

Get Started with KW Technology

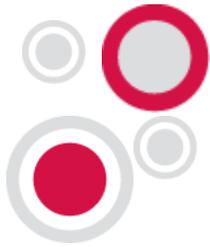
That Was Easy!

Session #8K



orlando fl feb 11-15 2012 familyreunion.kw.com

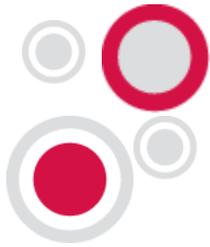




Presenter

Michael Tritthart

- ❖ Plano, Texas Market Center
- ❖ Full-time instructor/webmaster
- ❖ Investor in Little Rock, Arkansas, and Fairfax, Virginia, Market Centers
- ❖ KWU International Master Faculty
- ❖ Has enhanced more than 4,500 websites for real estate agents
- ❖ MichaelTritthart.com



New Agent Technology Brochure

mykw HOME EDUCATION COACHING MARKETING TECHNOLOGY RESOURCE

Welcome MICHAEL TRITTHART

MICHAEL TRITTHART
Profile Completeness
100%

Profile Reports

Productivity

Activity Cap Info

Listing and Sales by Month

	Units	Volume
Listings	0	0

eEdge myControl Panel

myLeads (79) [New Lead](#) myMarketing (0) [New Listings](#) myTransacti (1) [Message](#)

myContacts [View Contacts](#) myEmail (0) [eEdge Messages](#) myAction Coming

eEdge eXtensions Explore add-ons for the

kw|NOW



kw|Technology

To-Do List for Your First 30 Days

eAgentC | eEdge

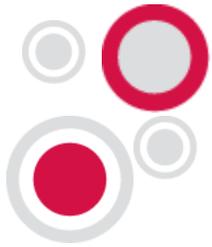
mykw.kw.com > Technology > Tech Educational Materials



Get Started with KW Technology

slide 3



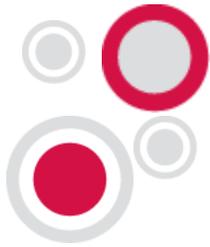


Get Started with KW Technology

1

Create a home base
for your business.





1. Create a home base for your business

Activate myControlPanel.

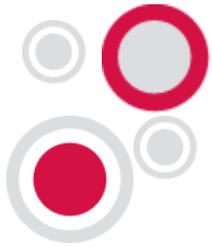
The screenshot shows the mykw.com myControlPanel dashboard. At the top, a navigation bar includes links for HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, and EVENTS. A red banner below the navigation bar says "Welcome MICHAEL TRITTHART - Market Center".

The dashboard is divided into several sections:

- Profile:** A profile card for MICHAEL TRITTHART showing "Profile Completeness" at 100% with a green progress bar. Below the card are buttons for "Profile" and "Reports".
- Productivity:** A section with tabs for "Activity" and "Cap Info". Under "Activity", there is a "Listing and Sales by Month" table with a dropdown menu set to "Jan". The table has columns for "Units" and "Volume".
- myControl Panel:** A central dashboard area with a "myBusiness" tab. It contains several widgets:
 - myLeads:** (79) New Lead
 - myMarketing:** (0) New Listings
 - myTransactions:** (1) Messages
 - myContacts:** View Contacts
 - myEmail:** (0) eEdge Messages
 - myActionPlans:** Coming Soon!
- eEdge eXtensions:** A footer section for the dashboard with the text "Explore add-ons for the eEdge platform".

mykw.kw.com





1. Create a home base for your business

Activate **myControlPanel**.

Welcome John Pohly - Market Center: Denton MC#87 [Log Out]

Mike Malinowski
Profile Completeness
100%
[Edit My Profile]

myControlPanel - Market Center: Denton MC#87

Congratulations! You are about to activate eEdge.

Activate eEdge Now!

Wait! I'm on a team. What are my options?

2 Member Teams
Choose How To Activate eEdge Now!

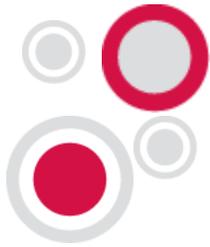
3+ Member Teams
Explore Team Options Before Activating eEdge.

myBusiness

eEdge Extensions
Enhance your eEdge experience with powerful add-on products.
[See All Extensions >](#)

Activity	Cap Info
Listing and Sales by Month	Jan
Listings Taken	Units Volume
0	0



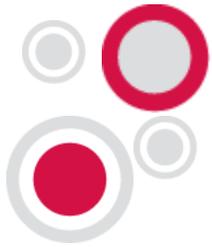


1. Create a home base for your business

Activate myControlPanel.

	Market Leader Add-Ons	KW Exclusive Savings	Next Steps
Individual Agents	<p>market leader. PROFESSIONAL EDITION</p> <p>Take your business to the next level:</p> <ul style="list-style-type: none"> Free leads with Craigslist, website enhancements and more Virtual tours, Deluxe listings, and more Separate buyers from browsers Plus much more! 	<ul style="list-style-type: none"> Free use of Pro for 1 month+ (the rest of the current month plus all of next month) \$99 per month, an exclusive KW discount Risk Free: cancel any time! 	<p>Learn More</p> <p>Upgrade to Professional Edition Now</p>
Teams	<p>realtygenerator by market leader.</p> <p>Leading Team Solution, used by 300+ KW teams</p> <ul style="list-style-type: none"> Professional Edition for every team member Team Dashboard for total business accountability - leads, emails, agent activity, follow ups, and more Automatic lead distribution to your team Call Center to promptly call your new leads Featured Lenders and Partners 	<ul style="list-style-type: none"> Free for 2 months 30% off monthly price Only \$999 per month 	<p>Learn More</p> <p>Call 800-985-0469</p>



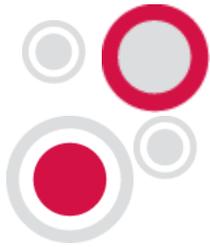


Get Started with KW Technology

2

Open up your lines of
eCommunication.



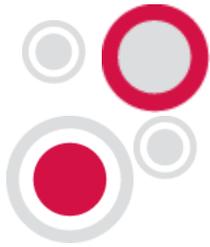


2. Open up your lines of eCommunication

Set up myEmail.

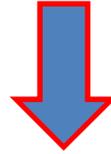
The screenshot shows the Keller Williams Realty website interface. At the top left is the logo. To the right are links for 'Create an account' and 'Sign In'. Below these are navigation buttons for 'Buy', 'Sell', 'Move', 'Meet', and 'Contact'. The main content area is divided into three sections: a 'Search Homes' form with fields for Area, Type, Price (Min/Max), Beds, and Baths; an agent profile for Ellen Marks with her photo, name, office phone, address, and a 'Send Email' link; and a 'Send Email to Ellen Marks' form with fields for Name, Email, Subject, and Message, and a 'Send' button. A red banner at the bottom of the screenshot contains the email address: **YourSubdomain@kwrealty.com**





2. Open up your lines of eCommunication

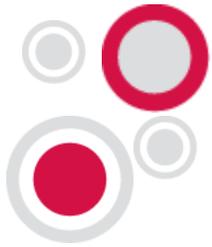
Set up **myEmail**.



The screenshot shows the myKW dashboard interface. At the top, there is a navigation bar with the following menu items: myKW, HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, EVENTS, and a Search box. Below the navigation bar, the user's profile for Michael Tritthart is displayed, showing a 100% profile completeness. A dropdown menu is open from the TECHNOLOGY tab, listing the following options: Agent Websites, MC Websites, eEdge, KWLS, Greensheet, KW Email, Online Lead Generation, eAgentC, and Tech Educational Materials. Other dashboard elements include a 'myLeads' widget showing 79 new leads, a 'myContacts' widget, and a 'Productivity' section with a table for 'Listing and Sales by Month' for January.

Activity	Cap Info
Listing and Sales by Month	Jan
Listings	Units: 0, Volume: 0

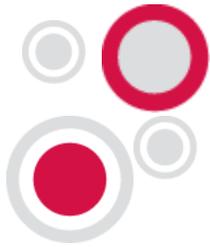




Get Started with KW Technology

3

Be found.

