



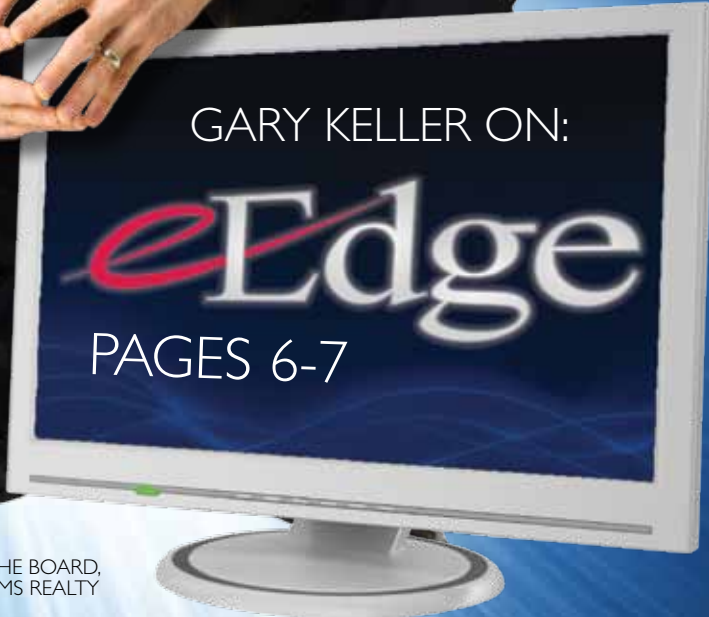
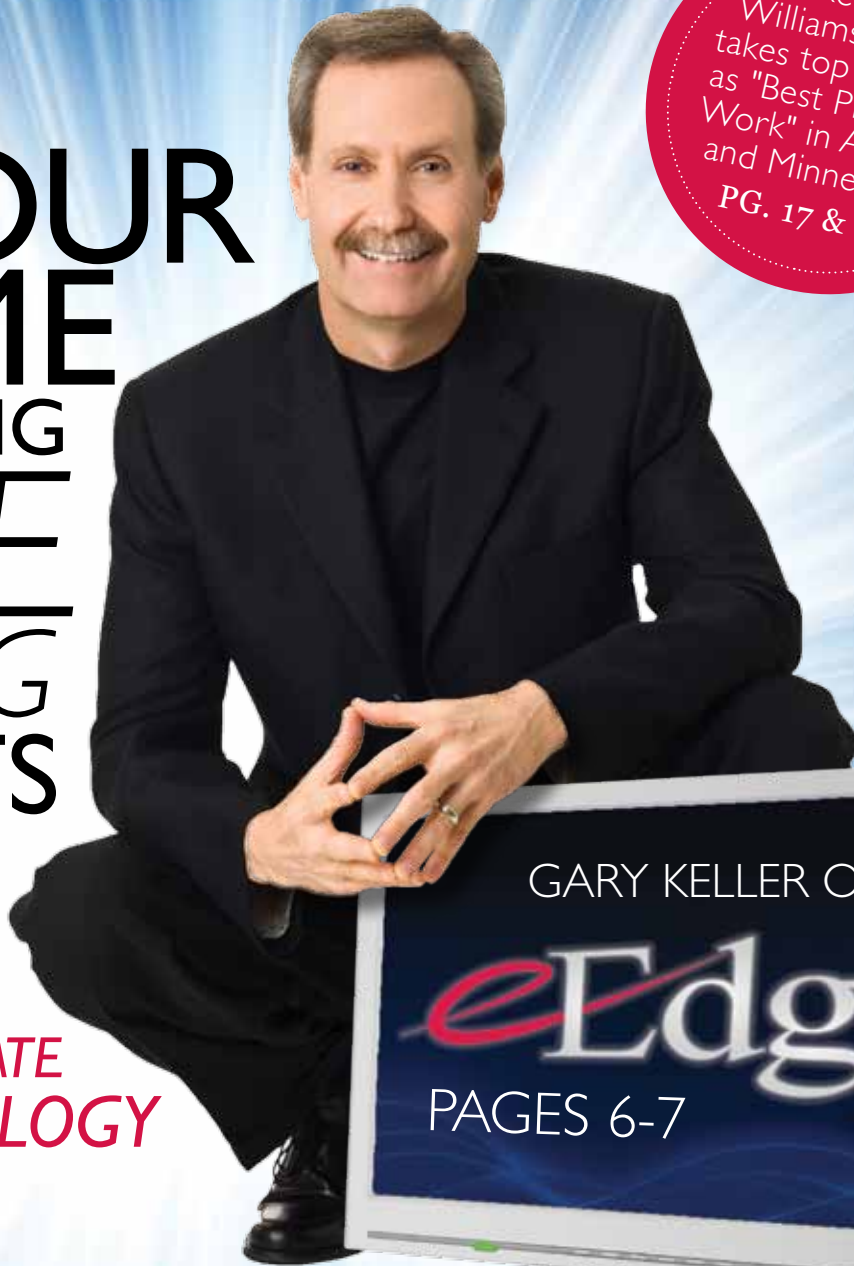
outfront

A PUBLICATION OF KELLER WILLIAMS REALTY, INC.

NOV./DEC. 2010, VOL.7 NO.6

Keller Williams Realty takes top honors as "Best Place to Work" in Atlanta and Minnesota! PG. 17 & 24

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letter from the CEO

DEAR ASSOCIATES,

IF THE PAST FEW YEARS HAVE PROVEN

ANYTHING TO US, IT'S THAT THE BIGGER

THE CHALLENGE, THE BETTER WE GET.

That's true for us as a company, and it's true for all of you who are powering through market ups and downs with creativity, positive energy, and a determination to turn whatever setbacks come your way into an opportunity.

So it's no surprise that throughout this entire market shift, you've continued to serve as a magnet for new talent, building your wealth by growing your profit share trees in the process.

In fact, it seems like the only constant in the North American real estate industry in recent years, is that Keller Williams Realty has continued to outpace the market every step of the way. And we have no doubt at this point that Keller Williams Realty's growth trajectory is heading straight toward the No. 1 real estate company in North America.

At Mega Camp earlier this year, we issued the "10 by '11 Challenge," urging team leaders to grow their market centers by 10 new cappers by 2011. No question, it's a big challenge, and no surprise your market centers are stepping up to it!

It thrills us to know that every capper who signs on with Keller Williams Realty opens a new chapter in their own lives for building wealth and achieving their purpose.

That's the winning mindset that has driven the growth of the Spring Hill market center in Florida, where Team Leader, Rebekah Potter has brought

on 21 new capping agents in the past two months. In partnership with her Associate Leadership Council and with all of the agents there who are excited to be a part of a culture and a market center that has grown from 27 to 194 associates over the past three years, she says she's driven by the certain

EVERY CAPPER WHO
SIGNS ON WITH
KELLER WILLIAMS
REALTY OPENS A NEW
CHAPTER IN THEIR
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BUILDING WEALTH
AND ACHIEVING
THEIR PURPOSE.

knowledge that only Keller Williams Realty has the tools to help top agents to make more money in less time and in the process, achieve their "Big Why."

Georgia Alpizar, regional director of Florida-North points out that Rebekah has always had a passion to help agents succeed at a high level, and as Karen Avery, her operating principal observes, it wasn't until Rebekah got in touch with her own "Big Why" that the



market center's growth started to soar.

In signature Keller Williams style, Rebekah is quick to point out that growing the market center seven fold is not something she's achieved on her own. What changed the Spring Hill market center's growth trajectory was a realization by all the agents that profit share was open to and within reach of everyone.

Success speaks for itself, and Rebekah emphasizes that building a profit share tree often requires nothing more than starting a conversation with other agents. Her advice: "Ask them how they are doing. Listen attentively. And then ask permission to pass their name on to your team leader who has some great ideas for helping them to where they want to go."

We've seen so many times that once a growth momentum gets going at a market center, the bar is raised and it becomes a magnet for top talent. As we lay the groundwork for a phenomenal 2011, do not for a moment underestimate your power to become a key player in that momentum.

Yours in rising to the challenge,

Mark Willis, CEO,
Keller Williams Realty

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The new "eEdge" keeps you at the center of a vastly more efficient way to run your business!



