate," McCray says. "It's a joy to come into work every day, and we all feel so excited to keep that joy going." kw



Mark Willis high-fiving Sharon Laing at the Awards Ceremony during Family Reunion.



Mary Tennant congratulates Sharon Laing after receiving the Home Run Market Center of the year award.

## 2009 HOME RUN MARKET CENTERS

1. Knoxville-West (Tenn.) .....\$212,950
2. Madison (Ala.).....\$155,000
3. Toronto-Beach/Riverdale (Ontario).....\$139,000
4. State College (Pa.) .....\$123,000
5. Chico (Calif.) .....\$109,000

# VISION SPEECH 2010



## the **BIG** PICTURE AND THE DAILY DISCIPLINES

GARY KELLER'S ANNUAL VISION SPEECH  
POINTS TO ABUNDANT OPPORTUNITY

"What you and I get paid to do, more than anything else, is provide perspective," Gary Keller, co-founder and chairman of Keller Williams Realty, emphasized during his annual Vision Speech at Family Reunion last month. Explaining that market statistics are "the background environment in which you develop perspective," not an indicator of income potential, Keller – along with John Furber, regional director for Canada; Buddy Norman, president of KW Commercial; and Jay Papan, vice president of publishing and executive editor, for Keller Williams Realty – presented a broad overview of current market conditions.

- In 2009, a 5 percent increase in home sales in the United States marked the first annual year-over-year increase since 2005. Canada experienced a 7.7 percent annual increase in sales last year.
- The median U.S. home price declined by 12 percent. Distressed properties, which tend to skew average prices downward, accounted for 36 percent of total sales.
- In Canada, the average home price increased by 5 percent.

- Stronger sales activity drew down inventories of existing homes in the United States from 10.5 months to 8.8 months.
- In Canada, demand generally outpaced the supply of homes for sale.
- Mortgage rates hit record lows in both the United States and Canada.
- Affordability in both the United States and Canada has improved significantly.
- Due to the downward shift in the commercial real estate market, this is one of the best markets in 25 years to be a tenant.
- Total 2009 foreclosure filings in the United States numbered \$4 million; 2.2 percent of U.S. households received a foreclosure filing last year – up from 1.84 percent in 2008.
- NAR membership contracted by 7 percent in 2009. Those who remained experienced the largest increase in sides per agent since 1983.
- CREA membership grew by 1 percent, resulting in a 9.5 percent increase in available sides per agent.

### SO WHAT TO DO NOW?

"The same thing that successful agents have always done," Keller said. "Focus on the fundamental cycle of lead generation, lead conversion, sales and database management."

Concerning lead generation, Keller reiterated his unequivocal message: "If it matters, time block for it. Do it before anything else every day."

Key among the success strategies that Keller set forth during his Vision Speech:

- "Ask people for their business and always be lead generating for people who either need to buy or sell a house or may be good candidates to join you in your profit share tree."
- "When you meet someone, ask yourself, 'who are you going to be in my life?' If you are going to lead a big life, you'll need lots of relationships."
- "The business is out there. You just need to talk to enough people."
- "Always follow up, and tell people how they can expect to hear from you."
- "Cultivate your database, knowing every morning when you wake up that these are your people."



For the first time ever, the 2010 main stage Family Reunion events were broadcast live into market centers for associates who were not able to attend. Now available for viewing via KWConnect:

- > Gary Keller's Vision Speech
- > Mark Willis and Mo Anderson's State of the Company and Culture Address,
- > Kevin Carroll's Keynote speech



# INTRODUCING THE NEW KW.COM

DRIVING MORE  
LEADS TO YOU!



Cary Sylvester

information technology, Keller Williams Realty International.

During 2009, she adds, **“UNIQUE VISITORS TO KW.COM INCREASED BY 21 PERCENT AND HITS TO THE ENTIRE NETWORK INCREASED BY 31 PERCENT. THAT’S THE POWER OF OUR ASSOCIATES’ LOCAL BRAND.”**

While kw.com is taking on an entirely new look and adding new functions, the objective remains the same, Sylvester emphasizes: “helping consumers to connect with associates and local offices, and helping associates to capture consumers’ contact information and immediately connect with and give them the information they need.” Repeating the Keller Williams

Among the deliverables that Mark Willis, CEO, set forth last year during the 2009 State of the Company Address: “kw.com will be the finest Website in the real estate industry, bar none.” With that, the kw.com bar moved up several notches with explosive growth and functionality.

Today, kw.com’s “vast network of more than 70,000 consumer-facing sites connects more than 2.6 million leads to associates every month, about 1 million more than our next closest competitor,” notes Cary Sylvester, executive director of

mantra of “My Listings, My Leads,” she adds, “We’re not in the business of getting between associates and the consumer.”

A preview of the new kw.com is accessible via the existing kw.com home page. Simply click on **Test Drive the new kw.com**.

“As is the case with everything we do at Keller Williams, our associates have been at the center of this initiative and we want their input,” Sylvester says, noting that in order to do so, associates simply need to click the **Send Feedback** tab on the new site’s top navigation bar (far right).

Key among the enhancements to the new site:

- An array of photos that reflect the local landscape and local home styles, and showcase associate’s properties through the KWLS on the homepage.
- A seamless interface among MLS searches.
- An enhanced search feature enabling consumers to search for associates based on designation, a particular area of specialization, or any criteria that associates include in their profile. “This will be an awesome marketing opportunity,” Sylvester emphasizes, urging associates to make sure they fully leverage the opportunity by uploading their photo, updating their contact information, and completing their profile.
- Coming soon: the ability for consumers to search foreclosed properties at no additional charge.

To upload your photo or update your profile, log on to (mykw.kw.com) and click “My Profile [edit]” in the upper left corner, or for step-by-step instructions, go to (http://answers.kw.com) and search “profile.” **kw**

# OPPORTUNITY IN SOUTHERN ARIZONA HEATS UP

On Tuesday, March 9, 2010, more than 300 Realty Executives agents in Tucson, Ariz., and surrounding markets received the news that their offices would now be operating under the banner of Keller Williams Southern Arizona. Here's how some of the company's top producers received the news and how they view the Keller Williams opportunity.

**Peter Saavedra, associate, Keller Williams Southern Arizona**

"I had read Gary Keller's book, *The Millionaire Real Estate Agent*, and I liked the systems and education it offered about building and structuring a team.

So, when I found out that our office was switching over, instead of being in shock – I was actually open to it. I had studied Keller Williams Realty before and knew there were good foundations and solid principles there.

The final deciding factor for me was **Anthony Azar** himself. I have been working for him for three years, and he is good hearted and humble. He's someone I want to work for – he's the kind of person I want to build a company with.