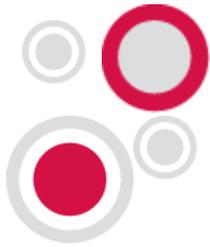


3. Be found

Complete KW White Pages Profile.

The screenshot shows the top navigation bar of the Keller Williams website with links for 'en Español', 'Find an Agent', 'Find an Office', 'KW Worldwide', 'Luxury Homes by KW', 'KW Commercial', 'Keller Williams Canada', 'Mobile', and 'Contact Us'. Below this is a main menu with 'Home', 'Buying a Home', 'Selling Your Home', 'Careers', and 'About Us'. The breadcrumb trail reads 'Home > Find An Agent > Agent Search Results > Agent Detail'. The profile header for 'MICHAEL TRITTHART' is highlighted in red. Underneath, the tagline 'Technology Training to Improve Your Business' is displayed. The profile includes a photo of Michael Tritthart, a 'Visit My Website' button, and contact information: Phone (469-693-9529), Mobile (469-693-9529), and Office (972-599-7000). Social media links for Facebook, Blog, and Twitter are also present. A contact form titled 'Have a Question? I'm here to help.' contains fields for First Name, Last Name, Phone (optional), Email, and a Message field, with a 'Contact Me' button. To the right, a video player titled 'Video: Seller Secrets' is shown with a play button and a progress bar.





3. Be found

Complete KW White Pages Profile.

Agent Profile Photo
Upload this from the My KW Info link.

Your Contact Info
Update your email address and phone numbers from the My KW Info link. While you're at it, activate text message leads as well!

Social Media Links
This section is left blank unless you add facebook, twitter, and blog links under My KW Info.

Capture Form
Emails the address from My KW Info, so be sure it's correct!

Biography
Update from My KW Info. Be sure to include your credentials. The Biography and photo are the heart of your profile page!

Specialties
Update from My Referrals. These are the terms that you get you found in an agent search!

Designations
List your Industry Designations under My Referrals.

Service Areas
Update from My Referrals

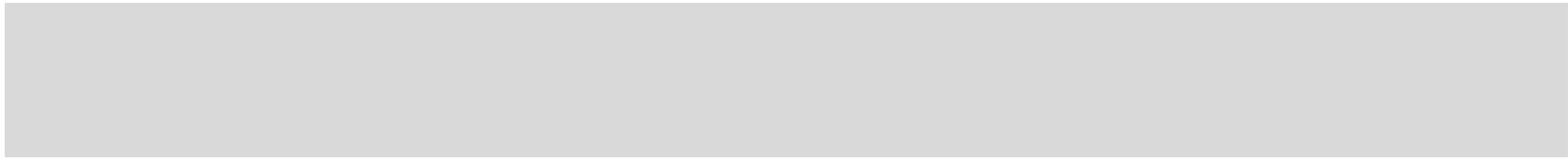
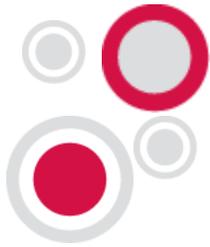
Featured Properties
Automated KWLS feed – if no featured properties, then the Video Player is shown instead.

IDX Property Search
Uses the IDX search from your Agent Website to show properties.

Home Value
CMA lead capture form.

Profile Content:
Name: Ryan Kucera
Bio: I am a husband to my best friend and soul mate first. A father to my dog Daisy Duke. A foster dad for my pups from the www.texasgsp.com rescue. A loyal friend to those that know me. I also am a real estate investor. I work in technology as a REALTOR. Austin Real Estate Eye Blog is run by Ryan Kucera, who updates his readers on the real estate market and the local happenings in the neighborhoods of Austin Balconies and Spicewood Estates. During a visit to this blog you can learn where to get free mulch (seriously), perform a home search and get hard numbers on exactly how much the Austin area neighborhoods have grown in the last couple of years. You can find me all around Northwest Austin especially at Keller Williams. Website: http://www.AustinRealEstateEye.com http://www.BetterAustinHomeSearch.com http://www.ryankucera.com http://512homesforsale.com http://MYAUSTINHOMESVALUES.COM
Specialties: North Austin, UT area, Central Austin, West Austin, Northwest, Residential, Condos, Austin Investment properties.
Designations: Realtor
Service Areas: round rock | cedar park | leander | solon | west branch | north austin | central austin | anderson mill | south austin | huto | jolleyville | capital of texas





Complete KW White Pages Profile.



Welcome MICHAEL TRITTHART - Market Center: Plano MC



MICHAEL TRITTHART
Profile Completeness
100%

[Profile](#) [Reports](#)

Productivity

Activity Cap Info

Listing and Sales by Month Jan

eEdge myControl Panel myBusiness

myLeads
(79) [New Lead](#)

myMarketing +
(0) [New Listings](#)

myTransactions +
(1) [Messages](#)

myContacts +
[View Contacts](#)

myEmail +
(0) [eEdge Messages](#)

myActionPlans
Coming Soon!

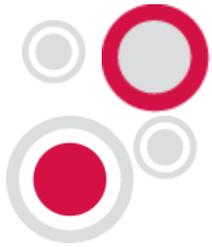
eEdge eXtensions [Explore add-ons for the eEdge platform](#)



Get Started with KW Technology

slide 14

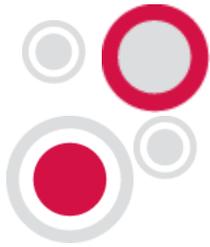




Get Started with KW Technology

4

Build your database—
Build your business.



4. Build your database—Build your business

Add names to **myContacts**.

Welcome MICHAEL TRITTHART - Market Center: Plano MC

MICHAEL TRITTHART
Profile Completeness
100%

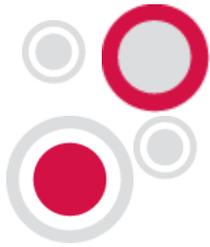
myControl Panel myBusiness

- myLeads** (79) [New Lead](#)
- myMarketing** (0) [New Listings](#)
- myTransactions** (1) [Messages](#)
- myContacts** [View Contacts](#)
- myEmail** (0) [eEdge Messages](#)
- myActionPlans** Coming Soon!

Productivity
Activity Cap Info
Listing and Sales by Month Jan

eEdge eXtensions Explore add-ons for the eEdge platform





4. Build your database—Build your business

Add names to **myContacts**.

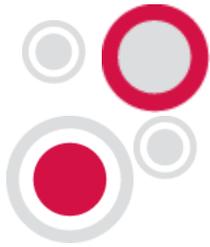
 **Contacts** [Find Contact](#) [Advanced](#)

[Seller's Market Report](#) [Add a Contact](#) [Manage Groups](#) [Import/Export](#)

[Recent Activity](#)  [RSE](#)

Contacts (9) Status: [All](#) Groups: Type: [All](#)

Contact	Member Agent	Looking In	Phone	Type	Source	Created	Activity	Time Frame	Status	Actions
<input type="checkbox"/> Curious George	Market LeaderQA10	Austin		Buyer	Offline Marketing	11/16/11	11/16/11 11:19 AM	Just Looking	Active	  
<input type="checkbox"/> Beth Buyer	None	Austin	 512-955-9999	Buyer	Offline Marketing	11/16/11	11/16/11 8:30 AM	Just Looking	Inactive	  



4. Build your database—Build your business

Add names to **myContacts**.