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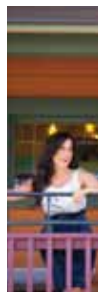
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YOUR GAME CHANGING TIME SAVING RESULTS MAKING FUTURE OF REAL ESTATE TECHNOLOGY



By Gary Keller, co-founder and chairman, Keller Williams Realty

Keller Williams Realty has tended to have a healthy skepticism of the role of Internet technology in real estate, and it's not because we don't get technology. We get it, and we know how to get it right. But we also get that nearly all of the technology companies that have arrived on the scene in the past decade or so – or for that matter, the Internet-based initiatives of other international franchise companies – have not been designed to lift up the real estate agent. In the early 1990s, predictions ran rampant that the Internet would get rid of the “middleman” – putting real estate agents out of business. Technology companies have spent hundreds of millions of dollars trying to disenfranchise real estate agents and positioning us as more of a functionary than a fiduciary.

There's only so much money in the transaction, and for the most part, other technology players that have shown up have been after a cut of your commission.

Keller Williams Realty has no other agenda in the Internet world than to support our agents in their success. The only Internet model that interests us is one that lifts the agent up as a fiduciary and ties in with our philosophy that real estate is a local business and the agent is the brand.

We never believed that the Internet would dismantle your business or relegate us to a lesser role. In fact, as more and more consumers rely on the Internet to start their home search – 90 percent according to the National Association of REALTORS® most recent survey – the discounters' share of the market has consistently decreased – from 3.1 percent in 2005 to 1.6 percent in 2009. There's, of course a good reason for that. Homes listed with full-service brokers consistently sell for a higher price and in less time than homes listed with discounters, and the gap continues to widen. In 2009, the ratio of the sales price to the list price was 16 percent higher, on average, for clients who listed with full-service brokers.

Let there be no doubt that among full-service real estate agents, you have the upper hand. You have access to the best education and coaching, a supportive culture, wealth-building opportunities that keep you in the game at a high level, and absolutely the best technology. And eEdge stands to catapult your competitive advantage to an entirely new level.

AGENT INSPIRED, AGENT LED

The eEdge represents the next step in a long history of agent-lead technological initiatives. Back in 1999, we set out to ensure that you'd have your own consumer-facing Website that was customized to your brand, and that your presence in the online world would be constantly refined. That initiative was called eAgentC (shorthand for Electronic Agent Consortium), and carried with it a per-agent monthly fee that hasn't risen above \$10 in over a decade.

Eleven years later, the eEdge began to take shape when our company's Agent Technology Council (ATC), which is made up of our top technology-minded agents in the field, came to us with another request: a cohesive, integrated solution to every aspect of running a real estate business – from the moment they receive a lead, through the close and then back into a system for staying in touch. They envisioned one, paperless loop for lead management, contact management, marketing, and transaction management.

The ATC, together with our IT staff got to work identifying the top providers, asked for access to the best technology and worked out a process flow in which the various systems are capable of integrating with each other. It was a matter of leveraging our collective voice and wisdom and it turns out, when you are 80,000 associates strong, people listen.

We now have the clout to change the industry.

During October and November, we presented the concept (see accompanying chart) and the needed \$15 per-agent monthly fee to fund it, to all of our market centers' ALCs throughout North America. The result was a healthy dose of high-minded debate, lots of questions, clarification and ultimately, an enthusiastic “YES.” Phase 1 of eEdge is slated to launch at Family Reunion 2011.

We are now at a timely, groundbreaking place in the history of our relationship with you. We have your agreement, and we are moving forward.

The eEdge is a journey that embodies everything Keller Williams Realty stands for as a company, and as such one that promises to lift you up and power your business to new heights. kw

".... ONE PAPERLESS LOOP FOR LEAD MANAGEMENT, CONTACT MANAGEMENT, MARKETING, AND TRANSACTION MANAGEMENT."

eEdge PROCESS FLOW

Electronic, efficient, economical and environmentally conscious!

Lead comes in from any one of a wide variety of lead sources, including KW.com, KellerWilliams.ca, your Websites, market center Websites, KW.com mobile, etc.

myLEADS

A complete lead notification and lead management system for your leads, allowing for increased lead awareness and accountability at each level.

You choose to move your leads into your contact management system.

myCONTACTS

An easy-to-use, comprehensive and integrated-market contact management system, allows you to keep track of the customer data, from lead initiation to close, in one centralized tool.

You then select your marketing strategy.

myMARKETING

A world-class design tool that allows you to quickly and easily create high-end marketing pieces, including listing presentations and a fully automated 33 Touch, by automating data transfer from myCONTACTS, the KWLS and other KW systems.

The transition to an e-transaction automatically follows the contract.

myTRANSACTION

An electronic transaction solution is designed to accommodate the technology comfort level of all parties to the transaction. All forms are online and auto populated as the transaction progresses, and include an e-signature capability for all parties to the transaction. The system is fully integrated with the KWLS/MLS and KW Greensheet.

More client back to post-transaction marketing plan

360

VIEW OF COACHING

*When nothing but the **best** will do*

By Celesta Brown



Bill Crespo

Joe Bogar

■ What are the components of a great career? Two mega producers who have recently joined forces with MAPS Coaching share what it takes.

Joe Bogar, associate with the Denver Tech market center and MAPS Coach, is nothing if not intentional about his schedule. He subscribes to the entrenched MAPS theory that if it's not on his schedule, it doesn't exist, and he follows his schedule to a T. "My schedule is built for lead generation," he explains.

Embracing that mindset helped drive him to rise to one of the top in the Denver market. In 2009, he and his five-person team sold 106 homes. This year, he's working the sales side of his business three days a week, and is still on track to sell about 90 homes.

About a year ago, he became a MAPS Coach and divides his schedule among his two passions: coaching and selling. If you ask him to point to the one he loves the most, he'll tell you that's like picking a favorite child: impossible.

On the two days a week that Bogar dedicates to coaching, he's all about boosting morale, drilling on technique, practicing scripts, revising strategies, and sharing what he has learned in his 17

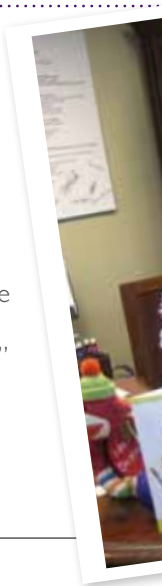
Ask the President OF MAPS COACHING

Q: What is the most important thing an agent should be doing **right NOW?**

A: The fourth quarter is the best time to reflect on your year and assess which of your efforts and strategies created the best results. **Margaret Miggins**, a Mastery Coaching client from the Summit (N.J.) market center, said it very well: "I love this time of year when my coach and I go over both this year's business and next year's plan. Having someone to be accountable to compels me to stay focused. I tweak what works and, for a brief moment, revel in what I have accomplished.

The weekly accountability is key to achieving my goals, and the business plan gives me the tools I need to get the job done."

That's excellent, Margaret! Our MAPS Coaches are intensely focused on business planning this time of year, and holding you to the plan will be the essential success factor in the coming one. I encourage all of you to take this opportunity to work with your coach and write a one-page business plan. You can find a template of our MAPS Coaching business plan at (www.mapscoaching.com/downloads).



years as a top-selling agent. "I've been where my clients are and love to see them making progress toward the goals they have set for themselves."

And Bogar has learned firsthand what his clients have started to realize as well: coaching makes a big difference. He's had a coach of his own for more than 14 years.

"I want to be the best – the best agent, the best coach, the best husband and the best father. Being coached has helped me develop a road map for life and career success."

Among his clients is **Don Kolenda**, associate with the Kansas City-Northland market center. Relatively new to the business, Kolenda recently set a goal to take 30 listings in a month. To make this happen, the two set out to fine-tune his schedule, remove distractions, master the use of scripts and leverage his team. The result: 17 listings – a great example of failing at a higher level.

GIVING BACK

At the Virginia Beach/Hilltop market center, **Bill Crespo** experienced a steady upward climb in his income with the help of his coach for more than 14 years. So when the opportunity arose to step up to the role of a MAPS Coach, he welcomed it to invest in agents the way his coaches had invested in him. "It's how the best get better," he says. At 211 degrees Fahrenheit, water is hot enough to make a cup of instant coffee. At 212 degrees Fahrenheit, water boils, makes steam and will take an ocean liner around the world. Coaching is a matter of getting that extra one degree.

Crespo regards coaching as an art form. "It's the deftness of learning how to listen to and talk to clients, and understanding that little adjustments can make a big difference. He cites the recent example of a client who needed to help her sellers to move from indecision into action.

With Crespo's guidance, she employed leading, open-ended questions and reverse selling strategies to help clients realize

that the time to sell was right. The result was a million-dollar deal that just closed, as well as a client whose mindset has shifted from that of a "housewife selling real estate" into that of a profitable businessowner whose career now has the benefit of her coach's 30 years of experience.