I believe that the Keller Williams name is more nationally recognized and that will work for us.

Mostly, I am excited to have a better support system, better technology and better training."

**Gary Best, associate, Keller Williams Southern Arizona**

"I've joined because I believe our affiliation with Keller Williams Realty offers us three key components we've been missing – marketing, technology and education.

I have to say that on Tuesday I was in shock, by Wednesday I was optimistic and by Thursday I was enthusiastic about this change.

Changes like this require faith, not fear. If you learn enough that you can proceed in good faith, like I did, it works. If you make a decision out of fear, it will never work.

It's clear to me – to have 76,000 people signed on to a company in the environment we've been dealing with for the last couple of years and will be dealing with going forward – Keller Williams has done something right!"

**Danny Roth, associate, Keller Williams Southern Arizona**

"Within five hours of hearing the news, I was contacted by every real estate company in Tucson. I also considered the possibility of opening my own franchise with Realty Executives.

So what I did was call a handful of Keller Williams agents across the country who I work with. They all confirmed that Keller Williams was the place to be and told me about all of the benefits of being with this company.

That was the clincher.

I specialize in REO properties and deal with one of the largest bulk buyers of properties, along with about 1,500 agents nationwide. As a Keller Williams agent, I now have a vastly expanded professional network."



"MOSTLY, I AM EXCITED TO HAVE A BETTER SUPPORT SYSTEM, BETTER TECHNOLOGY AND BETTER TRAINING."

- PETER SAAVEDRA



"KELLER WILLIAMS REALTY OFFERS US THREE KEY COMPONENTS WE'VE BEEN MISSING – MARKETING, TECHNOLOGY AND EDUCATION."

- GARY BEST



"AS A KELLER WILLIAMS AGENT, I NOW HAVE A VASTLY EXPANDED PROFESSIONAL NETWORK."

-DANNY ROTH

## WHY KELLER WILLIAMS? WHY NOW?

At the helm of the recently launched Keller Williams Southern Arizona, **Anthony Azar**, operating principal and his leadership team discuss their vision, and how they concluded that Keller Williams represents the best opportunity for their agents.

**Anthony Azar, operating principal, Keller Williams Southern Arizona**

"After spending a full day with Mark Willis and attending FSO, where I learned about the Keller Williams business models, I realized that the culture of Keller Williams was very similar to the culture of our company – very agent centric.

What really set Keller Williams apart was the profit share opportunities, as well as the educational, training and technological infrastructure that we had to source for ourselves up to that point.

We realized that doing things the same way was not going to work in this market. Putting agents and ownership on the same side of the table is going to be more important in the future than in the past.

We absolutely have the best agents in the city. That's statistically supported by their rankings and their designations. Our responsibility is to be responsible stewards of their careers.

Ultimately, I think the most important deciding factor for us was the positive, forward-thinking outlook of all Keller Williams leadership and staff. The fact that Keller Williams is growing when all others are in decline is very much a testimonial to the fact that the models work.

Keller Williams has taken the real estate crisis and redefined it."

**Sue Cartun, operations manager, Keller Williams Southern Arizona**

"Our goal is to move Keller Williams to the No. 1 position in our market.

Our agents are the best in the city and they already know that they're running a business. We're giving them a great opportunity to build upon that."

**David Jones, Senior Team Leader, Keller Williams Southern Arizona**

"As we expected, agents' loyalty toward Anthony, coupled with the Keller Williams opportunity, has led to a tremendous energy in the market." **kw**



Sue Cartun

David Jones

**"OUR RESPONSIBILITY  
IS TO BE RESPONSIBLE  
STEWARDS OF OUR  
AGENT'S CAREERS."**

**-ANTHONY AZAR**

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57 Leads  
per month\*



875 Visitors  
per month\*

\*Results as reported in 2009 client survey & September 2009 site traffic statistics



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# LOOKING FOR YOUR NEXT GREAT IDEA?

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BETTER PLACE  
THAN **MAPS**  
**MASTERMINDS.**



Join the best in the business in a collaborative exchange of strategies, solutions, tips and techniques to sharpen your competitive edge and make 2010 your best year ever.

TO REGISTER TODAY, GO TO  
([WWW.MAPSCOACHING.COM](http://WWW.MAPSCOACHING.COM))  
AND CLICK ON THE EVENTS TAB.

## LEADERSHIP MASTERMINDS: APRIL 12-13, 2010

A new combined general session format allows for a greater focus on synergy among all members of the market center leadership team. If you have already made your travel arrangements, please check the schedules below to ensure they match up!

### OP Masterminds

Breakout Sessions: Mon., April 12  
8 a.m. - 12 p.m.

General Session: Mon., April 12  
1:30 p.m. - 5:30 p.m.

### MCA Masterminds

General Session: Mon., April 12  
1:30 p.m. - 5:30 p.m.

Breakout Sessions: Tues., April 13  
8 a.m. - 12 p.m.

### TL Masterminds

General Session: Mon., April 12  
1:30 p.m. - 5:30 p.m.

Breakout Sessions: Tues., April 13  
8 a.m. - 12 p.m.

### Productivity Coach Masterminds

General Session: Mon., April 12  
1:30 p.m. - 5:30 p.m.

Breakout Sessions: Tues., April 13  
8 a.m. - 12 p.m.

## AGENT MASTERMINDS:

Session A: April 14, 2010 OR Session B: April 15, 2010

8 a.m. to 5 p.m. Session B - 8 a.m. to 5 p.m.

**SELECT THE DAY THAT WORKS BEST FOR YOU!**

New full-day workshop format led by Dianna Kokoszka, MAPS President and Tony DiCello, MAPS Director, sharpens the focus on actionable ideas that you can implement NOW!



MAPS IS PAINTING THE COUNTRY RED IN A BOLD NEW WAY

# “WHAT’S HAPPENING HERE?”

By Lisa Wahlgren

“It really has been amazing,” says **Debbie Frapp**, team leader of the Lubbock (Texas) market center, and a MAPS Mastery Coaching client. Ever since 30 members of the market center enrolled in MAPS Coaching’s BOLD program last summer, production has skyrocketed with an average of eight transactions per participant. “The energy level has been at an all-time high,” she says.

With only one exception, every member of the market center’s current Associate Leadership Council (ALC) are now BOLD graduates, and the resulting “mindset shift” had permeated throughout the entire market center.

Almost immediately after the program came to a close, the market center started clamoring to get BOLD back, and by popular demand, BOLD Coach, **Steve Schleuter**, signed on for a second round starting this spring.

“I hadn’t fully grasped the impact until

our ALC retreat last fall. We divided into four workgroups to focus on productivity, profitability, culture and growth, as we set out to establish our 2010 goals. This was the first year that the ALC’s goals exceeded what mine had been going into the retreat,” Frapp says, “and I said to myself, ‘What’s happening here?’”