 **Contacts**

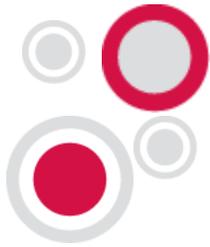
Find Contact **Advanced**

[Seller's Market Report](#) **Add a Contact** [Manage Groups](#) **Import/Export**

[Recent Activity](#)  [RSE](#)

Contacts (9) Status: **All** ▼ Groups: Type: **All** ▼

Contact	Member Agent	Looking In	Phone	Type	Source	Created	Activity	Time Frame	Status	Actions
<input type="checkbox"/> Curious George 	<input type="text" value="Market LeaderQA10"/>	Austin		Buyer	Offline Marketing	11/16/11	11/16/11 11:19 AM	Just Looking	Active ▼	  
<input type="checkbox"/> Beth Buyer 	<input type="text" value="None"/>	Austin	 512-955-9999	Buyer	Offline Marketing	11/16/11	11/16/11 8:30 AM	Just Looking	Inactive ▼	  



4. Build your database—Build your business

Contact details

[Edit](#) Status: **Lead** Reminders (1) Send Email Send Listings More Actions

Primary Details

Name: John P.	Type: Buyer
Nickname:	Phone Number: 512-745-XXXX
Gender:	Email Address: editor@s... editor@s...
Company:	Email Subscriptions: Subscribed to... Subscribed to...
Job Title: Trainer	
Birthday: 07/13	
Anniversary:	
Referral Info:	

Addresses

Secondary Details

Name:	Gender:
Nickname:	Family Members:
Relationship:	

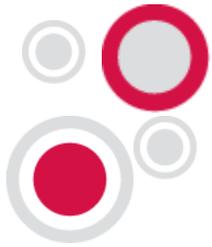
Information and Activity

Source: Entered/Imported	Created: 6/15/11 1:20 PM
Timeframe: 1-3 Months	Last Action: -
Moving From:	Has Agent: No
Looking In:	Has Mortgage Lender?: No
ListingAddress: On	Requested Pre-Approval?: No

[Edit](#)

- Add New Listing Alert
- Start myTransaction
- Go to Campaigns
- Transfer
- Print
- Export V-Card
- Resend Welcome Email
- Delete
- Stop Sys...



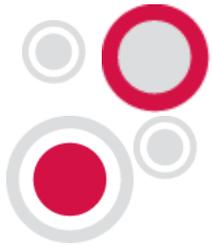


Get Started with KW Technology

5

Cast your net
on the Web.





5. Cast your net on the Web

Set up your websites in **myMarketing**.



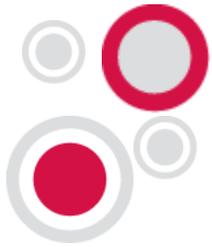
eAgentC

- IDX solutions
- Add local market information with TruliaStats



eEdge

- IDX solutions
- Search engine optimized
- Powered by Market Leader



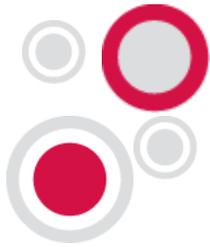
Why eAgentC? A “normal” setup

Set up your websites in **myMarketing**.

Additional lead source and capture system



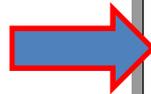
Could become a niche site (e.g., subdivision, foreclosures, military relocation)



5. Cast your net on the Web

eAgentC website

Request
WolfNet
IDX



Agent Website Administration Tool

KELLER WILLIAMS REALTY

Websites Menu

- Home
- 1.0 Edit Agent/Team Info
- 2.0 Design Your Website
- 3.0 Add Your Content
- 4.0 Add Listings/IDX Search
- 5.0 Create Lead Generation
- 6.0 Manage Microsite
- Website Stats

Welcome to the Agent Website Administration

The Agent Website Administration Tool contains 5 main sections to guide you through the setup process:

- 1.0 Edit Agent/Team Information
- 2.0 Design Your Website
- 3.0 Add Your Content
- 4.0 Add Listings/IDX Search
- 5.0 Create Lead Generation

Quick Setup

Use the wizard to setup the foundation of your website.

Each section has easy to use subsections that give you many different options for your website design, content, and layout.

Follow the Administration Tool's step-by-step instructions and feature explanations to easily create and manage your new Agent Website.

Latest Updates

01/27/2010 - Feature
Quick Setup Website wizard helps you setu fundamentals of your website in 20 min or l

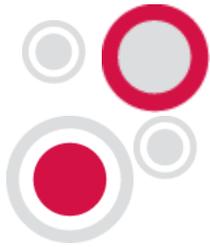
01/20/2010 - Feature
Custom Header: Ability to add and create a header for the top of their website in step 2. Template under the Custom tab.

Need help?

[Click here](#) to download the manual.

help Look for these icons in the upper right-hand corner of each page of the Website Admin Tool for both text based and video instructions.

view demo



5. Cast your net on the Web

eAgentC website



Home
Contact Us
Search For Homes
Marketing Your Home
Value My Home
Featured Homes

FREE Home Search and New Listing Alert
Search over 32,000 Denver Area Homes For Sale and receive FREE New Listing Alerts via e-mail as soon as they are listed in MLS.

FREE Home Valuation
Find out how much your home is worth with a FREE, No Obligation Comparative Market Analysis on your home.

Thinking About Purchasing a NEW Construction Home - "Do's and Don'ts When Purchasing New Construction Homes" by Mark Nash

Denver area blog with real estate & economic news.

Become a fan on RealtyColorado Facebook fan page

Direct 303-899-0024 - Toll Free 800-572-4558
Email: dave@realtycolorado.com

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Licensed in Colorado



Search for a Home Find your Home's Value

Price: City: []
Minimum: [] State/Province: []
Maximum: None [] Zip/Postal Code: []
[Submit]

Get a free comparative market analysis of your home's value sent to you with no obligations.

Search Homes

Area: Abingdon Subdivision
Type: All Types
Price: No Min to No Max
Beds: Any
Baths: Any

Market Insider
Data on Communities, Schools and More!

Why Register?
Register and Receive a \$1000 Gift

Foreclosure
A virtual up-to-the-minute monitor of New Listings, Price Changes and Listed Foreclosures as they come on the market. It's like watching NASDAQ for residential listings!

Featured Listings

Joanne Martin
Phone: 910-822-2220
Mobile: 910-244-9516
Fax: 910-822-2222

Home to Keller Williams Realty, The Marr Team

Home to MarrTeam.com - your online source for Collin County real estate and the answers to your questions. Whether you are buying, selling or just want to look around, you will find something useful. We would love to visit with you more in person about the homes and communities available in our area. Don't spend hours trying to do it alone, dining around or searching the internet - put the Marr Team to work for you. Save time and money by calling us today @ 469-892-8462!

McKinney Listings

Listings to \$100,000
\$100,000 to \$150,000
\$150,000 to \$200,000
\$200,000 to \$250,000
\$250,000 to \$300,000
\$300,000 to \$400,000
\$400,000 to \$500,000
\$500,000 to \$600,000
\$600,000 to \$700,000
\$700,000 to \$800,000
\$800,000 and Above

QR Code
Scan this QR code with your smart phone to call The Marr Team.

Dave & Sally Herries - The RealtyCo

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Site Last Updated On: Thu, Oct 20, 2011 at 3:40:19 PM

KELLER WILLIAMS

Foreclosure
A virtual up-to-the-minute monitor of New Listings, Price Changes and Listed Foreclosures as they come on the market. It's like watching NASDAQ for residential listings!

Featured Listings

This site has been designed for my clients. Please feel free to use the information on this site to help with your real estate decision and to learn about the North Carolina real estate area. If you have any questions, or would like to see additions to the site, feel free to contact me at any moment for your North Carolina needs.

Appointments for any of the following Real Estate Communities: Spots Hill, Abingdon and Belle Casa and the rest of the North Carolina market - I am here to be of service.

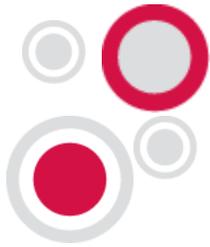
This Month in Real Estate
42 Videos in this Playlist



Get Started with KW Technology

slide 24



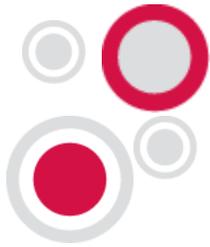


5. Cast your net on the Web

eEdge website

The screenshot shows the mykw eEdge website interface. At the top, there is a navigation bar with links for HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, EVENTS, REPORTS, and HELP. Below this is a secondary navigation bar with icons for Leads, Marketing, Transactions, Contacts, and Email, along with a search box for myKW. The main header area includes the myContacts logo, a welcome message for Mike Malinowski, and a Log Out link. A secondary navigation bar contains links for Dashboard, Inbox, Contacts, Market My Listings, Search MLS, Create Marketing, Admin, and Help. The Admin section is active, showing a sub-navigation bar with Website, Email, Shared Access, Site Activity, and Performance Evaluator. The Website section is expanded, displaying a list of links for General Info, Profile Info, Titles and Descriptions, Main Text, Sell Text, Site Images, Search Widget, Alerts, Communities Served, School Info, Featured Partners, Listing Address, Listing Search Areas, Listing Search Fields, MLS Administration, and Consumer Site Theme. The main content area is titled 'Review and Edit Contact Information for Your Office' and contains fields for Company Name, Address, City, State/Province, Zip/Postal Code, Office Phone, and Fax. It also includes a Notes section, Time Zone, and an Allow Prospects Deletion checkbox. An Edit button is located at the bottom of the form.