According to Crespo, one of the biggest challenges agents face is not believing they can do it. He's ardent about proving otherwise.

"My motivation is to take clients from where they are to where they want to go. Helping them get to their next level is what coaching is all about." kw

SUCCESS STRATEGIES

Crespo's Top 3 success strategies

1. Stay in physical and mental shape – eat right, exercise and nurture a positive mindset.
2. Understand the art of the sale. Natural talent can only take you so far.
3. Talk to more people. Time block and make it happen.

Bogar's Top 3 success strategies

1. Honor your schedule. It will yield results.
2. Know your scripts so you can hear clients instead of thinking about what to say next.
3. Follow the Millionaire Real Estate Agent model. It's a phenomenal tool that will save you time and money as you build your business.



GRATITUDE IN ABUNDANCE

Dianna Kokoszka, president of MAPS Coaching, is all about gratitude. And for good reason. "Gratitude is one of the highest forms of energy," she says. "When you are in a state of gratitude, you are in an energy field that allows great things to enter your life."

That's why throughout BOLD, your coach is devoted to instilling a spirit of gratitude into participants. Not surprisingly, during the BOLD gratitude exercise, Kokoszka's name tends to come up a lot. Here Kokoszka, who created BOLD, is seen reading the latest round of thank-you cards – all sent by BOLD alumni who are grateful for their new realization of what's possible in their lives. She is grateful for the opportunity given to her to help transform lives and businesses.

INSTANT SUCCESS IN TORONTO

POWERED BY BOLD

By Staci Semrad

■ Last May, with a baby due in a matter of weeks, **James Benson** did the unthinkable. He took a flying leap of faith and jumped from his six-figure corporate job into the uncharted waters of real estate sales.

Many wondered what had gotten into him.

The answer: BOLD.

He had begun the seven-week MAPS program the previous month, and was planning to one day leave his corporate job and start selling real estate.

"I spent eight years in the corporate world where it didn't matter how well I performed; raises were based on company formulas instead of my performance, which prevented me from reaching my goals in an acceptable timeframe," Benson says.

Though he invested in properties on the side and had obtained his real estate license more than a year earlier, his job consumed so much of his time that he had little left for

selling real estate. And his challenge wasn't just finding the time.

"The biggest thing holding me back was fear. That's what BOLD helped me overcome," he says.

His fear was that without a full-time job, he wouldn't be able to borrow the money he needed to continue buying investment properties. And then there was the other concern – a baby on the way.

"Not being able to provide for my family was a scary thought."

MOMENT OF TRUTH

The pivotal moment for Benson came at the third week of the BOLD program, when **Kate Patulski**, his BOLD Coach, asked who in the class had not met their weekly goal of making 100 contacts. Benson was among those who raised their hands.



“THE BIGGEST THING HOLDING ME BACK WAS FEAR. THAT’S WHAT BOLD HELPED ME OVERCOME.”

-JAMES BENSON

Holding a microphone, Patulski came over to him and asked why he hadn’t met his objective that week. He explained that he was working a full-time job for a demanding organization. She asked what he was going to do about it.

“In my mind, I realized there was only one thing I could do, and it was quit my job,” Benson notes.

“So I told the room full of people that I’d need to quit my job and become a full-time real estate agent. It was a moment of clarity for me. It seems so simple when I think back on it. I don’t know why, but from that moment forward, I wasn’t scared. The next day, I handed my letter of resignation to my boss.”

BRIGHT START

He joined forces with the Keller Williams Realty Toronto-Beach Riverdale Market Center, where in his very first

month, his income surpassed the salary of the job he had just left.

“Looking back, I wouldn’t have imagined I’d have the success that I’ve had,” he says, noting that his monthly production is currently averaging \$2 million.

“The last few months have been so exciting for me that I haven’t really even come to terms yet with what’s happened.”

He credits Keller Williams Realty, which has a growing presence in Canada, for giving him the resources and support he needed to launch his real estate business there. He’s also thankful to a friend at RE/MAX for tipping him off to the fact that Keller Williams Realty offers excellent training and would be a wise place for him to start.

“The more time I spend in this industry, the more and more apparent it becomes to me how special this organization is. I’m in control of my success, and now, when I get up and go to work every day, I love what I do.” kw



"ALTHOUGH EVERYONE IS WORKING THEIR OWN BUSINESS, THERE IS A UNITY AT KELLER WILLIAMS. EVERYONE IS PULLING FOR EACH OTHER, WHICH IS UNIQUE IN THE COMMERCIAL REAL ESTATE INDUSTRY."

- DARON CAMPBELL

"THAT'S HOW WE DO IT AT KW COMMERCIAL"

Culture at work in L.A. By Jennifer LeClaire

■ Daron Campbell and Jeff Peldon were friendly competitors with parallel career paths in Los Angeles' ultra-competitive multifamily sector for decades. Now, they're on the same team.

Both top producers, Campbell and Peldon joined Marcus & Millichap early in their careers – at the same time. Then they launched separate RE/MAX Commercial offices – at the same time. In April 2010, they both joined forces with KW Commercial.

None of it was planned, but after years of competing for the same multimillion-dollar apartment deals, the commercial real estate veterans are glad to be on the same team. Given the duo's parallel career track, it's not surprising that they both offer the same reason for switching allegiances to KW Commercial. It's all about the culture.

"KW Commercial is the opposite of other firms," says Campbell, director of KW Commercial at the Studio City market center, who also spearheads the Distressed Assets Group. "There is a corporate dedication to the cause. The culture fosters teamwork and that's vital in order to hit on all cylinders in a commercial environment."

Under Campbell's leadership, the *Los Angeles Business Journal* named his RE/MAX Commercial office the fastest-growing commercial real estate company in Los Angeles for four consecutive years, with 2007 sales volume exceeding \$1.2 billion. He has personally sold more than \$2.3 billion in his career. He earned the RE/MAX Lifetime Achievement Award and was inducted into the RE/MAX Hall of Fame, among

other honors.

But when KW Commercial came along, it was clear to him that's where he belonged.

"Although everyone is working their own business, there is a unity at Keller Williams. Everyone is pulling for each other, which is unique in the commercial real estate industry," says Campbell. "At KW Commercial, it's not dog-eat-dog. My team actively works with the residential agents in our market center to show them how they can make money partnering with the commercial group. With residential and commercial under one roof, we have the most powerful model in North America."

Even in a down market, the team-oriented Campbell is still on top of his game. His motto: stick with the basics. As he sees it, it's too easy for a top producer to become complacent and neglect lead generation – or neglect their clients. Campbell stays in touch with clients whether or not they are buying or selling, because he knows even the strongest relationships don't maintain themselves.

"During difficult times, clients are looking more than ever for an absolute expert at whatever it is they are trying to buy or sell. So generalists will absolutely starve and go broke in this market. It's a mistake to try to deal in every type of commercial product type."

Along with Peldon, who serves as COO for KW Commercial at the L.A. Westside market center, Campbell is working to make KW Commercial a premier commercial



Daron Campbell



Jeff Peldon

Photos by Ron Murray

brokerage in Los Angeles. Both men expect to collaborate on multifamily deals as teammates rather than competitors.

Like Campbell, Peldon earned the RE/MAX Lifetime Achievement Award and was inducted into the RE/MAX Hall of Fame, among other honors. He was also named one of the *San Fernando Valley Business Journal's* 2008 Outstanding Commercial Real Estate Brokers. His commercial real estate career spans 30 years.

As Peldon puts it, he “flirted” with Keller Williams Realty for a few years before deciding to “marry” the company.

“I wanted to see if KW Commercial would grow legs. After watching the growth for the last couple of years, I decided KW Commercial is the right company with the right elements in place, and this is the right time to get on board,” Peldon says. “Beyond the profit sharing, which doesn’t exist anywhere else in the commercial world the way it does at KW Commercial, the culture is what attracted me to the company.”

A key success factor for Peldon in the current economy has proven to be his flexibility. He works with clients to help them resolve property issues by focusing on alternative ways of buying, selling and financing, and he believes in being brutally realistic with clients about the value of properties.

“At KW Commercial, it’s a level playing field. No one has to be nervous about working with another agent,” Peldon says. “We have a written pledge. We have a belief system of integrity. We have standards. We are looking for the win-win for all sides of the transaction. Some clients and agents I speak to look at me as if they’ve never heard of that approach in a commercial transaction. But that’s how we do it at KW Commercial.” **kw**

CONGRATULATIONS!