Noting a marked difference in the level of leadership that associates have now taken on, Frappe points out that attendance at training events is way up, more than 50 percent of associates are now attending monthly team meetings, and the entire ALC and market center leadership team

attend the monthly luncheons for new associates.

“Our current agent count is 86 and our goal for the year is 150. Considering that we’re a small market with only 600 agents in our local real estate board, it’s all hands on deck.” **kw**

“THE ENERGY LEVEL  
HAS BEEN AT AN  
ALL-TIME HIGH.”

- DEBBIE FRAPP



Debbie Frapp



The Lubbock market center's ALC and leadership team in front of the BOLD wall in the training room.

## PRODUCTION BOOST AND A PRICELESS REALIZATION



Rachel Townsley’s 2009 production quadrupled once she enrolled in BOLD.

The Lubbock market center associate had completed three deals for the year, when she started the program. Less than six months later, at the end of 2009, she had closed 16 transactions – 13 of which she attributes to BOLD. And the momentum continued into 2010, when she picked up another 12 listings in the first quarter.

“It’s been awesome,” she says. “One of my biggest Ahas during BOLD was how much energy I give to other people but had never given to myself. Thanks to BOLD, I now have the power to achieve my goals in life, realizing that not only can I do it, but that I’m worth it.”



## president's PERSPECTIVE

DEAR TEAM,

KW CARES IS AT THE CORE OF OUR CULTURE AND HAS HAD AN IMPACT FAR AND WIDE WITHIN OUR COMPANY. SINCE ITS START, KW CARES HAS DISTRIBUTED MORE THAN \$9 MILLION IN GRANTS TO MORE THAN 1,000 INDIVIDUALS. YOUR GENEROUS DONATIONS HAVE ALSO ENABLED US TO HAVE A POSITIVE IMPACT ON OUR GLOBAL COMMUNITY.

I hope that you are all as proud as I am of the many ways that KW Cares gives back and makes the world a better place. More important, I hope you know that KW Cares is here for you. Issuing grants to associates in need is why KW Cares exists, so we count on **you** to serve as our eyes and ears as needs emerge within our Keller Williams family.

So please let us know who needs help!

As a 501(c)(3) nonprofit organization, we always give as much as we can according to IRS regulations, and our mission that we are required to follow:

*... to support Keller Williams Realty associates and their immediate families with hardship as a result of a sudden emergency. Hardship is defined as a difficult circumstance that a person or family cannot handle without outside help.*

IRS requirements also stipulate that a needs assessment accompany every grant request. In exchange for our tax-free status, it is our responsibility to ensure that we are being the best stewards of our donors' contributions and that we are carrying out the intent of our stated mission. Because of the occasional constraints resulting from KW Cares'

tax-free status, we call upon every office to establish and maintain their own emergency fund.

Each year at Family Reunion, we name the market center that has given the most to KW Cares through automatic Greensheet donations. Congratulations to the Elk Grove market center in California, which came in No. 1 this year, with more than \$9,000 in Greensheet donations. In 2010, we are calling on every market center to work toward a goal of 100 percent of their agents contributing in this way.

KW Cares has touched so many lives over the years, and has managed to alleviate so many hardships within our Keller Williams family. As Monica Paul-Johnson, a recent grant recipient wrote: "Just when we were at the end of our rope, you extended the line and pulled us up." That's why KW Cares is here, and we are grateful for all that you do to make this mission possible.

Yours in giving back with a grateful heart,

Mary Tennant  
President and COO  
Keller Williams Realty

### KW CARES GRANTS \$229,000 IN EARTHQUAKE RELIEF FOR HAITI

Your donations to KW Cares support more than our Keller Williams family in times of crisis. Because of your generous contributions in 2009, KW Cares was able to reach out to Haiti following the devastating earthquake earlier this year. The KW Cares board voted to donate \$229,000, 10 percent of its 2009 donations, to the Salvation Army specifically for Haitian relief efforts.

The Salvation Army has served in Haiti since 1950 and operates schools, clinics, a hospital, feeding programs and children's homes in the country. As a result, when the earthquake occurred, a relief infrastructure was already in place and ready to serve.



# MASTER PLAN

GARY KELLER ON MAPPING OUT THE YEAR AND MAKING IT MATTER



-----Original Message-----

From: Todd Butzer  
Sent: Monday, December 28, 2009 3:59 PM  
To: Gary Keller  
Subject: planning question

Gary --

I am pretty sure you go through a specific planning ritual this time of year.

Wonder if you would mind sharing any part of it?

Todd Butzer | Regional Director | North Central Region

-----Original Message-----

From: Gary Keller  
Sent: Tuesday, December 29, 2009 12:36 PM  
To: Todd Butzer  
Subject: RE: planning question

hey !

i work from a simple concept:

1. i start with the end in mind: i envision my life at the end of it and ask myself what i want to have done. i then mock up a simple 5 year look (in kind of a grid form with the years to the left and along the top the categories - like health, giving, john, mary, mom, business, writing,etc...) at what i should be doing to be on track and then i look at the first year. that creates my goals for the year.
2. i then take each goal and ask one question: what is the one thing i can do that by doing it everything else that could also be done to accomplish this would either be easier or unnecessary?
3. last, i go to my calendar with that answer for each goal and i time block out the year to make sure those things get done. first, i time block all my time off - vacations, days off, short days, etc., so that i make sure they don't get left out. if i intend to work hard then i'll need this time to renew. next is my meetings with the people who report to me. next, i make sure i have my time to plan out every week. (i've done this so long on a sunday night that i don't even block it anymore), usually an hour a week on a sunday. then it's all about work. so, for example, if lead generation is your number one business action then you time block it for 5-6 days a week for 3 -4 hours a day before noon. for me it's writing so my goal is to just make sure that gets done - then i'm open to the possibilities of everything else.

my motto is "until my number one priority on my list is done each day all else is a distraction"! ALL ELSE! as such, i guard my time when i'm on a priority task fiercely and without apologies. it's my life and i answer to no one as to my time. doesn't always make me highly visible or highly social, but that isn't the goal when i'm doing what i want my life to be about.

hope this helps. feel free to share. onward.....garykeller

# INDUSTRY ICONS ON A NEW PATH

IN SEARCH OF “SOMETHING MORE”

By Jennifer LeClaire

**Adam Hergenrother's** career trajectory seems headed for the stratosphere. At the age of 28, the Vermont REALTOR® has managed to double his production every year since he entered the real estate industry in 2007. Closing 100 transactions to the tune of \$25 million last year, he left RE/MAX at the start of 2010 to open Keller Williams Realty's first market center in Vermont.