5. Cast your net on the Web

Request eEdge IDX

MLS Administration

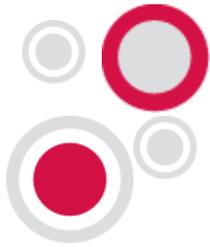
This page allows you to start the application process to request a new MLS IDX feed, download the forms and instruction for each MLS, and see the status of your application. You may apply for more than one MLS, you can also add your MLS Office ID to better market your listings.

For the full MLS IDX feed to display on your website, specific forms, including your Broker's signature, may be required and must be returned to Market Leader for processing. Some MLSs can take several weeks to process.

Name	Status	Download Forms	Office MLS IDs	Actions
Amarillo	Agent: review instructions	Instructions		
Austin/Central Texas Realty Information Service	Request Canceled	Instructions		
Houston	Agent: review instructions	Instructions		
KWLS	Approved	Instructions		
SABOR MLS	Agent: review instructions	Instructions		

[Start MLS Application](#)





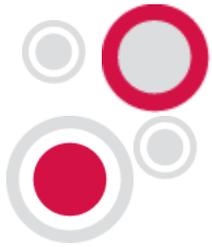
5. Cast your net on the Web

eEdge website

The screenshot shows the Keller Williams eEdge website interface. At the top is the Keller Williams Realty logo and a navigation menu with links for Buy, Sell, Market Insider, Meet, and Contact. The main content area is divided into several sections:

- Find a Home:** A search filter section with fields for Area (with a placeholder "Enter a city, neighborhood, or zip postal code"), Property Type (dropdown), Price (Min to Max), Beds (dropdown), and Baths (dropdown). There are "Search" and "Save" buttons, and a link for "more options".
- Featured Listing:** A listing for a property at 26934 STILLBROOK DR, WESLEY CHAPEL, FL 33544, priced at \$120,000. It features 3 beds and 2 baths. The listing is marked as a "SHORT SALE".
- Communities Served:** A list of communities including Belleair, Belleair Beach, Belleair Bluffs, Clearwater, Clearwater Beach, Dunedin, Indian Rocks, Indian Shores, Island Estates, Madeira Beach, North Redington Beach, Palm Harbor, Pinellas Park, Redington Beach, Redington Shores, Seminole, and St. Petersburg.
- Steve Naley:** A profile for a realtor named Steve Naley, including his office and cell phone numbers and an email link.
- Free List of Foreclosures:** A section offering a free weekly list of foreclosed properties in the Pinellas County Florida area. It includes a sign-up form with fields for First Name, Last Name, Email, and Phone.
- Why Register?:** A section explaining the benefits of registering, such as access to thousands of home listings, email alerts, personalized searches, and the ability to save homes of interest. It includes a "Sign Up Today!" button.

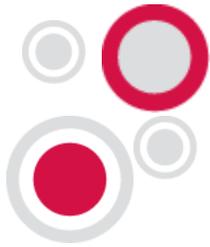




Get Started with KW Technology

6

Optimize your
listings online.

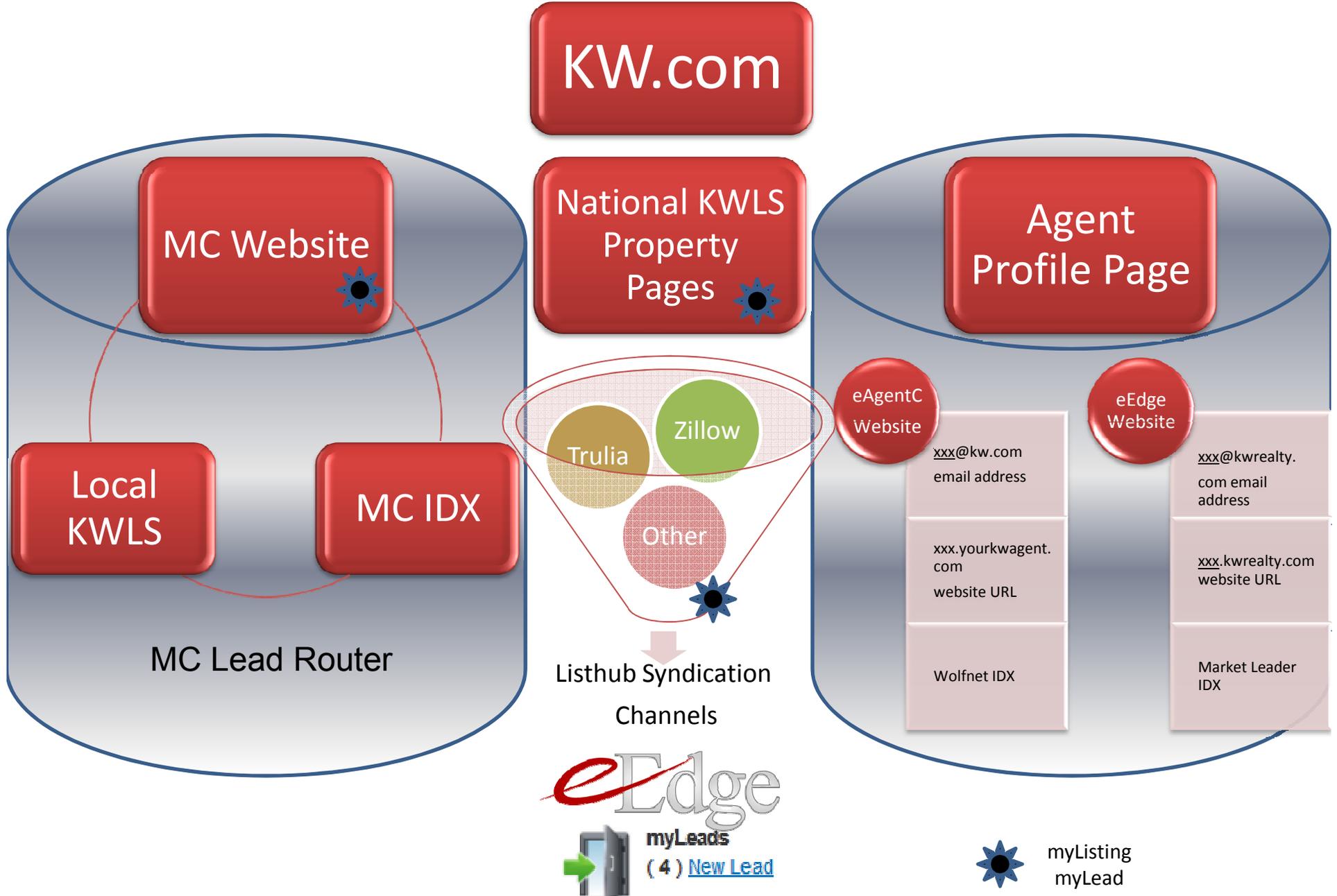


6. Optimize your listings online

Enter your listings in KWLS in **myMarketing**

The screenshot shows the eEdge myControl Panel for a user named Michael Tritthart. The interface includes a profile section with a 100% profile completeness bar, a 'Productivity' section with a table for 'Listing and Sales by Month', and a 'myMarketing' dropdown menu. The dropdown menu contains the following options: Market Me, Market My Listings, Manage KWLS, Manage eEdge Website, and Manage eAgentC Website. A blue arrow with a red outline points to the 'Manage KWLS' option.