Marvin J. Greenberg, director of KW Commercial at the Fargo-Moorhead (N.D.) market center, has been named the regional real estate representative to Wal-Mart for all of Minnesota and North Dakota. He will market and sell lots owned by Wal-Mart in these states. He will also be performing site selection for new markets in the region.



Rod Forsyth

"AT KELLER WILLIAMS, EVERYONE IS LIKE-MINDED. EVERYONE IS MOVING FORWARD WITH THE SAME MISSION TO SERVE MORE CLIENTS BETTER ... TO BE SURROUNDED BY PEOPLE LIKE THIS IS FASCINATING. IT'S REFRESHING. IT'S GRATIFYING."



- ROD FORSYTH

KEY PLAYER IN Calgary

TAKES IT UP A NOTCH

Forsyth on keeping ahead of the Calgary market

- "We make it a goal to return every call that comes into this office within 10 minutes. If we're on an appointment, we answer the call and ask if we can get back to them within the hour."

- "If the seller's pricing expectations are still in 2006 and 2007, we gently turn them down. We can't help everybody. We are focused on motivating qualified sellers. We want to get a deal done in 60 to 90 days. Buyers are in control of this market."

- "If your focus is client service, there is no sense in having 20 or 30 listings priced to where only five of them are going to sell. You are going to end up making 20 clients mad. You have to sit people down and explain the state of the market."

By Jennifer LeClaire

■ Rod Forsyth is used to winning.

He's been a heavy hitter since he entered the real estate world in 1986 – and he's been a member of the No. 1 RE/MAX office in the world for the past 10 years.

Recently, Forsyth refocused his definition of winning with an eye toward what matters most. After 22 years with RE/MAX in Calgary, Forsyth decided to join Keller Williams Realty to pursue a culture that aligned with his own values: God, family and then business.

"The culture, the systems, the training, and the singular focus on learning how to serve my clients better drew me to Keller Williams," Forsyth says. "Even though I've been in real estate for 24 years, I'm taking advantage of the training. I know it's going to reignite my career."

That's a bold statement coming from a noted dealmaker who ranks in the top 2 percent of all Calgary real estate agents. Having helped more than 1,400 families buy and sell homes, Forsyth was ready to reinvigorate his own brand

and to tap into the tools, systems and training that could take his career to the next level.

As he sees it, now's the time to make a move. Home sales in Calgary are down. In fact, there were 1,500 transactions in September, which doesn't bode well for the 5,500 agents there. Joining forces with Keller Williams Realty is causing him to, as he puts it, "refocus and re-systemize."

"At Keller Williams, everyone is like-minded. Everyone is moving forward with the same mission to serve more clients better," Forsyth says. "To be surrounded by people like this is fascinating. It's refreshing. It's gratifying."

"The Keller Williams system is effective, efficient and predictable. This is the only company I feel I should be a part of. The opportunities within this system to grow and create your own office and franchise are remarkable. Keller Williams not only helps you grow – it helps you grow to whatever level you wish to go." **kw**



KELLER WILLIAMS REALTY PRESENTS



SEIZE

the MARKET

What do historically low interest rates, highly motivated sellers and record-high rates of affordability mean to you and your clients?

NOW is the time to buy, and sellers need to be more strategic than ever before!

Don't miss your chance to learn from the best in the business about what it's going to take to get in front of the market and make it work for you and your clients.

- Part 1: Bargains for Buyers
- Part 2: Smart Seller Strategies
- Part 3: Action for Agents

DATE:	LOCATION:	INSTRUCTOR:	TIME:
11/18/10	Baton Rouge, La.	Todd Butzer	10 a.m. - 4 p.m.
11/30/10	Temecula, Calif.	Todd Butzer	10 a.m. - 4 p.m.
12/1/10	Denver, Colo.	Steve Chader	10 a.m. - 4 p.m.
12/1/10	Rocklin, Calif.	Rick Geha	10 a.m. - 4 p.m.
12/2/10	Oklahoma City, Okla.	Todd Butzer	10 a.m. - 4 p.m.
12/2/10	Pleasanton, Calif.	Rick Geha	10 a.m. - 4 p.m.
12/6/10	Columbia, Md.	Gene Rivers	10 a.m. - 4 p.m.
12/6/10	Boston, Mass.	Rick Geha	10 a.m. - 4 p.m.
12/7/10	Orlando, Fla.	Steve Chader	10 a.m. - 4 p.m.
12/7/10	Minneapolis, Minn.	Gene Rivers	10 a.m. - 4 p.m.
12/7/10	Salt Lake City, Utah	Rick Geha	10 a.m. - 4 p.m.
12/16/10	Phoenix, Ariz.	Brad Korn	10 a.m. - 4 p.m.
12/17/10	Las Vegas, Nev.	Brad Korn	10 a.m. - 4 p.m.

To register, and for information on upcoming dates and locations, go to (www.millionairesystems.com/msys/SeizeTheMarket.html).

RED ALL OVER

Vision to succeed

In a market that has had more than its share of setbacks, **Michael Headley**, associate with the South Bay market center in Torrence, Calif., is all about the defying odds. In the process, he's providing a hefty dose of perspective about what really constitutes a setback.

At 49, Headley has been blind for the past five years. He started his real estate career in February, when he walked into the South Bay market center and introduced himself to **Kay Grening**, team leader.

Determined not to douse any dreams, Grening called the Keller Williams Realty International Support Center, and was connected

to other visually impaired real estate agents throughout the company who gave her insights on how it could be done.

Headley signed on, got a desk in the market center and started his training with the help of devices and resources that perform tasks such as reading documents and emails. He's doing what it takes to sharpen his skills, learn the business and generate leads – knocking on doors, cold calling or whatever it takes. Grening describes Headley as a “bring light in the office.”

“That’s why sellers hire us”

A note from Jackie Ellis to all members of The Jackie Ellis Team

As most of you know, we lost a seller today. The wife of an elderly couple who was planning to move in a few weeks died in her sleep last night. With no family in town, the husband was in shock and alone with his grief. Tom, hearing the news, rushed over. He sat with his client while the funeral home came to take Mildred from her home of 20-plus years. And then he stayed for several more hours, comforting, consoling and being present for whatever was needed.

We never know what needs our clients will have. It doesn't matter. We will be there for them.

I am proud to know that Tom was there today on behalf of all of us. That is why sellers hire us and buyers allow us to guide them. We are The Jackie Ellis Team. We will be there for our clients.

Random and remarkable act of kindness in North Carolina

One morning, **Monica Besecker**, associate with the Lake Norman – Mooresville market center, was driving to work and noticed a woman pushing a stroller with two small children along a very busy road. She stopped her car and insisted on giving them a ride. During the ride home, on a 97-degree day, Tammy shared her story:

The mother of four children, Tammy's 5-year-old son has autism and requires 24-hour care. She explained to Besecker that she had just purchased a used car for \$1,500, and the day she brought it home the transmission failed, leaving her with no transportation. The next day her daughter woke up feeling sick. Without a car, Tammy set out on a one-and-a-half-mile trek to Target.

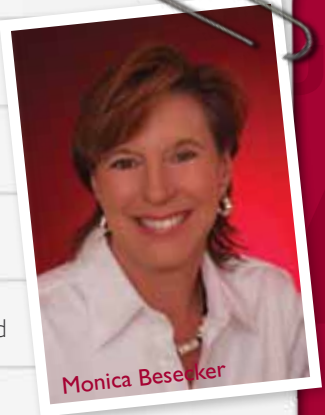
Tammy asked Besecker if she knew of a “clunker” car she could purchase.

When Besecker got back to the office, she sent out an email in search of leads on a dependable car for sale. A vendor replied and offered a very generous price on an SUV in great shape. Next, Besecker sent out another email seeking donations to purchase the SUV. Within five hours enough money had been raised.

So Besecker gave Tammy a call and told her she wanted to pick her up that afternoon and bring her to the office. As the two approached, a red SUV was parked out front of the market center, adorned with balloons and a big red bow! A huge crowd of people had gathered around, and as Tammy got out of Monica's car, everyone yelled “Surprise!” Monica handed Tammy the keys on a guardian angel key ring and told her it was all hers.



Kay Grening



Monica Besecker

Setting their sights on nothing short of the highest point in the contiguous United States, (from left) Pat Hiban, Mike McCarthy and David Osborn recently made it to the top of Mount Whitney and staked a claim for Keller Williams Realty at the peak.



president's PERSPECTIVE

DEAR TEAM,

DO YOU EVER FIND YOURSELF READING A BOOK AND FEEL THAT THE MESSAGE RESONATES SO DEEPLY THAT YOU COULD HAVE ALMOST WRITTEN IT YOURSELF? THAT WAS MY EXPERIENCE EARLIER THIS MONTH, WHEN I READ *DELIVERING HAPPINESS: A PATH TO PROFITS, PASSION, AND PURPOSE*, WRITTEN BY TONY HSIEH, CEO OF ZAPPOS.COM.