As operating principal of the new Green Mountain market center, he anticipates production exceeding \$250 million this year.

“I had good success at RE/MAX, but I knew there was something more,” says Hergenrother. “Keller Williams was it. The profit sharing, the passive income, the training and the willingness to share information makes for a great culture.”

Hergenrother came to the real estate industry from the financial services world. Formerly a financial controller, he believes his background in finance, marketing and negotiation serves as a strong backdrop for real estate sales.

His passion for pushing himself to the next level makes him a great fit for Keller Williams Realty.

Despite his rapid-fire success in real estate, he explains that got boring. “I needed a challenge. I'm the type of individual who thrives and is less stressed-out when I'm in stressful situations. Doing nothing stresses me out more,” Hergenrother says.

“Keller Williams gave me the opportunity to grow every avenue I can. My goal is for my team to close 200 transactions this year. My strategy is education and mindset.”

Hergenrother doesn't believe in reinventing the wheel. He believes in learning how the wheel works and rolling it toward success. He goes to conferences, listens, learns, and returns home to implement concepts he thinks will drive sales in his local market.

He's determined to succeed. “I have developed a mindset to persevere. It's just pure drive,” Hergenrother says. “There is no way I am going to let anything stop me. That's my mindset.”

His advice to other agents? “Get a business plan. Track the results of your efforts. Work on prospecting.



“THE PROFIT-SHARING, THE  
PASSIVE INCOME, THE TRAINING  
AND THE WILLINGNESS TO SHARE  
INFORMATION MAKES FOR A  
GREAT CULTURE.”

ADAM HERGENROTHER

Matt Lankes

Use scripts, dialogues and role-play to gain the confidence you need to deal with objections, get the listing and close the deal.”

But ultimately, it all comes down to lead generation. “You can have the best systems, the best closing coordinator, the best follow-up program and the best branded site,” Hergenrother says. “But if you don’t have any leads, none of that makes any difference. Get the leads.”

## AT THE TOP OF HIS GAME

What prompts a 21-year RE/MAX veteran at the very top of his game to switch allegiances and sign on with Keller Williams Realty?

For **Steve Peroff** and his five-agent team, who recently joined the Newmarket/Aurora market center in Toronto, “it all came down to profit sharing, education and the opportunity to work with like-minded people.”

Having been named among the top 100 RE/MAX agents in Canada for 11 consecutive years and consistently ranking as one of the top 50 real estate agents in the Toronto Real Estate Board, Peroff says, “I don’t take change lightly.” But the Newmarket/Aurora market center proved to be a move worth making.

“Real estate can be a very lonely business – and very competitive. Even though you work under the same roof with agents, you are always competing with them.”

Peroff sees the Keller Williams model as one whose time has come. Keller Williams Realty, he explains, offers him the freedom to be an entrepreneur, the chance to find work-life balance and the opportunity to generate passive income. If he had joined Keller Williams 20 years ago, he says, he would probably be retired today.

Peroff was introduced to Keller Williams Realty by former RE/MAX agents **Diane** and **Tom Mitchell**. He says Diane pursued him relentlessly for months, making it easy for **Marvin Alexander**, operating principal at the Newmarket/Aurora market center, to extend the formal invitation that brought him on board.

“There are a lot of top-producing REALTORS® in the Greater Toronto area, but I want more than just a top producer. I want a top-notch person and Steve is just that,” Alexander says. “He’s got a long-standing reputation for serving the community and he has integrity. He’s the whole package.”

Peroff feels the same way about Keller Williams Realty; the company has the whole package.

When the Newmarket/Aurora market center opened in his area, he felt confident that the leadership was in place to support his team’s leap – which is sending shockwaves throughout the local real estate industry.

“Many people are surprised that Steve would leave a company he’s been affiliated with for so long,” Alexander says. “He was a cornerstone at RE/MAX” – a foundation which Peroff and the market center’s leadership team has already started to build upon. **kw**

“IT ALL CAME DOWN  
TO PROFIT SHARING,  
EDUCATION AND  
THE OPPORTUNITY  
TO WORK WITH  
LIKE-MINDED  
PEOPLE.”  
STEVE PEROFF



Matt Lankes

# TOP 50

## PRODUCING TEAMS\*

\* BASED ON TRANSMITTALS RECEIVED FOR ALL JANUARY/  
FEBRUARY 2010 CLOSED TRANSACTIONS IDENTIFIED WITH  
THE SPECIFIC TEAM

	Name	City, State	GCI	Units
1	Express Realty Services	Reston, Va.	\$316,856	69.75
2	Marnie Bennett	Ottawa, Ontario	\$313,721	32
3	Szakos & Associates	Camarillo, Calif.	\$264,695	36.7
4	Brandon Green Companies	Washington, D.C.	\$230,739	38.5
5	The Heller Real Estate Group	San Diego, Calif.	\$224,388	23
6	Philbeck and Associates	Orlando, Fla.	\$212,504	84
7	Seybert Team	Henderson, Nev.	\$207,057	53
8	Guldi Real Estate Group	Waldorf, Md.	\$205,053	42
9	The Bocage Team	Fremont, Calif.	\$201,471	26.2
10	The Millman Team	Torrance, Calif.	\$200,384	16
11	Rushforth Team	Ottawa, Ontario	\$197,468	27
12	The Sunset Team	Los Angeles, Calif.	\$191,053	6.5
13	Muffley & Associates	Atlanta, Ga.	\$189,873	21
14	Mr. Beverly Hills	Beverly Hills, Calif.	\$189,527	19
15	Brenkus Team	Henderson, Nev.	\$186,627	62
16	The Marshall Group	Salt Lake City, Utah	\$184,743	42
17	Jennifer Young Team	Chantilly, Va.	\$184,022	35
18	Steve Cruz & Associates	San Antonio, Texas	\$175,713	54
19	Carol Royse Lifestyle Team	Tempe, Ariz.	\$174,512	36
20	The Michael Reese Group	Frisco, Texas	\$174,358	29.75
21	Rhodes Team	Dallas, Texas	\$173,152	22
22	Jonville Team	Carlsbad, Calif.	\$170,467	13.12
23	The Gary Segal Team	Blue Bell, Pa.	\$167,360	13
24	Smith Premier	Folsom, Calif.	\$166,528	29.5
25	The Jackie Ellis Team	Boynton Beach, Fla.	\$163,282	30
26	The Hamilton Group	Santa Rosa, Calif.	\$163,250	3
27	Solwick Group	Santa Rosa, Calif.	\$160,200	25
28	Buck Team	Mission Viejo, Calif.	\$158,195	11
29	The Joe Luliucci Team	Las Vegas, Nev.	\$157,920	66.5
30	Tommy Pennington Realty Group	Southlake, Texas	\$156,959	12
31	Brokers by Design	Palo Alto, Calif.	\$156,339	3
32	Kenny Klaus Team	Mesa, Ariz.	\$156,010	30
33	Francis Team	Mooreville, N.C.	\$155,208	10.25
34	Neal and Associates	Wichita, Kan.	\$153,233	16.56
35	Kaushansky & Brown Team	Toronto, Ontario	\$148,795	12
36	Noel Team	Santa Monica, Calif.	\$146,769	5.6
37	Huckaby Briscoe Group	McLean, Va.	\$141,437	9
38	Doris Carlin Team	Joplin, Mo.	\$139,887	17.5
39	The Franke Team	Conroe, Texas	\$138,732	33
40	Bechtel & Buckner Advantage Home Team	Chandler, Ariz.	\$137,446	46
41	The Buehlers & Associates, Inc.	Flower Mound, Texas	\$136,650	22
42	Stephen Cooley Team	Fort Mill, S.C.	\$136,492	24
43	The Norberg Group	La Mesa, Calif.	\$136,310	39
44	Team Michael	Rancho Mirage, Calif.	\$135,785	28
45	The Graham Group	St. Clair Shores, Mich.	\$135,527	66
46	The International Team	Pembroke Pines, Fla.	\$135,000	1
47	The Rick Geha Coco and Lewis Real Estate Group	Fremont, Calif.	\$134,746	14.5
48	The Rivers Group	Tallahassee, Fla.	\$134,172	23.85
49	The Ida Terbet Team	Raleigh, N.C.	\$133,665	17
50	The Zeleznak Group	Scottsdale, Ariz.	\$133,412	24.39