KW's Powerful Lead Network



KW's Powerful Lead Network

KW.com

Search

More than 5 million properties

- ▶ KW Quick Search
- ▶ Find an Agent
- ▶ Find an Office

CITY, STATE/PROVINCE, ZIP/POSTAL CODE

Min Price Max Price Min Beds

Click [HERE](#) to receive a **free** copy of the book:
YOUR FIRST HOME

Featured Properties

\$1,995,000 New York, NY 3 beds 3 baths	\$280,000 New York, NY 1 beds 1 baths	\$3,550,000 New York, NY 3 beds 3 baths	\$735,000 New York, NY 0 beds 1 baths	\$799,000 New York, NY 1 beds 1 baths

Home Seller Tips

Home Seller Tip

Seller Buyer

0:00 / 0:20 YouTube

KW's Powerful Lead Network

KW.com

National KWLS
Property
Pages

Austin | TX

7513 Old Bee Caves RD

MLS # 4506500
Austin, TX 78735
4 bed | 2 full + 1 half bath | 2250 sqft | Single Family

\$200,000

Est. Monthly Payment: \$1199.10/mo



Property Details

Map/Street View



**Wendy Papasan
Team**

[Visit my website](#)

[View all my listings](#)

phone:

512-330-1004

mobile:

512-297-9431

Name:

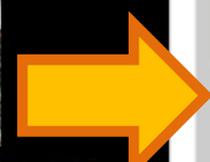
Email Address:

Phone:

(optional)

Questions:

Request Information

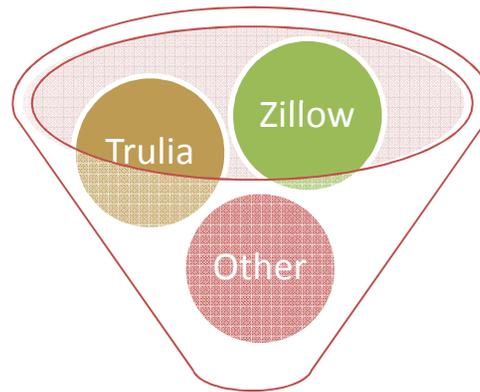


» Check out

KW's Powerful Lead Network

KW.com

National KWLS
Property
Pages



Listhub Syndication
Channels



Neighborhood or City or ZIP Co

Homes > Texas > Austin > West Oak Hill real estate

7513 Old Bee Caves Rd

Austin, TX 78735

Zestimate®: \$177,800

Rent Zestimate: \$1,720/mo

Est. Mortgage: \$656/mo

See current rates on Zillow

Beds: 4
Baths: 2.5
Sqft: 2,250
Lot: 63,162 sq ft / 1.45 acres
Type: Single Family
Year built: 1960

Parking: Garage - Attached
Cooling: Central
Heating:
Fireplace: Yes

More facts

Post for sale Save E-mail



Austin, TX



HOMES

Buy

Rent

Advice

Mortgage

SALE PENDING

\$200,000

7513 Old Bee Caves Road, Austin TX 78735

Home Facts

Photos 23

Map & Nearby

Mortgage

Sales Trends

Schools



View large photos (23)



Bedrooms: 4
Bathrooms: 2 full, 1 partial
Property type: Single-Family Home
Size: 2,250 sqft
Lot: 63,162 sqft
Price/sqft: \$89 /sqft
Year built: 1960
Added on Trulia: 112 days ago
Neighborhood: West Oak Hill
Provided by Keller Williams Realty



Contact agent

Follow home

Share

Check your credit

Get Pre-Approved

More

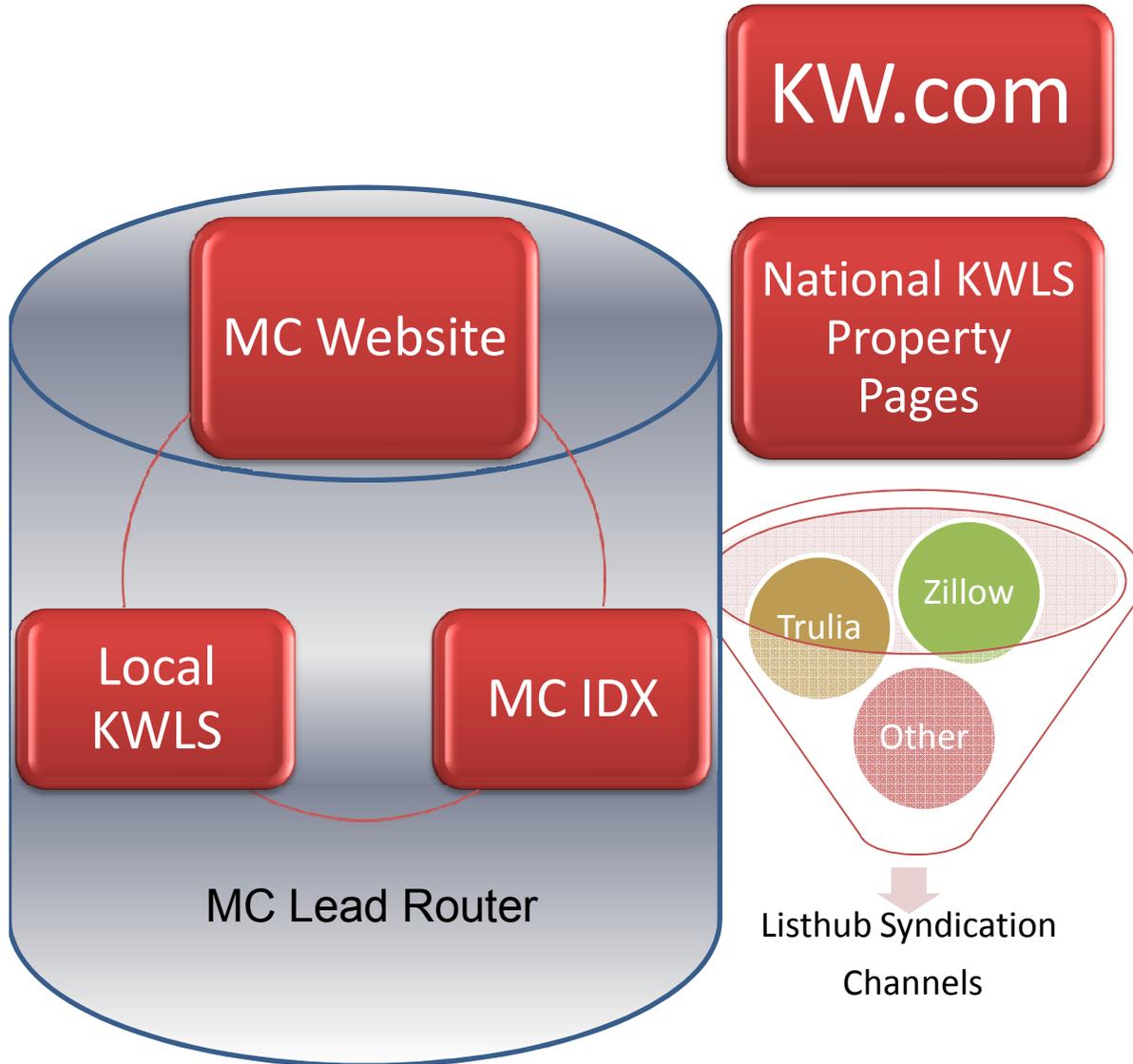
House - Austin, TX

Huge wooded lot (1.45 acres) with numerous beautiful shade trees. Large home separate master, two living areas, updated kitchen, original wood floors and lots of storage. 4th bedroom could be studio/office. Creek runs through property. Huge fenced-in yard.