It appears that various sectors of the business world are starting to catch on to what we've known for years: culture counts. A workplace that is filled with joy, purpose and the occasional surprise can absolutely drive profits.

Hsieh's story is one of believing – believing that Zappos.com was destined to become the No. 1 ecommerce company in North America, and that there was so much more to achieving that goal than making money. When Zappos.com achieved \$1 billion in gross merchandise sales two years ahead of its 2010 goal, Hsieh credited the feat to a companywide commitment to world-class customer service, backed by a culture that was all about delivering happiness and the employee education and development to make it happen.

When I read that Hsieh urges Zappos.com employees to WOW at least one person every day, I thought of you, and the extraordinary work that you are doing in your communities and your market centers – taking leaps of faith, friendship, fearlessness and still managing to have lots of fun.

I thought of associates such as

Monica Besecker from the Lake Norman-Mooresville market center, who helped a poverty-stricken single mother of four one morning, and by that afternoon had rallied the market center together to come up with the funds to buy her a reliable used car, which they presented to her that very afternoon. (See pg. 16.)

I thought about Tom Ellis, from the South Bay market center, who cleared his calendar and raced over

seemed to abhor a dull moment, managed to grow the market center from 142 to more than 800 associates while I served there as team leader.

I thought about Shaun Rawls and all of the agents and staff at The Rawls Group's nine market centers, who recently ranked The Rawls Group the No. 1 Best Place to Work in Atlanta – an honor that Rawls credits to an environment that is learning based, energetic, inspiring and fun. And of course I thought of our Minnesota market centers – (see page 24) awesome!

Our Keller Williams culture is as diverse as the 80,000 associates who are stepping up in large, small and unexpected ways every day to WOW our clients, our communities and each other. We may not know what tomorrow holds, but we do know that whatever happens, you will be extraordinary.

Enjoy the journey,



Mary Tennant,
President and COO
Keller Williams Realty



Shaun Rawls (far right) and the staff of the learning-based, energetic, inspiring, fun and top-ranked Rawls Group.



to the home of his elderly client whose wife had died suddenly the night before, and sat by his side for the entire day. I thought about some of the practical jokes pulled by my friends at the Austin Southwest market center and how the culture, which



KW
Luxury Homes
by KELLER WILLIAMS®

FAST TRACK
TO THE
top

Gena Pittelko

Luxury Homes by Keller Williams fuels newcomer's success

By Celesta Brown

■ When Gena Pittelko began to rethink a nursing career in favor of getting her real estate license, she had little support for making such a drastic change. Her family wondered why she'd want to leave the stability of nursing only to enter a tumultuous real estate marketplace. Pittelko knew she has what it took to make it in business, so she set out to prove it.

Other real estate companies in Vancouver, Wash., told Pittelko to come back after she gained a year of experience. They underestimated her drive, and how quickly she would earn credentials and experience and make a name for herself. The Keller Williams Realty Vancouver WA market center recognized her potential from the start. Immediately after joining, she went to Family Reunion in Orlando in February 2009 and came back to Washington with a head full of new knowledge.

She closed 27 deals that year. "I just did what they told me to do," Pittelko says.

In 2010, she decided to take it up a notch and joined Luxury Homes by Keller Williams. She also earned her managing broker's license and designations including GRS, ABR and CLHM. This summer, she was featured on the cover of *REgenerate*, the Washington REALTORS® semimonthly publication.

She says she was drawn to Luxury Homes by Keller

Williams because she knew that membership would enhance her credibility among high-end buyers and sellers, and that's proven to be the case. During the first nine months of 2009, she closed 20 deals.

Pittelko is eager to learn from experts in the industry and isn't shy about picking brains, taking classes, subscribing to Webinars, and attending as many educational events as she can.

At the recent Luxury Homes by Keller Williams retreat following Mega Camp, she says she absorbed more insights and ideas from industry heavy hitters than she could have hoped for. "Every time I pick up something new, it enhances the experience for my clients and moves my business forward," she asserts.

Pittelko got her start in real estate by focusing on expired and canceled listings, and now she's shifted that same focus over to the luxury homes market. Her strategy is to get expired listings back on the market by showing sellers how the market is trending, as well as how many similar homes in the area sold in the last month.

"When I contact an owner of an expired or canceled listing, they almost always say that nothing is selling. I listen compassionately to what they are saying and then prepare to show them the facts about what's selling. I explain that they



can list their house or they can sell their house, and that by pricing the home within the market, I can position them to receive an offer.”

Fueled by her success, Pittelko’s career is on a sharp upward trajectory, and she says she often has a hard time sleeping because she is anxious to get back to the office and start setting appointments. Her guiding principles: time blocking and honoring her schedule, which allows for three to four hours on the phone every day drumming up new business and cultivating past clients.

She stays very connected to her past client base who are drawn to her warm personality and accessibility. At this point in her career, Pittelko says she often spends hours memorizing comps, solds and market data, so that she can easily converse with clients about what is really happening on the street – being sure to reach out once a week with updates.

Pittelko has big plans for 2011 – continuing to leverage her membership in Luxury Homes by Keller Williams and establishing her leadership within the upper income sector of the market. With an enthusiasm that has proven to be contagious, she says, “It’s going to be extreme!” kw

SEEN AND HEARD

at the Luxury Homes by Keller Williams’
Third Annual Luxury Retreat

Ted Jones,
Ph.D., senior vice president, chief economist for
Stewart Title Guaranty Co.

“The recovery in every recession since 1949 has been led by a recovery in the housing market ... 24 months from now, we’re going to be looking back and slap ourselves for not buying now. There’s never been a better time to buy a luxury home.”



Bob Satawake,
associate, Chicago, Lincoln Park market center

“Every 90 days, I physically get in front of every person I’ve done a deal with or want to do a deal with. Texting and email are great, but we are a people business. People want to physically see people, and it validates them when you make that extra effort.

“The greatest benefit of membership in Luxury Homes by Keller Williams is the people. I don’t have to worry or do a lot of legwork trying to find the right fit when I refer a client to a member of this division.”



Anita Rich,
associate, Encino – Sherman Oaks market center

“You have to have confidence. It can come from knowledge of the market, how you present yourself or being a part of the same sphere as your clients.

“My biggest successes have come from reaching out to other agents, understanding the law of reciprocity and realizing that we’re all in this together. Once, I got the listing because I made a point to not bad-mouth another agent. The client later mentioned that none of the other agents had been so gracious.

“Be prepared to think outside of the box. It will be expected of you.”



James Anderson,
associate, Santa Monica market center

“View yourself among your clients as a concierge. Be in the center of the action. I once hosted a party at the home of recent buyers and asked them to invite 10 to 12 of their best friends over to celebrate their new home. I served as the bartender and, in doing so, got to talk with all of their friends.

“I have closed about \$22 million in referrals due to Luxury Homes by Keller Williams. This division has changed my life. When other companies try and recruit me, I want to say, ‘Do you understand that I am impossible to recruit? I have an entire national company cheerleading for me and helping me to grow my business.’”



Midcourse Correction

EXIT
COMFORT
ZONE;

ENTER
UNLIMITED
POTENTIAL

Paul "Papa" Chavez's career in real estate is roughly divided down the middle: the first seven years with RE/MAX and the most recent six years with Keller Williams Realty's St. Charles (Ill.) market center.

The difference? A 350 percent increase in closed listing units, he says, and he attributes it almost entirely to education.

"Before coming to Keller Williams, I was flying by the seat of my pants, winging it on my charming personality and totally clueless as to the importance of having listings," he says.

That all changed when he got to Keller Williams Realty, where he tapped into training and started "paying attention to people who were much more productive than I was."

The turning point proved to be a class on how to take 10 listings in 30 days taught by **Linda McKissack**, regional

operating principal for the Ohio Valley Region, he recalls. "During that class, I pledged to do a listing presentation in front of everyone in my market center at an upcoming sales meeting."

Fear of following through on the pledge kept him away from sales meetings for the next few months. "I was petrified, but once I stepped out of the box and was able to do something so uncomfortable, it had an incredible impact.

"As a result of that experience, you can now put me in front of any audience and I will not have a problem," Chavez says.