# TOP 14 STAKEHOLDERS\*\*

\*\* AGENTS WITH THE MOST GROWTH AT THE FIRST LEVEL OF THEIR PROFIT SHARE TREE DURING JANUARY AND FEBRUARY 2010

	Name	Region	Market Center	Agents Sponsored
1	Ann Lucia Krauter	California-Inland Empire	West Foothills	18
2	Susan Forster	California-Southern	La Jolla	14
3	Debbie Klink	Ohio Valley	Louisville Highlands	8
4	Marilyn Downing	Florida-South	NW Tampa	7
5	Lewke Partners, Inc.	Mid-American	Barrington	7
6	Kelly Holmquist	New York-Tri State	Bernardsville	7
7	Jack Pretti	Colorado	Grand Junction	6
8	Douglas Morris	Greater - Heartland	Lee's Summit	6
9	John Gafford	Southwest	Las Vegas Southeast /Henderson	6
10	Brent Mitchell	Texas-South	Austin Southwest	6
11	Tommy Cain	Texas-South	Lake Travis	6
12	Rick Gunn	Carolinas	Burlington	5
13	Cherylann Hutchins	Florida-South	Sebring	5
14	Roberta Baldwin	New York-Tri State	Bernardsville	5

# TOP 30 MONEYMAKERS\*\*\*

\*\*\*DATA FROM CEO REPORT USED FOR AWARD PURPOSES (KW OWNER PROFIT ADJUSTED FOR FEDERAL/STATE TAXES), JAN. THROUGH FEB. 2010. CANADIAN DOLLARS CONVERTED TO USD.

	Market Center	City, State	OP	TL	MCA	Tax Adjusted Profit
1	Roseville	Roseville, Calif.	Wayne Hall	Brent Gove	Chris Apsley	\$50,761
2	Irvine	Irvine, Calif.	Dale Cheema	David Culen	Parvin Amini-Rad	\$41,688
3	Bayside, Queens	Flushing, N.Y.	Louis Cardenas	Allison Gambone	George Herrera	\$40,790
4	Vancouver, WA	Vancouver, Wash.	Patti Siebold	Brian Combs	Laura Uphoff	\$38,543
5	Blue Bell	Blue Bell, Pa.	Michael Campo	Todd Polinchock	Jennifer Pouss	\$38,493
6	Pembroke Pines / Miramar	Pembroke Pines, Fla.	Natascha Tello	Rita Polit	Lourdes EVillamil	\$35,940
7	Knoxville-West	Knoxville, Tenn.	Jeff Harrell	Sharon Laing	Elaine Maynard	\$34,788
8	Reno North	Reno, Nev.	Robert Clement	Melanie Kennemann	Sheryl Lotz	\$34,562
9	Charlotte - South Park	Charlotte, N.C.	Ed Arrington	Amy Hawke	Star Waddell	\$34,203
10	Austin Southwest	Austin, Texas	Mary Tennant	Diane Johnson	Jeanie Harvey	\$33,991
11	Bonita Springs	Bonita Springs, Fla.	Jim Murphy	Mary Cassidy	Niki Zenczak	\$33,884
12	Hollywood Hills	Los Angeles, Calif.	Paul Morris	Gary Reavis	Carmen Guevara	\$33,506
13	Elk Grove	Elk Grove, Calif.	Don Yoakum	Mindy Demain	Tim McCleary	\$31,122
14	Toronto-Beach/Riverdale	Toronto, Ontario	Diane Mitchell	Dan Corcoran	Jeannette Seguin	\$30,790
15	Greater Portland	Portland, Maine	Dottie Bowe	Leanne Barschdorf Nichols	Sharon Kimball	\$29,888
16	Heritage	San Antonio, Texas	Mark Willis	Amy Massey	Anna Reiswig	\$26,579
17	Chandler/Sun Lakes	Chandler, Ariz.	Alison Bechtel	Raejean Myers	Lauren Harrigan	\$26,497
18	Houston Katy	Katy, Texas	Gayle Tonn Huffman	Fred Wright	Jianghong Guo	\$26,484
19	DFW Metro South	Arlington, Texas	John Davis	Smokey Garrett	Holly Serben	\$24,059
20	Marina/LA	Marina del Rey, Calif.	Rick Cunningham	Denise Freed	Sabrina Brown	\$23,117
21	The Woodlands	The Woodlands, Texas	Judith Hopkins	Diane Flicker	Christopher Webster	\$22,703
22	Bucks County Central	Doylestown, Pa.	Paul Allen	Paul DiCicco	Kara Birchard	\$22,594
23	Baton Rouge	Baton Rouge, La.	Larry Champagne	Mary Garner DeVoe	Cindy Newchurch	\$21,907
24	Austin Northwest	Austin, Texas	Mary Tennant	Gene Frederick	Linda Timmerman	\$21,584
25	Palo Alto	Palo Alto, Calif.	Anne King	Robert Stelzer	Lisa Lagana	\$20,067
26	Bucks County South	Langhorne, Pa.	Paul Allen	Debra Breen	Dawn Myers	\$19,974
27	Danville	Danville, Calif.	Beverly Steiner	Kristin White	Anni Wang	\$19,780
28	Las Vegas Green Valley	Henderson, Nev.	Teri Brenkus	Larry Romero Jr.	Judy Pelletier	\$19,765
29	Denver Park Meadows	Littleton, Colo.	Emilio Alba	Ray Sherman	Sharon Solove	\$17,978
30	Integrity First Realty -- Mesa/Gilbert	Mesa, Ariz.	Steve Chader	Beth Pierson	Michele Rendina	\$17,792