Like



KW's Powerful Lead Network



Search for your property

[KW Quick Search](#)
[Find an Agent](#)

CITY, STATE/PROVINCE, ZIP/POSTAL CODE

Southwest Market Center



Featured Properties



\$21,750
[Dripping Springs, TX](#)



\$200,000
[Pflugerville, TX](#)
4 beds
2 baths



\$189,500
[Elgin, TX](#)
4 beds
3 baths



\$49,989
[Austin, TX](#)



\$289,000
[Bastrop, TX](#)
3 beds
3 baths

Pricing Your Home

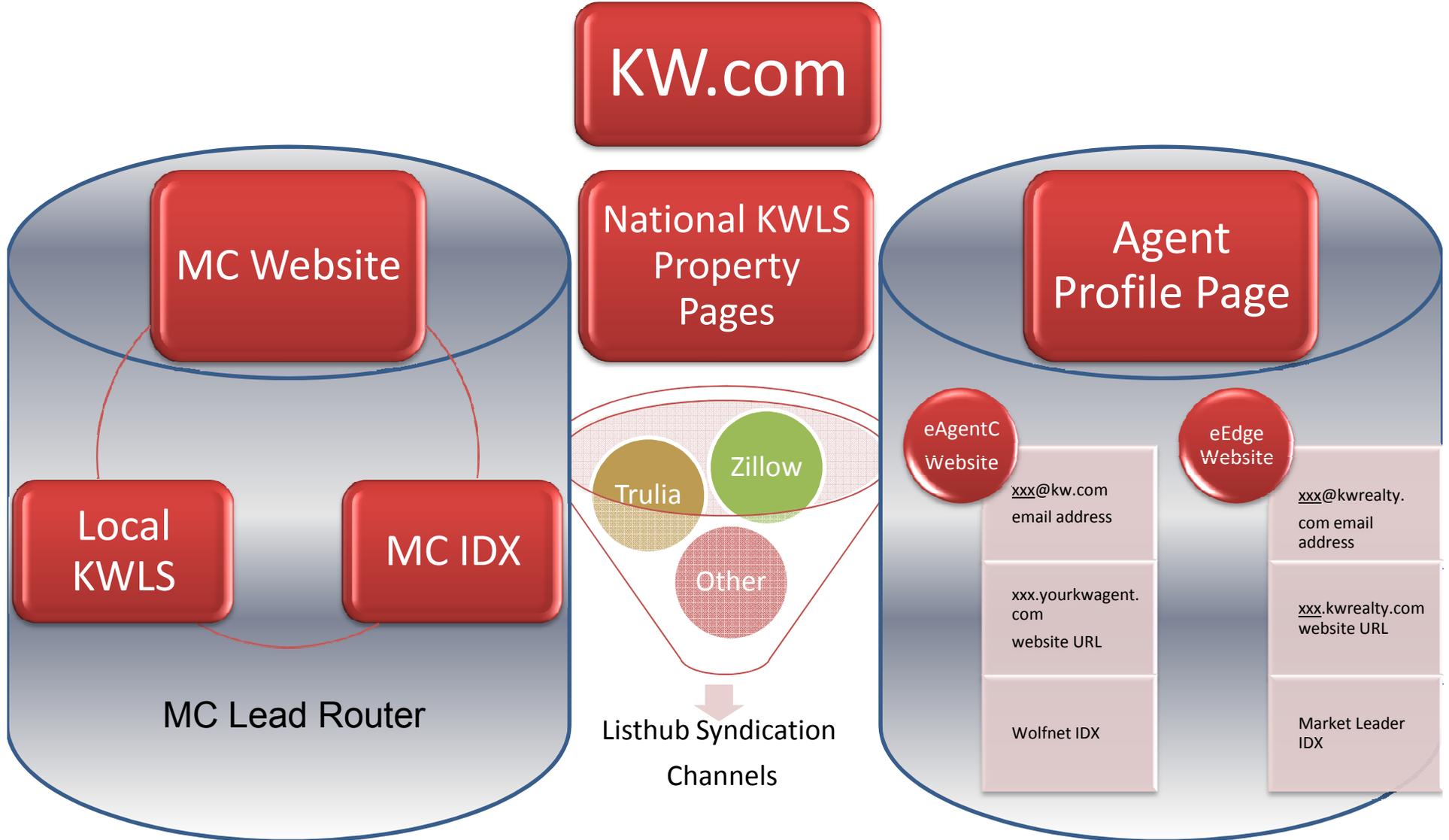


Let one of our experienced agents help you today! [LEARN MORE](#) ▶

Welcome to Keller Williams Realty Austin Southwest

[Search All Homes for Sale](#)

KW's Powerful Lead Network





[Home](#)

[Property Search](#)

[Buying a Home](#) ▾

[Selling Your Home](#) ▾

[About Us](#) ▾

Wendy Papasan Team | Austin TX | Keller Williams Realty



[Visit My Website](#)

Phone: [512-330-1004](#)
Mobile: [512-297-9431](#)
Office: [512-448-4111](#)

Follow Me @

[Find me on Facebook](#)
[Check out my Blog](#)
[Follow me on Twitter](#)

Have a Question? I'm here to help.

First Name:

Last Name:

Phone: (optional)

Email:

Message:

Word Verification



[Reload Word](#)

Type the characters you see in the picture below

[Contact Me](#)

My Featured Properties

[More Properties»](#)



\$1,500
[Austin, TX](#)
3 beds
2 baths



\$144,500
[Austin, TX](#)
2 beds
2 baths



\$1,195
[Austin, TX](#)
2 beds
2 baths



\$200,000
[Austin, TX](#)
4 beds

My Bio

With 20 years of marketing and consulting experience and years of real estate investing experience, Wendy brings a savvy mix of sales experience and shrewd negotiating skills. Wendy's clients say she is a professional who is able to help them sell their properties quickly, find them investment bargains, and do everything it takes to help them find their dream home in Central Texas. A licensed Realtor with Keller Williams Realty, a member of Business & Balance, an Austin-based entrepreneurial group, an executive member of her neighborhood association and

Search for your property

Austin's Real Estate Team

A Team You Can Trust to Help You Buy, Sell or Invest in ATX



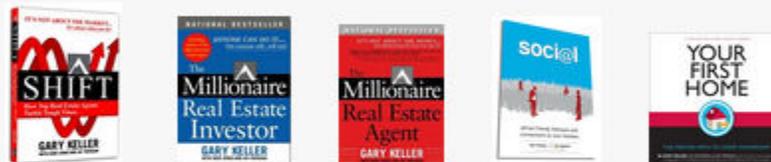
- Home
- Property Search
- Featured Properties
- Your Home's Value
- About Us
- Buyer Resources
- Seller Resources
- About the Area
- Contact Us**
- Your First Home
- Feedback Page
- Austin Restaurant
- Guide



LET'S CONNECT! CALL OR TEXT (512) 297-9431

The Papasan Real Estate Team is passionate about what we do FOR YOU! Helping clients buy, sell or invest in the coolest city in Texas. Our clients say we're a client-focused team who makes your home purchase or sale an outstanding experience.

WE WROTE THE BOOK ON IT!



"Thank you for helping us find our home - we love it so much!" - Jason & Chelsea

"Wendy Papasan is an incredible Real Estate professional and highly ethical person. Personally Wendy has been insightful and detailed in her analysis, research and recommendations. I highly recommend Wendy & look forward to doing business with her again." - Marianne M.

AUSTIN HOME SEARCH

Search Homes

Area:

Type:

Price: to

Beds:

Baths:

SEARCH ▶

FREE STUFF

Selling?
Get a Free Home Evaluation

Buying?
Try Our Free Instant Notification System

Call OR text (512) 297-9431
wpapasan@kw.com

Wendy Papasan Team
Phone: 512-330-1004
Mobile: 512-297-9431
Fax: 512-448-4822
Email



Office: Austin SW
1801 South Mo-Pac
Expressway, Suite 100
Austin, TX 78746





Create an account » | Sign In »

- Buy
- Sell
- Finance
- Market Insider
- Meet
- Contact Us

Find a Home

Get started here! Search homes for sale in our area.