Now serving as a member of the Mid-American's Regional Associate Leadership Council, Chavez travels to other market centers throughout the region, conducting training sessions on scripts and presentation skills.

kw

DO YOUR CLIENTS KNOW THE DIFFERENCE BETWEEN HAVING A HOME THAT'S

“on the market” versus “in the market”?



By Jay Papasan, Vice President of Publishing and Executive Editor, Keller Williams Realty, Inc.

■ Even in the hardest-hit markets, there are still properties that sell. So the question is, why do some houses sell and others sit? The answer is really simple. In the current market, houses that are priced competitively and staged impeccably sell. Others don't.

The thing that clients need to understand is that just because their house is "on the market," that doesn't mean it is "in the market."

Here's how you can explain this concept to your clients:

- The vertical axis represents price. At the top are houses priced above the current market value. The most competitively priced homes appear closest to the center of the chart.

- The horizontal axis represents condition and staging relative to the competition. Homes that are staged the best and in the best condition appear on the left. The more work a home needs, the further to the right it appears.

- The key factor that separates a seller's market from a buyer's market is the percentage of inventory that falls within either category. In the current buyer's market, there is actually a relatively small percentage of homes that are "in the market" based on both a competitive price and condition relative to comps.

- Houses out of this zone are effectively out of the market. They are either priced too high or the condition doesn't warrant the list price.

- In a seller's market, which may well be the kind of market that your clients are familiar with, the

percentage of housing inventory that is "in the market" is considerably larger. Prices are appreciating, so even those listings that appear to be overpriced today may get pulled back into the market with a little time.

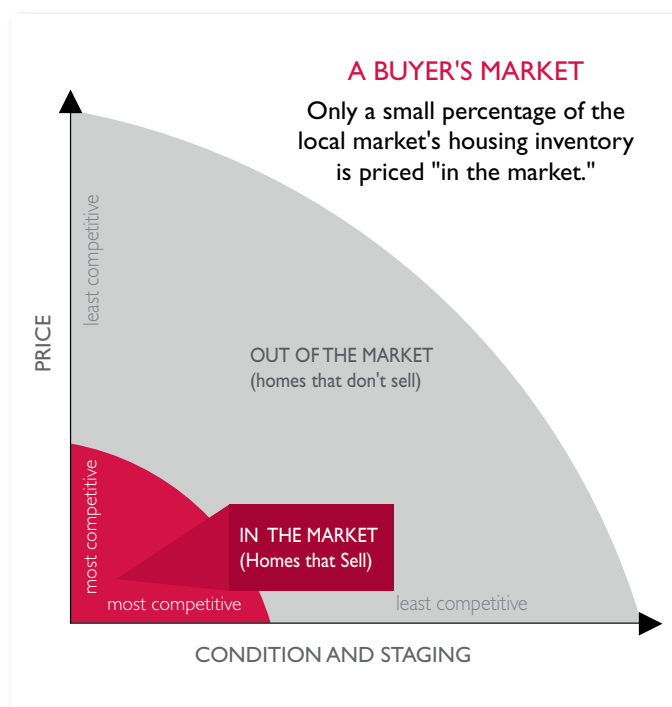
- In the current market, buyers hold the cards. With a lot of sellers competing for their business, they can be choosy. Buyers are hunting for deals and steals and won't give much consideration to listings that are pushing the value envelope.

- Keep in mind that in today's real estate market, buyers access listings online. They can quickly narrow their search to a geographic area and price range. Once they have identified that subset of houses, they go through a quick process of elimination, knocking out homes priced at the top of the market and those that are in least competitive condition.

- All things being equal, buyers will always narrow their focus to the lowest-priced homes in the best condition.

- A buyer may look at seven houses, but they will only make an offer on one. Your house may have earned a showing, but if you didn't get the offer, all you've accomplished is that you provided the buyer with a means of comparison – effectively helping to sell the house down the street.

As Tony DiCello, director of MAPS Coaching, explains, "Even though we talk a lot about 'buyer urgency,' it's 'seller urgency' that we need to sharpen our focus on. Houses don't move in this market until sellers get a sense of urgency about staging and pricing them to sell." kw



TOP 50

PRODUCING TEAMS*

*BASED ON TRANSMITTALS RECEIVED YTD THROUGH OCT. 2010. CLOSED TRANSACTIONS IDENTIFIED WITH THE SPECIFIC TEAM. CANADIAN DOLLARS CONVERTED TO USD.

	Name	City, State	GCI	Units
1	Marnie Bennett	Ottawa, Ontario	\$2,933,691.28	222
2	Rushforth Team	Ottawa, Ontario	\$2,555,617.73	337
3	Express Realty Services	Reston, Va.	\$2,523,621.69	492
4	Rhodes Team	Dallas, Texas	\$1,778,824.47	263
5	The Heller Real Estate Group	San Diego, Calif.	\$1,742,767.92	118
6	The Belt Team	McLean, Va.	\$1,364,618.14	87
7	Sue Adler Team	Summit, N.J.	\$1,286,210.99	79
8	Brandon Green Companies	Washington, D.C.	\$1,255,107.53	201
9	The Monaghan Group	Glendale, Ariz.	\$1,224,543.73	407
10	The Kink Team	The Woodlands, Texas	\$1,196,469.19	133
11	Mike Clarke Group	Toronto, Ontario	\$1,184,575.60	136
12	The Buehlers & Associates, Inc.	Flower Mound, Texas	\$1,184,358.68	167
13	Tricia Fox Group	Chicago, Ill.	\$1,168,418.64	126
14	Home Resource Group	Cedar Park, Texas	\$1,164,732.88	188
15	Philbeck and Associates	Orlando, Fla.	\$1,159,163.81	459
16	Seybert Team	Henderson, Nev.	\$1,149,673.58	372
17	Noel Team	Santa Monica, Calif.	\$1,132,547.55	56
18	The Bouma Group	Ann Arbor, Mich.	\$1,125,015.19	194
19	Fabulous Properties Team	Pleasanton, Calif.	\$1,099,644.63	49
20	The Ida Terbet Team	Raleigh, N.C.	\$1,074,785.83	139
21	The Kristan Cole Team	Anchorage, Alaska	\$1,066,611.98	155
22	Ben Kinney/Home 4 Investment Team	Bellingham, Wash.	\$1,046,588.45	196
23	Bocage Team	Fremont, Calif.	\$1,040,435.62	141
24	Jennifer Young Team	Chantilly, Va.	\$1,032,975.99	161
25	Guldi Real Estate Group	Waldorf, Md.	\$1,026,087.75	239
26	Mulholland and Ross	Toronto, Ontario	\$1,004,758.74	73
27	The Builders Wife Team	Plano, Texas	\$992,776.88	75
28	Kenny Klaus Team	Mesa, Ariz.	\$991,829.91	195
29	Carol Royse Lifestyle Team	Tempe, Ariz.	\$986,924.85	228
30	Brenkus Team	Henderson, Nev.	\$981,114.11	291
31	Pilon/Hamilton	Ottawa, Ontario	\$962,931.14	157
32	Bizzy Blondes	Marina del Rey, Calif.	\$961,000.22	66
33	Legacy Group	Spokane, Wash.	\$951,013.41	206
34	Pat Hiban Real Estate Group	Glen Burnie, Md.	\$935,976.15	196
35	The Hardy Team	Prescott, Ariz.	\$911,999.08	252
36	The Jan Richey Team	Frisco, Texas	\$910,987.49	68
37	The Parsons Real Estate Team	Pasadena, Calif.	\$895,093.31	68
38	McDormick Team	Palo Alto, Calif.	\$890,784.04	13
39	Tommy Pennington Realty Group	Southlake, Texas	\$889,237.40	97
40	The Graham Group	St. Clair Shores, Mich.	\$887,916.18	381
41	Szakos & Associates	Camarillo, Calif.	\$881,219.51	120
42	Jonville Team	Carlsbad, Calif.	\$870,652.71	69
43	The DeBerry Team	Plano, Texas	\$865,060.97	147
44	Big City Properties	Katy, Texas	\$863,225.16	278
45	The Battiste Team	Danville, Calif.	\$860,327.64	57
46	Stephen Cooley Team	Fort Mill, S.C.	\$852,528.94	158
47	The Capalbo Group	Manassas, Va.	\$850,199.78	127
48	Kevin Blain Team	Visalia, Calif.	\$836,813.92	226
49	The Mark Z Team	Novi, Mich.	\$836,010.99	198
50	Z Real Estate Group	Scottsdale, Ariz.	\$833,192.25	142