# NOTHING BUT BLUE SKIES!



# CHARACTER, EXPERIENCE, COMMITMENT AND EXCELLENCE SPELLS *CeCe Glenn*

By Laura Price

It's 6:30 a.m. and **CeCe Glenn** is on the phone with her husband Anthony, who's in Tokyo. She is about to embark on her daily quest to master the scripts and dialogues that she'll soon be delivering to potential clients during her three hours of lead generation. And after a whirlwind day working with clients, showing homes and closing transactions, she's out with her three kids, making more contacts wherever she can.

Routine role-playing is one of the many factors fueling Glenn's rise to stardom. Within her first year in the real estate industry, she managed to close 17 transactions and was named Rookie of the Year at the Memphis East (Tenn.) market center.

A stay-at-home mom for more than four years, friends and family urged Glenn and her bright personality toward a career in real estate. "I've always had a passion for helping others. What better way to fulfill that passion than in real estate," she says of her fast track to the top.

Ready to hit the ground running, Glenn got her real estate license and signed on with a small real estate company in Memphis. Two months later, following a discussion with **Francyeta Seward** about Keller Williams Realty's educational opportunities, she made the decision to join. "My life and career totally changed when I joined Keller Williams Realty," she says. "The training and support from my team leader, **Steve Young**, have made an incredible difference in the way I look at my career. It's not just about selling real estate; it's about running a successful business. Without his leadership I don't think that shift in mindset and action would have taken place."

## TAKING OFF

Ask Glenn what it takes to succeed as a new agent in a shifting market and she'll tell you to follow the leader. "The systems Gary Keller put into place at Keller Williams Realty are to help agents be their best. I read *The Millionaire Real Estate Agent* and

*SHIFT: How Top Real Estate Agents Tackle Tough Times*. Both books told me to implement models and systems. So that's what I'm doing."

She firmly believes that every agent's success lies in their own hands and that a positive outlook can be a catalyst for extraordinary achievements. "These models and systems aren't going to make money for you. They're a guiding tool for anyone who's ready to take off in their careers."

Glenn is soaring. Currently enrolled in BOLD, MAPS Coaching's latest breakthrough program, she's adding the accountability factor to her lead generation strategy. "BOLD is forcing me to think outside the box and move out of my comfort zone. Every agent should take this class."

Lately, Glenn finds herself knocking on doors and asking for leads in grocery stores. "My husband even lead generates every day! He eats and drinks Keller Williams and that has led to so many referrals through his job as a FedEx pilot," she says. "BOLD is helping me to cultivate my creativity when it comes to finding more clients." Glenn adds that she just made the BOLD 100 Club – a designation to those agents who make 100 calls in one day – from which she earned five new buyers who are all currently under contract.

## SHINING BRIGHT

Excelling in real estate sales is only the beginning for Glenn. Her hopes for 2010: closing more than 52 transactions and discovering her inner-trainer. "I would love to help new agents achieve their goals the same way my support systems have helped me."

Having that continued encouragement is an incredible win for Glenn. "I'm so grateful to be with a company that puts family first and genuinely wants you to be successful. It's truly a blessing and I'm not taking anything for granted." **kw**

# BASES LOADED

HEAVY HITTER FINDS FORMULA FOR "BEST YEAR EVER"

By Lisa Wahlgren

Denver's commercial real estate market has seen better days. But as far as **Eric L. Nesbitt, Esq.**, director of KW Commercial for the Littleton (Colo.) market center is concerned, business has never been better.

An 18-year real estate industry veteran and commercial real estate lawyer, Nesbitt recently ranked as Broker of the Year among the Denver Metro Commercial Association of REALTORS® 2009 Heavy Hitters. Among the region's top commercial producers, Nesbitt estimates that 80 percent of the deals he completed last year grew out of referrals from Keller Williams residential agents.

A follower of *The Millionaire Real Estate Agent* models and systems before he ever signed on with Keller Williams Realty, Nesbitt explains that he was attracted to the networking and business development potential that could result from teaming up with Keller Williams residential agents in the Littleton market center and throughout Colorado.

Serving as the "commercial go-to guy" in the office has proven to be lucrative, he says, adding that he has the added benefit

of having implemented the *MREA* tools that other commercial agents aren't using.

"Success within KW Commercial requires commercial brokers to break out of the competitive silo that tends to characterize commercial brokers," Nesbitt says. A member of the Littleton market center's Associate Leadership Council (ALC), he explains, "you have to let people know what you are doing, attend meetings, and ingrain yourself in the culture."

At the same time, to keep the pipeline of leads flowing "you need to do a great job of servicing the clients that are referred to you." Focused on reassuring residential agents that he is "up to the job of taking care of their clients," Nesbitt says that he often blind copies agents on his correspondence with their clients and takes whatever measures he deems necessary to keep them in the loop.

"I'm very happy with the decision I've made to join KW Commercial," Nesbitt says. "It's the fastest growing commercial brokerage in the country and has the best education platform. I think it's headed in the right direction." **kw**

## EXCERPTED FROM THE LEAD ARTICLE IN INSIDEREALSTATENEWS.COM, FEB. 26, 2010

Eric Nesbitt, an 18-year real estate industry veteran and commercial real estate lawyer, has been named "Broker of the Year" by the Denver Metropolitan Commercial Association of Realtors annual "Heavy Hitters" award. The awards also honor top producers in land, industrial, multi-family office, investment, retail and small office categories. Nesbitt, 44, heads the Nesbitt Group/KW Commercial and runs the law office of Eric L. Nesbitt, P.C.

"Eric has demonstrated a clear understanding of the issues and challenges of our industry and has always demonstrated an ability to clearly listen to and act upon the needs of our members," said DMCAR CEO, Barbara Lambert. "His ability to negotiate from a legal perspective and build group consensus have been and will continue to be invaluable to the work of our Association."



Eric L. Nesbitt



Visit [www.kwcommercial.com](http://www.kwcommercial.com) for more information about KW Commercial.