Area:

Property Type:
 All Types

Price:
 Min to Max

Beds: Any **Baths:** Any

[more options »](#)

Search **Save**



Featured Listing



**4707 Retreat RD
 Spicewood, TX 78669
 \$400,000**

Beds: 3 Baths: 3
 Sq Ft: 2400 Listing #: 7969092

[More Information »](#)
[View all our Listings »](#)

Communities Served

- [Austin](#)
- [Balcones](#)
- [Barton Creek](#)
- [Barton Hills](#)
- [Barton Springs](#)
- [Bastrop](#)
- [Bateman](#)
- [Bee Caves](#)
- [Blanco](#)
- [Brykerwoods](#)
- [Buda](#)
- [Camp Mabry](#)
- [Cat Mountain](#)



The Papasan Team

Office: (512) 532-5003

Cell: (512) 297-9431

[Email](#)

The Papasan Real Estate Team is passionate about what we do for YOU. We enjoy helping clients buy, sell or invest in Austin, the coolest city in Texas. Our customers say we're client-focused real estate agents who make the Austin home search experience-be it buying, selling, or investing-an outstanding one.

- We provide access to all of Central Texas's properties for sale or lease.
- We provide up-to-date foreclosure and short sale properties.
- We show properties 7 days a week, on your schedule.

With 20 years of marketing and consulting experience and

Why Register?

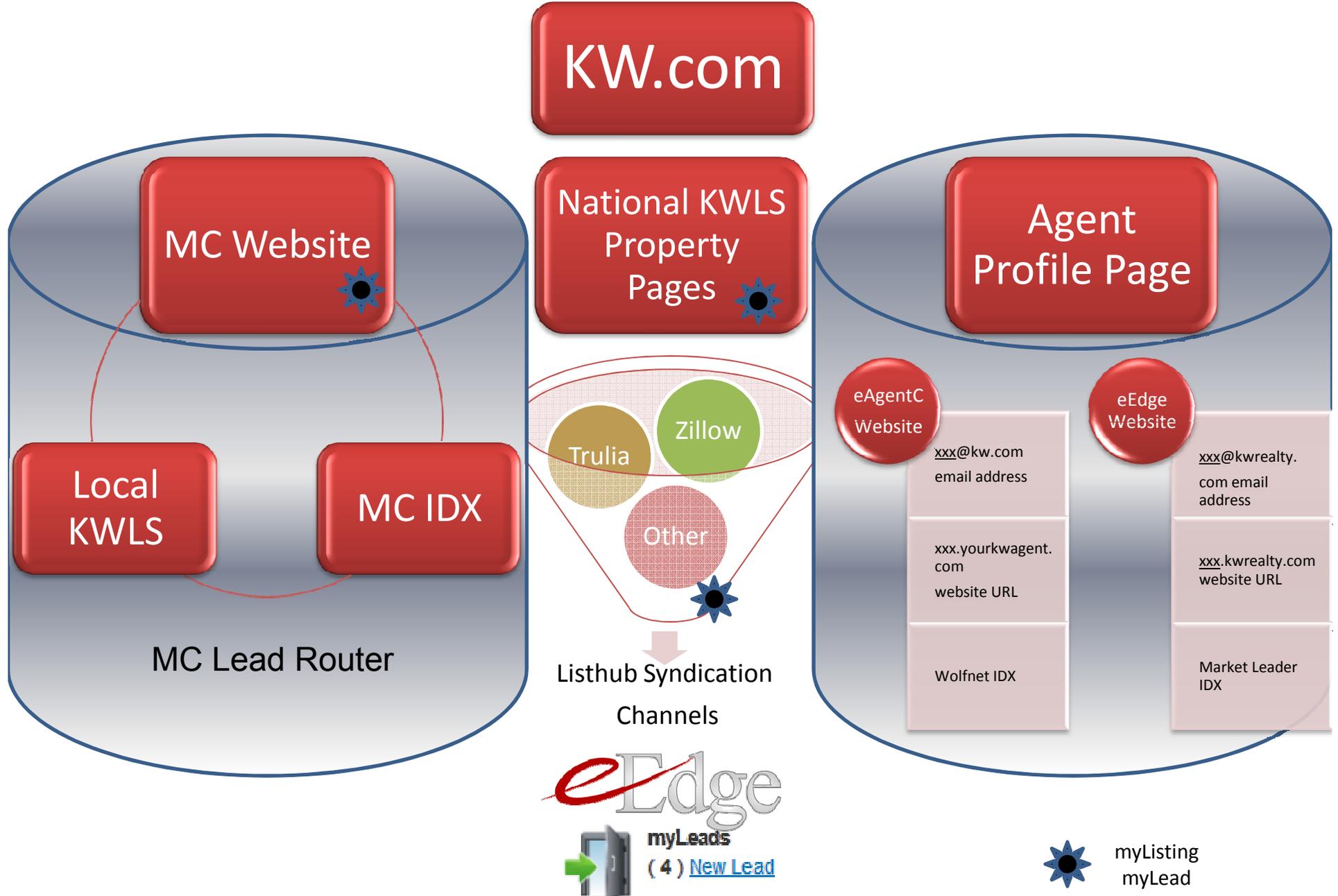
- You'll get:
- Access to thousands of home listings
 - Email alerts for homes in your area
 - Personalized home searches
 - Faster searching with saved searches
- Ability to save homes you like

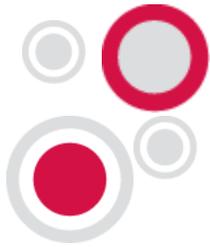
Sign Up Today!



Career Center
[Looking for a job in real estate?](#)

KW's Powerful Lead Network





6. Optimize your listings online

Enter your listings in KWLS in myMarketing

KWLS
Keller Williams Listing System

NEW Latest News and Updates
[New Vendors added to the KWLS](#)

Current options [Return to Dashboard](#) [Create a Listing](#) [Find a Listing](#) [view demo](#) [help](#)

Dashboard | **Initiated** | Submitted | Accepted | Returned | All

Listing at a Glance

Initiated (0)	Returned (0)
Submitted (0)	All (4)
Accepted (4)	

data only represents 180 days

Marketing Launch Pad

Save time with FREE listing flyers!
[Print FREE Listing Flyer Now!](#)

Offered to Keller Williams Agents and generated with content from KWLS. Join AgentNation.com and enjoy many more features!
Proudly offered by: AgentNation.com

Single Point of Entry

Market Center	ListHub Enabled
Austin SW	<input checked="" type="checkbox"/>
St. Charles	<input type="checkbox"/>

Your Listing Data

Active	2
Expired	1
Sold	1

Market All Your Listings

MARKETING COUPONS [+]

MARKETING PACKAGES [+]

POSTCARD MARKETING [+]

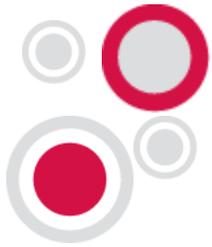
VIRTUAL TOURS [+]

Keller Williams agents get 50% off Trulia Pro

Get started for only \$19 a month. Limited time promotion.

[Get more leads now](#)

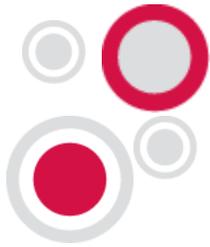




Get Started with KW Technology

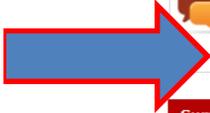
7

Don't let another
lead get away.



7. Don't let another lead get away

Be the first to follow up with **myLeads**.



Dashboard | **Inbox** | **Contacts** | Market My Listings | Search MLS | Create Marketing | Admin | Help

Billy Buyer [Back to List](#) [Next >](#)

Member Agent: None

Billy is looking for a \$495,000 Single Family with at least 3 beds and 3 baths in Austin.

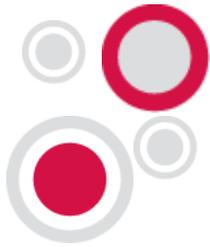
This is a new contact from your website.
Use the Initial Contact Wizard (ICW) to walk you through communicating with this new contact. **According to NAR**, there is a 72% success rate of turning a web contact into a client if live contact is made within the first hour after the contact's visit. After 4 hours, the chance drops to 29%.
[Open the ICW.](#)

Summary | Listings - Alerts (0), Saved (0), Viewed (1) | History

[Edit](#) Status: **Lead** | Reminders (0) | [Send Email](#) | [Send Listings](#) | [More Actions](#)

Primary Details	
Name: Billy Buyer	Type: Buyer
Nickname:	Phone Number:
Gender:	
Company:	Email Address: cavinclient120@gmail.com (Primary) cavinclient120@gmail.com (e-Signature)
Job Title:	Email Subscriptions: Subscribed to Alerts Subscribed to System Emails Stop System Emails
Birthday:	
Anniversary:	
Referral Info:	





7. Don't let another lead get away

Be the first to follow up with **myLeads**.