TOP 10

STAKEHOLDERS**

**AGENTS WITH THE MOST GROWTH AT THE FIRST LEVEL OF THEIR PROFIT SHARE TREE YTD THROUGH OCT. 2010.

Name	Region	Market Center	Agents Sponsored
1 Susan Forster	California-Southern	La Jolla	36
2 Brent Mitchell	Texas-South	Austin Southwest	34
3 Kathleen Rita Kelly	Greater - Pennsylvania	Media	31
4 Corey Edwards	Florida-South	Plantation	28
5 Aaron Kaufman	Southeast	Atlanta - Peachtree Road	27
6 Peggy Wilson	Carolinas	Spartanburg	23
7 Adrian Bates	California-Westside LA	Marina/LA	22
8 Ann Lucia Krauter	California-Inland Empire	West Foothills	21
9 Bruce Trammell	Michigan-Northern Ohio	Greater Cleveland Southwest	19
10 James Martin	Utah	Midvale-Sandy	19

***CALCULATED BASED ON ANCILLARY AND TAX-ADJUSTED PROFIT YTD THROUGH OCT. 2010.

Market Center	OP	TL	MCA	Ancillary and Tax-Adjusted Profit
1 Roseville	Wayne Hall	Brent Gove	Chris Apsley	\$584,670.36
2 Ottawa	Jeff Hooper	Sunny Daljit	Debra Bourne	\$550,431.15
3 Austin Southwest	Mary Tennant	Diane Johnson	Sherie Pfister	\$537,017.35
4 Greater Portland	Dottie Bowe	Leanne Barschdorf Nichols	Sharon Kimball	\$471,539.64
5 The Woodlands	Judith Hopkins	Diane Flicker	Christopher Webster	\$417,427.96
6 Beverly Hills	Paul Morris	Robert M. Aigner	Matthew A. Kessell	\$412,315.45
7 Austin Northwest	Mary Tennant	Gene Frederick	Linda Timmerman	\$406,279.30
8 Summit	Cara Moxley	Debbie Meckbach	Joanne Morgenroth	\$384,994.62
9 Heritage	Mark Willis	Craig Owen	Anna Reiswig	\$380,420.65
10 Hollywood Hills	Paul Morris	Gary Reavis	Carmen Guevara	\$342,857.38
11 Vancouver, WA	Patti Siebold	Brian Combs	Laura Uphoff	\$326,079.78
12 Santa Monica	Rick Cunningham	Colette Ching	Diana Suh	\$315,914.40
13 Bernardsville	Roxanne Formisano	Michael Brand	Jamie Kinsel	\$314,047.16
14 Blue Bell	Michael Campo	Todd Polinchock	Jennifer Bernstein	\$310,768.21
15 Bedford-Manchester	Alan Rice	Mark Mulcahy	Debi Levine	\$297,612.78

****CALCULATED BASED ON KW OWNER PROFIT YTD THROUGH OCT. 2010 CANADIAN DOLLARS CONVERTED TO USD.

Market Center	OP	TL	MCA	KW Owner Profit
1 Atlanta - Sandy Springs	Shaun Rawls	Steve Kout	Kenneth Gardner	\$459,960.30
2 Greater Portland	Dottie Bowe	Leanne Barschdorf Nichols	Sharon Kimball	\$424,619.69
3 Roseville	Wayne Hall	Brent Gove	Chris Apsley	\$417,096.11
4 Ottawa	Jeff Hooper	Sunny Daljit	Debra Bourne	\$414,985.65
5 Austin Southwest	Mary Tennant	Diane Johnson	Sherie Pfister	\$404,871.58
6 Beverly Hills	Paul Morris	Robert M. Aigner	Matthew A. Kessell	\$381,759.33
7 Vancouver, WA	Patti Siebold	Brian Combs	Laura Uphoff	\$317,982.51
8 Summit	Cara Moxley	Debbie Meckbach	Joanne Morgenroth	\$316,510.59
9 Bernardsville	Roxanne Formisano	Michael Brand	Jamie Kinsel	\$299,127.16
10 Asheville	Michael Tavener	C. Holly Perry	Ellen Dumaine	\$293,173.27
11 Heritage	Mark Willis	Craig Owen	Anna Reiswig	\$287,188.78
12 DFW Metro South	Beverly Wells	Smokey Garrett	Holly Serben	\$287,010.77
13 Austin Northwest	Mary Tennant	Gene Frederick	Linda Timmerman	\$286,020.67
14 Bedford-Manchester	Alan Rice	Mark Mulcahy	Debi Levine	\$284,784.00
15 Boise	Erica Hill	Carla Thompson	Barbara Jo Charters	\$263,481.17

TOP 15

MONEYMAKERS***

TOP 15

MONEYMAKERS****



Keller
Williams Realty
takes top honors as
Best Place to Work
in Minnesota!

“I KNEW WE WERE THE TOP PLACE TO WORK, WHETHER WE WERE RECOGNIZED OR NOT. WHAT I SAW WAS AN OPPORTUNITY FOR OUR COMPANY AND OUR AGENTS TO SHARE WITH THE PUBLIC HOW PASSIONATE WE ARE ABOUT KELLER WILLIAMS REALTY.” -PERRY HURTH

MAGNIFICENCE In Minnesota!

By Laura Price

■ Don't tell associates in the Keller Williams Minnesota market centers it's a tough market. On the map as one of the fastest-growing companies in the state, associates have set the record straight, voting Keller Williams Realty the best place to work in the state, according to the *Star Tribune's* Top Workplaces 2010.

The annual survey, conducted by WorkplaceDynamics, invites companies to nominate themselves, and then it asks employees to rate their company based on several factors including appreciation, financial solvency and confidence in leadership.

With results that far surpassed anything WorkplaceDynamics had ever seen, Keller Williams Realty catapulted to the top of the list – beating out entrenched Minnesota companies such as General Mills, Target, Best Buy and 3M – winning the top spot for a private company and No.1 among all participating

companies.

“I think people feel a sense of family, camaraderie and pride in their organization here at Keller Williams,” explains **Todd Butzer**, regional director of North Central. “They know that we are continually working to improve their businesses through the best training, education and support in the industry and this recognition is proof.”

A BIG WIN-WIN

Getting into the survey was simply a matter of chance. After **Perry Hurth**, team leader of the Minneapolis Lakes market center, saw a small advertisement on the *Star Tribune's* Website, he decided to nominate Keller Williams Realty. “I knew we were the top place to work, whether we were recognized or not. What I saw was an opportunity for our company and our agents to share with the public how passionate we are about Keller



Agents and staff from Keller Williams Minnesota market centers gather to celebrate their big win!

Photo by The Photographer's Guild



Williams Realty.”

Hurth informed Minnesota’s 14 other market centers about the survey and they eagerly jumped on board.

Recalling hearing the good news that Keller Williams Realty had taken top honors in the state, he says, “I started crying. You couldn’t have told me better news. For a third party to come in and validate our business model and value proposition – something we are extremely passionate about – was incredible.”

“We are very excited!” adds Allison Koepke, team leader of the Eagan market center. “It makes it incredibly fun to go to work when you work in an environment where everyone has a pay-it-forward attitude and people care about each other.” “I absolutely love working for this company,” says Calvin Mergen, regional MCA at North Central. “We’re always on the cutting edge and looking to improve in every area of business. We get to come in and bring our ideas to the table, which has opened so many doors to new opportunities,” he says.

LEVERAGING THE LOVE

The public response has been overwhelming, and the impact on business has been nothing but positive. The *Star Tribune* published a big article announcing that, even in a tough economy, Keller Williams Realty’s 14 market centers in the state rank as the No.1 place to work. And given the current economy – in which it’s rare to find happy people in any workplace, much less one that specializes in real estate – KW’s recent ranking is resonating throughout the state.

Associates and staff are proudly sporting T-shirts that read: “I Helped Build the Best Place to Work in Minnesota,” Hurth adds. “We created fliers and postcards for our agents to use in their listing presentation.”

Even more powerful is the opportunity to use the “Best Place to Work” logo on any company marketing material, which increases visibility of the company’s value proposition among new talent in the marketplace.

“The energy is so high here,” notes Hurth. “We’re just having fun!” *kw*



Linda Kepple and Steve Green

FRIENDS INDEED

Peoria agent taps North American network of family and friends

By Elizabeth Millard

■ Even though Steve Green is not currently able to keep up with the work of a full-time agent, he regularly stops by the Peoria market center to express his gratitude for everyone's support and to catch up on the events of their lives.

"He's our inspiration," says Linda Kepple, operating principal. "His attitude is phenomenal, and he can't wait to get back to work. He's so touched and moved by the help he's been given, and he never misses an opportunity to express that."