# spotlight on SOCIAL MEDIA

These days it seems everyone is participating in some form of social media. In the United States alone, nearly 100 million unique visitors flock to Facebook every single month and another 23.6 million to Twitter. As a real estate agent looking to capitalize on these social circles – and who’s not – you must have a strategy to capture, connect, cultivate and close leads.

Which is why Keller Williams University’s latest Spotlight Course on social networking – which is being offered at a regional level (see dates below) – is the next must-attend event. During the day-long course, you will learn (1) how to tap the client gold mine that’s online with a strategy that works for you, (2) how to manage your offline brand on the Web and (3) how to generate leads that turn into solid clients.

In *SHIFT*, Gary Keller writes that your Website’s primary

purpose is to capture leads that become appointments. In *Soci@! Attract Friends, Followers, and Connections to Your Business*, Ben Kinney and Jay Papasan write that your social media activities should achieve this end as well. How do you achieve it? Think offer-response and lead capture. Think – and most importantly act – schematically.

Within the social media world, you can use your networking tool (Facebook) or microblog (Twitter) posts to point people to your blog entries or to your Website searches or content. Within your blog or Website, you may develop separate niche sites. From any of these tools, you could utilize media sharing, such as YouTube videos or Flickr photos. Leads are ultimately captured on your Website, at which point systematic conversion to an active buyer or seller would kick in. **kw**

Keller Williams University’s second quarter Spotlight Course: Social Networking. Bringing the best education taught by Keller Williams Realty’s premier trainers right to your region!\*

Date	City/Region	Contact Information	Trainer
May 4	Dallas	dwatchous@kw.com	TBD
May 6	Charlotte	suzanneludwig@kw.com	Jay Papasan
May 14	Vancouver	martinf@kw.com	Michael Tritthart
June 8	Chicago	treinert@kw.com	Michael Tritthart
June 9	Ohio Valley	bethguthrie@kw.com	Michael Tritthart
June 10	Oklahoma	kimknapp@kw.com	TBD
June 10	Maryland	jessicabutz@kw.com	Rick Geha
June 15	Orlando	brenda@kwnorthflorida.com	Michael Tritthart
June 16	Northern CA	regional21om@kw.com	Gene Rivers
June 17	Northern CA	regional21om@kw.com	Gene Rivers
June 23	St. Louis	maryhibbing@kw.com	Gene Rivers
June 24	Kansas City	maryhibbing@kw.com	Gene Rivers

\*Don’t see your region? Contact your team leader to find out how to bring KWU’s Spotlight Courses to your area. You are also welcome to register to attend the event in a participating region!

“Social networking impacts the lead conversion models in *SHIFT* on every level. It provides new channels for buyers and sellers to find you and your real estate business online, as well as new strategies for making offers and capturing and converting leads. And best of all, social networking tools provide inexpensive and effective ways to keep the conversation going over time for repeat and referral business.”



Excerpted from *Soci@! Attract Friends, Followers and Connections to your Business*, by Ben Kinney in conjunction with auctordr and Jay Papasan

◀ Now available for download. Go to [www.millionairesystems.com](http://www.millionairesystems.com) and click on **Soci@!** the book.



## HIGH-END HOT SHOTS WEIGH IN ON ELEVATING THE LUXURY STATE-OF-MIND

What does it take to land a multi-million dollar listing? How does a high-end buyer think and what level of service do they expect from their real estate agent? Top agents and Luxury Homes by Keller Williams members drill down on the key skills necessary to thrive in the luxury market and discover a few trends along the way.

By Laura Price

### What are some of your key insights concerning high-end clients?

**Bob Satawake, Chicago Gold Coast market center:** 100 percent of my business comes from the 40 percent that Gary Keller talks about: family and referrals. I work that client base and always make myself available. My clients are also very knowledgeable people in a wide variety of arenas. They don't necessarily need me to educate them on the housing market for instance. Asking questions helps me to draw out the information they need instead of dictating to them what I think they need to know.

### How do you adapt to your client's demeanor or personality traits?

**Kathleen Bucher, Austin Southwest market center:** Naturally I'm a very fast-paced person. So if I'm going to a listing appointment with someone who I haven't done business with, I have to tone myself down. Then I mirror their actions and their tone so that they feel comfortable enough to talk about themselves. The more they talk about themselves, the better I'm able to learn how to best serve their needs.

#### **Bob Satawake**

The key is knowledge. And the first thing I do is I use Google<sup>SM</sup> to search for my clients. In some cases I do business with people who may not be in my social sphere of influences. I Google them to find information on where they work, their positions, their experiences, and in some cases their political affiliations – so that I know going into a conversation areas I may or may not want to bring up. That knowledge helps me to ask the right questions and successfully win their business.