Green was one of the first to join the Peoria market center when it opened in 2006, and worked for Century 21 for eight years before that. In early 2010, he was diagnosed with esophageal cancer at age 42. His treatments took away his strength, his voice and his ability to earn an income. As the bills mounted, Kepple suggested applying for a KW Cares grant, which provided some much-needed financial relief. At the same time, the market center rallied around him in a major way, holding a "Steve Green Week" that included a huge garage sale, a silent auction and a fundraising luncheon. Among the key moneymakers at that event: a booth where anyone could throw a whipped-cream pie at Kepple for \$10. "Everyone had really good aim," she says, laughing. "Next time, I'll make it \$25."

In addition to the financial support, agents have been pitching in to help Green with his business.

He says, "I'm forever grateful for all the people at Keller Williams who I work with, and also the Keller Williams people that I don't get to see, because they've all helped me throughout this whole thing. I'm thankful to each and every one of them. I've been extremely surprised and very touched at how much everyone has supported me, and all I want now is to pay it forward as much as I can." kw

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Yikes!

IS MY HAND IN THE WRONG POCKET?

What you should know about the HUD interpretive rule on fees from home warranty companies?

By Avis Wukasch

■ In July of this year – along with many other rules, interpretations and changes to our business – the Department of Housing and Urban Development (HUD) issued an interpretive rule regarding how the Real Estate Settlement Procedures Act (RESPA) applies to home warranty companies concerning marketing fees paid to real estate brokers and agents. The National Association of REALTORS® (NAR) wrote a letter to HUD in which it attempted to make the point that home warranties are not a settlement service and should not, therefore, fall under Section 8 of RESPA. At this writing, HUD has not responded.

What does this mean? Nothing, unless you and/or your market center receives fees for handing a brochure or brochures to a client from a home warranty company and then receive a fee for this act alone. This rule only applies when there is a “flat fee” arrangement between brokers/agents and a home warranty company predicated on a per-transaction fee.

According to the rule, payment of a fee to a broker/agent will not violate Section 8 of RESPA if the services performed by the broker/agent are “actual, necessary and distinct in nature from the primary services you provide to your client in the transaction.” If you are performing actual, necessary

and distinct services from your primary services and expect to receive a fee from a home warranty company, then the fee must be reasonably related to the value of those services and not just a flat fee for referral of business.

What is the bottom line on this? If you or any agents in your market center are receiving fees from home warranty companies, this is a red flag! Consult an attorney specializing in RESPA to advise you about this practice. **kw**

**"IF YOU OR ANY AGENTS
IN YOUR MARKET
CENTER ARE RECEIVING
FEES FROM HOME
WARRANTY COMPANIES,
THIS IS A RED FLAG!"**

Avis Wukasch is team leader of the Round Rock (Texas) market center. Having recently been ranked among the 100 Most Influential Women in Real Estate, Avis currently serves as a commissioner for the Texas Real Estate Commission and is the immediate past chairman of the board for the Texas Association of REALTORS®. On the forefront of regulatory issues affecting real estate professionals in Texas, Wukasch is certified to teach continuing education and prelicensure classes on agency, marketing, law and contracts.

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MY DEAR FAMILY,

THIS OCTOBER, I HAD THE PRIVILEGE OF HOSTING OUR COMPANY'S REGIONAL DIRECTOR'S MEETING AT MY NEW HOME IN EDMOND, OKLA.

One afternoon, as a group, we toured a place that is very near to my heart: the Oklahoma City National Memorial & Museum.

Despite the many occasions that I have visited this hallowed ground, I never cease to be moved beyond words by the extent of the destruction that hit so close to home and the depth of the beauty and dignity that has emerged from the rubble.

I'd like to devote my final "MoMentum Corner" of 2010 to a letter that Shaun Rawls, regional director of our New York Tri-State Region and operating principal of The Rawls Group, sent to members of his team the day after our tour.

Bless you, Shaun, for so eloquently sharing your experience and your perspective with us.

Visiting this memorial reminded us how precious our loved ones are to us, and as we enter into the holiday season, my prayer for you is that you will open your hearts to all that you have to be thankful for. May you and your loved ones be blessed beyond compare with shared times of love and laughter.

Bless you!

Mo Anderson

Mo Anderson, Vice Chairman,
Keller Williams Realty

GRACE, DIGNITY AND LIFE
LESSONS IN UNEXPECTED PLACES.

Superstars:

Last month I had the pleasure of attending the Oklahoma City National Memorial & Museum, honoring the victims of the bombing of the Alfred P. Murrah Federal Building that occurred on April 19, 1995. It was, perhaps, the most impactful memorial that I've ever visited, and I highly recommend that you put it on your "to-do list" of places to visit.

There was so much to take in during the tour that tries to recreate a morning that started like any other and ended like no other. The actual memorial that's constructed in place of the Murrah Federal Building's setting beckons feelings of reverence, peace, humility, respect and pride. Part of the power of this memorial comes from sitting on a stone wall, in front of the reflecting pond that separates you from the famous lawn of bronze and glass chairs that sit in honor of each and every victim of the bombing, while a U.S. Park Ranger tells you all about the bombing and how the memorial came to be, and what every aspect of it means.

I think that one of the most important ingredients in the power of this memorial is the U.S. park ranger and his obvious love for what he does for a living. To look at him, he is very unassuming, wearing a Park Ranger's uniform, complete with the "Smokey Bear" hat. I peg him to be somewhere between 25 and 30 years old. Yet, when he starts to speak, he captures your attention with a spirit that he clearly feels honored to be addressing you. Every word he says commands your full attention. He makes the bombing feel like it happened just the other day, and he makes the entire memorial come to life by explaining how every little detail of the experience has a distinct, thoughtful and powerful meaning. He also makes you feel wonderful about all of the good that exists as a result of such a tragic event.

As I listened to him, I couldn't help but wonder how



Keller Williams Realty executives and regional staff at the Oklahoma City National Memorial & Museum, honoring the victims of the bombing of the Alfred P. Murrah Federal Building that occurred on April 19, 1995.

THE HEROES OF THIS MARKET WILL BE THOSE OF US WHO KEEP OUR EYES ON THE PRIZE, AND WHO HARNESS THE EMOTIONS OF THE MARKET WITH COMPELLING LOGIC, WHICH WILL REQUIRE COMPELLING SCRIPTS AND DIALOGUES.

- SHAUN RAWLS, ATLANTA, GA.

many times he has delivered the exact same presentation. Hundreds? Maybe even thousands? Throughout his 20- to 30-minute presentation, he never said, “um.” It was presented with the skill of a Shakespearean actor on Broadway, passionately delivering every line. He was obviously not winging it. And I got the feeling that the confidence he has in delivering the lines of his presentation allows him to focus on wrapping emotion and tonality around each word, in order to create the perfect mood for us to absorb the magnitude of what we were experiencing. It was beautiful.

He was coming from a place of love and contribution – love for what he does for a living and for his desire to enhance our experience with his level of skill in telling such a historic story.

If you’re wondering what this has to do with you, the answer is, “everything.” The way you present yourself to everyone you encounter can be impressive or oppressive, inspiring or boring, sharp or dull, profitable or not profitable. Knowing and mastering your scripts will help you help your clients, which, in turn, will help you. Raving fans are not created by people who don’t love their job and who lack the confidence to see opportunity in difficult times. Raving fans are created by people who can verbally create a visual that bridges the reality of today with the possibilities of tomorrow. They are created by people who can take their client’s problems and turn them into past problems, people who can shine a flashlight on the pathway to freedom, security, peace, prosperity and equity. Raving fans are created by people who enthusiastically come from love and contribution. They are created by people who surprise others by exceeding expectations.

That’s what you and I do every day. We swim against the tides of mediocrity, making sense of the market and finding

the people who are smart enough to listen and take action that will benefit them and their families.

How often are you picking up the phone and surprising your clients with compelling opportunities? Once a week? Once a month? Once a year? Are you properly communicating the opportunities of the market to people who come through your open houses, to your Website and to your investment seminars? Are you cultivating your email database, your advocates and wealth determiners?

The heroes of this market will be those of us who keep our eyes on the prize, and who harness the emotions of the market with compelling logic, which will require compelling scripts and dialogues. Make your presentations count. Remember that every interaction you have is an opportunity to present well and change your future, or not. It’s your choice.

You can choose to find opportunities and then find the people who are looking for those opportunities, or you can find people who are looking for opportunities and then find the opportunities they are looking for. Either way, you have to get good at skills and scripts.

If a U.S. park ranger can create raving fans, you can too. If you don’t, someone else will

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