### Do you use luxury-specific listing presentation strategies?

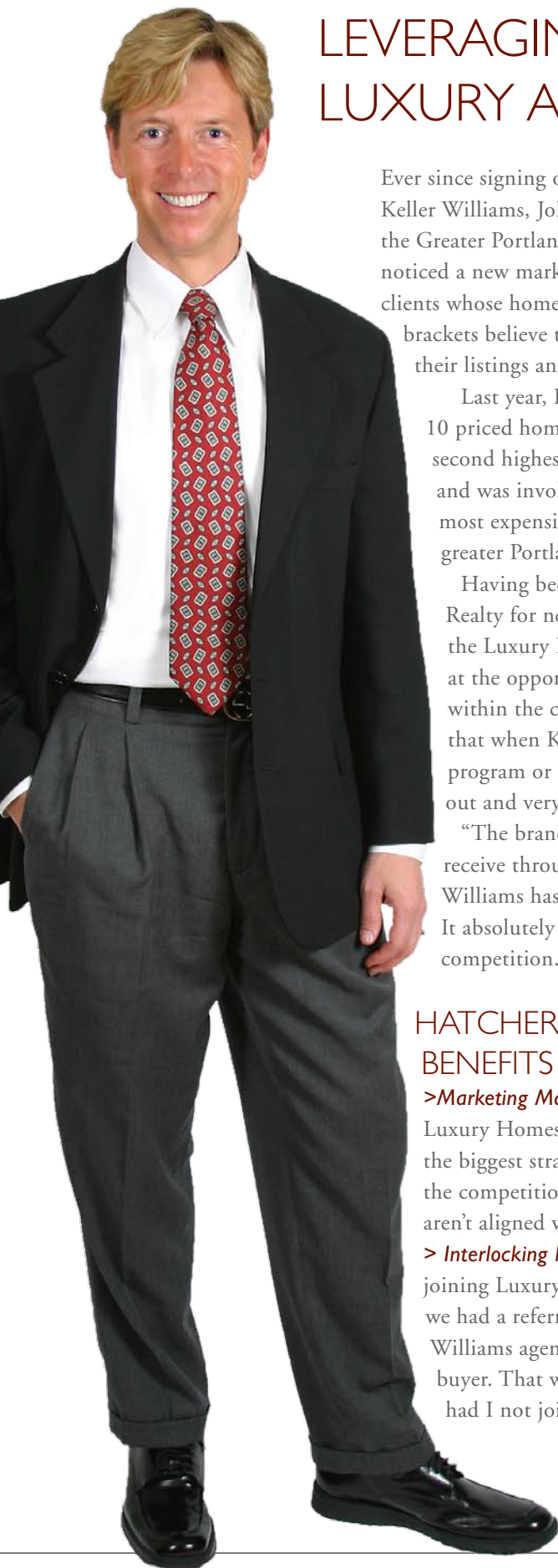
#### **Kathleen Bucher**

Your professionalism on your listing presentation is key. I have a spiral bound book with my information. I tell them a little bit about myself and the history of my production in the luxury market. I tell them about Keller Williams and their statistics in the luxury market and then talk about what we can do to market their home, including a stager that I pay for myself for clients who need it. I also give my clients the choice to have their own Website created for their home.

#### **Bob Satawake**

My pre-listing package is me. If I am requested to preview a property or sit with someone on the buyer side I don't send any information. The first thing I do is visit the house. I do that for two reasons: 1. In Chicago the price is based on the amenities, so I need to know what's in that house and 2. I need to know the seriousness of the buyer.

If we get past page one, then I use the Luxury Homes by Keller Williams marketing materials to show them previous homes that I've sold.



## LEVERAGING THE LUXURY ALIGNMENT

Ever since signing on with Luxury Homes by Keller Williams, John Hatcher, associate with the Greater Portland (Maine) market center, has noticed a new marketing phenomenon: even clients whose homes are not in the high-end price brackets believe that the luxury name gives their listings an edge.

Last year, Hatcher sold eight of the top 10 priced homes in Portland, had the second highest volume in the state and was involved in selling the most expensive home ever in the greater Portland area.

Having been with Keller Williams Realty for nearly seven years before joining the Luxury Homes division, he's thrilled at the opportunity to expand his portfolio within the company. "My experience is that when Keller Williams brings a new program or plan to the table it is thought out and very well executed."

"The branding and the recognition I receive through Luxury Homes by Keller Williams has been extremely positive. It absolutely sets us apart from the competition."

### HATCHER'S TOP TWO BENEFITS OF BELONGING:

> **Marketing Materials.** I put everything on the Luxury Homes branded stationary. It's one of the biggest strategies for standing out among the competition. Especially those agents who aren't aligned with a luxury division.

> **Interlocking Network:** Within a month of joining Luxury Homes by Keller Williams, we had a referral from an out-of-state Keller Williams agent that sent us a \$2 million buyer. That would have never happened had I not joined.

*Luxury Homes*  
by KELLER WILLIAMS®



**1. Do your due diligence.** Google clients before the initial meeting to gain important information on them as well as their background.

**2. Ask the right questions.** Then let your clients do the talking.

**3. Target the decision maker.** Determining who's at the center of the final say will streamline the sale.

**4. Tailor your communication.** Whether it's email, personal phone call or a text message – know your clients preference.

**5. Be yourself.** Luxury clients see through a hard sales pitch. Adapt to their personality while maintaining your genuine self.

For more information on Luxury Homes by Keller Williams, go to: [www.kwluxuryhomes.com](http://www.kwluxuryhomes.com).

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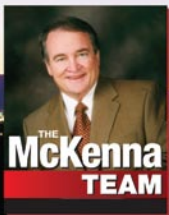


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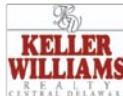
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*Franchise Systems Orientation*
- > MAY 17 – 18  
*MCA Mastery*
- > MAY 17 – 19  
*Team Leader Boot Camp*
- > MAY 19 – 20  
*Train the Presenter*
- > MAY 19 - 20  
*Fierce Conversations*
- > MAY 17 - 18  
*Train the Trainer: Advanced Workshop*



Visit ([myKW.kw.com](http://myKW.kw.com)) and click on the Events tab to register!



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*"Everybody can be great because anybody can serve." - Dr. Martin Luther King Jr.*



For more information on RED Day 2010, talk to your team leader or go to [mykw.kw.com](http://mykw.kw.com) and click on RED Day under the Resources tab.

# MoMentum CORNER

## MY DEAR FAMILY,

THE ENTIRE EXPERIENCE OF FAMILY REUNION IS SUCH A JOY TO BEHOLD. THE BURST OF ENERGY AND ANTICIPATION AT THE OPENING CEREMONIES, THE TRIUMPHANT REPORTING OF HOW FAR WE'VE COME AS A COMPANY, AND THE BREAKOUT SESSIONS THAT TEACH US HOW TO BECOME BETTER BUSINESSPEOPLE BEGIN TO CAPTURE WHO WE ARE AS A COMPANY.

The celebration of the very best that is within us during the Cultural Summit and the powerfully reflective Inspirational Brunch completes the picture.

Of course, Keller Williams Realty is more than a company. We're a family that's devoted to lifting each other up during both joys and sorrows, while constantly urging each other forward.

Ultimately, I believe that moving forward with new knowledge, new friendships, and a new mindset is what Family Reunion is all about.

After a final round of handshakes and hugs, we pack up to return to our

**WE'RE A FAMILY THAT'S  
DEVOTED TO LIFTING  
EACH OTHER UP  
DURING BOTH JOYS  
AND SORROWS, WHILE  
CONSTANTLY URGING  
EACH OTHER FORWARD.**

market centers, determined take our new energy and inspiration with us. A letter I received recently from **Barry Owen** at our Nashville-Green Hills market center captured this feeling so perfectly that I wanted to share a portion of it with you. Barry writes:

*Every great event deserves a great ending.*

*We understand that each of us is not exactly the same person who showed up at the beginning, and that as we experienced the event and the surprises along the way, we found joy and stretched ourselves to see new ways. Some folks don't want it to end and dread returning to the "real world" while others are chomping at the bit to dive back into the fray.*

*While the event itself may be ending, the truth is that the experiences of the event have permanence in the minds of the people who were in attendance. These experiences are now woven into the tapestry of each person's life.*

*I have the image of a placid pond with a single stone being cast right into the center. As the stone hits the surface, there's a splash; concentric rings emanate from that point outward, seemingly indefinitely.*

*The Inspirational Brunch is that stone. It's a great annual catalyst for great things to come.*

Bless you, Barry for putting into words an event that touches us in so many ways!

Yours in being a catalyst for great things to come!

*Mo Anderson*

Mo Anderson  
Vice Chairman,  
Keller Williams Realty



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