Welcome MICHAEL TRITTHART - Market Center

myLeads (79) [New Lead](#)

- [Market Me](#)
- [Market My Listings](#)
- [Manage KWLS](#)
- [Manage eEdge Websi](#)
- [Manage eAgentC Wel](#)

Admin

Website | Email | Shared Access | Site Activity | Performance Evaluator

General Info

- Profile Info**
- [Titles and Descriptions](#)
- [Main Text](#)
- [Sell Text](#)
- [Site Images](#)
- [Search Widget](#)
- [Alerts](#)
- [Communities Served](#)
- [School Info](#)
- [Featured Partners](#)
- [Listing Address](#)
- [Listing Search Areas](#)
- [Listing Search Fields](#)
- [MLS Administration](#)
- [Consumer Site Theme](#)

Review and Edit Your Personal Contact Information
You can edit your personal contact information that appears on your website. [View your website](#)

Name: Mike Malinowski

Cell Phone:

Login: mikemalinowski@kwrealty.com

eEdge Email: mikemalinowski@kwrealty.com

External Email: mikem@kw.com

My Marketing Email: mikemalinowski@kwrealty.com

Website: mikemalinowski.kwrealty.com

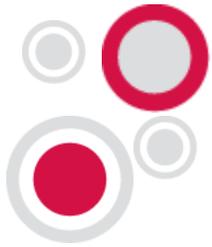
Alternate Website:

My Marketing Website: mikemalinowski.kwrealty.com

Password: *****

Agent MLS ID: 522614 Austin/Central Texas Realty Information Service

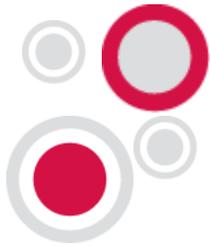




Get Started with KW Technology

8

Put an end to your
marketing madness.



8. Put an end to your marketing madness

Kick off a touch campaign in myMarketing.

 Bill Buyer [Back to List](#) < Previous Next >

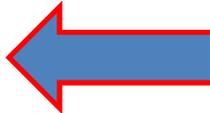
Bill is looking for a \$547,500 Single Family with at least 4 beds and 4 baths in Austin. Member Agent: None

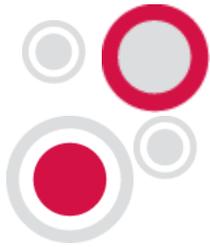
Summary Listings - Alerts (1), Saved (0), Viewed (2) History

[Edit](#) Status: Active Reminders (1) Send Email Send Listings More Actions

Primary Details

Name: Bill Buyer	Type: Buyer
Nickname:	Phone Number: 512-555-5555
Gender:	Email Address: cavinclient1+1@gmail.com (Primary) cavinclient1+1@gmail.com (e-Signature)
Company:	Email Subscriptions: Subscribed to Alerts Subscribed to System Emails Stop System Emails
Job Title:	
Birthday:	
Anniversary:	
Referral Info:	





8. Put an end to your marketing madness

Kick off a touch campaign in **myMarketing**.

Welcome MICHAEL TRITTHART - Market Center

MICHAEL TRITTHART
Profile Completeness
100%

Profile Reports

Productivity

Activity Cap Info

Listing and Sales by Month Jan

Units Volume

eEdge myControl Panel myBusiness

myLeads (79) New Lead

myMarketing

myTransactions Messages

myActionPlans Coming Soon!

Market Me

Market My Listings

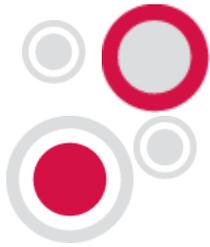
Manage KWLS

Manage eEdge Website

Manage eAgentC Website

eEdge eXtensions Explore add-ons for the eEdge platform





8. Put an end to your marketing madness

Kick off a touch campaign in **myMarketing**.

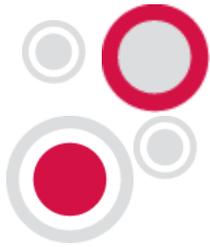
Dashboard | Inbox ▾ | **Contacts ▾** | Market My Listings ▾ | Search MLS | Create Marketing | Admin ▾ | ? Help ▾

Contacts [Find Contact](#) [Advanced](#)

[Seller's Market Report](#) [Add a Contact](#) [Manage Groups](#) [Import/Export](#)

New Groups: [Save](#)

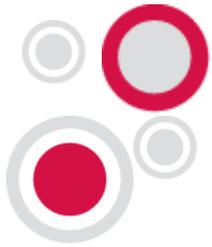
Group Name ▾	# Contacts	Actions
12 Direct Past Clients	0	
33 touch 2011	2	



8. Put an end to your marketing madness

Kick off a touch campaign in **myMarketing**.



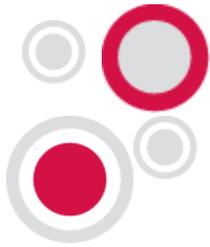


Get Started with KW Technology

9

Create seamless
electronic transactions.





9. Create seamless electronic transactions

Get started with myTransactions.

The screenshot shows the mykw myTransactions interface. At the top, there is a navigation bar with links for HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, EVENTS, REPORTS, and HELP. Below this is a secondary navigation bar with icons for Leads, Marketing, Transactions, Contacts, and Email, along with a search box for myKW. The main header area includes the myTransactions logo, a welcome message for Mike Malinowski, and a 'Log Out' link. A secondary navigation bar contains buttons for Agent Home, Buying Loops, Listing Loops, My Clients, Message Center, and My Account. Below this is a 'Create Loop' button and a 'Help' icon. A notification banner indicates that the Form "CO - Contract to Buy and Sell Real Estate (Residential) (CREC CBS1-10-11)" has been updated. The main content area is titled 'Agent Home' and includes a 'Create Loop' button. Below this are four main sections: 'RECENT LOOPS' (showing no recent loops), 'SEARCH MY CLIENTS' (with a search input and button), 'TASK CALENDAR' (a calendar for Jan 2012), and 'ACTIVITY LOG' (showing recent activity for Nov 18 2011 and Jun 30 2011).

Agent Home

View recent loops, quickly search for clients, view Loop activity and manage your day.

RECENT LOOPS

You have no recent loops.

Showing 0 of 0 Recent Loops [Create Loop](#)

TASK CALENDAR

Jan 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	Today 26	27	28

SEARCH MY CLIENTS

[Search](#)

Type a client's name or email address to search.

ACTIVITY LOG

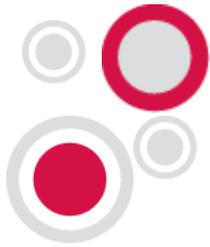
Nov 18 2011

- Attached Mike Jowski to [567 main, austin, TX 78746](#)
- Created a new offer on [567 main, austin, TX 78746](#)

Jun 30 2011

- Attached Mickey Mouse to [123 Main Street, Austin, TX 78733](#)
- Added a new client Mickey Mouse to my clients
- Created a new offer on [123 Main Street, Austin, TX 78733](#) [Create Loop](#)





9. Create seamless electronic transactions

Get started with **myTransactions**.



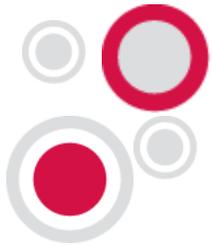
Lesson 8: myTransactions

Lesson 8 Contents

- The myTransactions Rollout.....
- What is myTransactions?.....
- Activating myTransactions.....
- The eEdge Control Panel.....
- The myTransactions Dashboard.....
- Definitions.....
- The Sharing or Permissions Concept.....
- Archiving of Documents.....
- Loop Types and Their Usage.....
- How to Create a Loop.....
- Completing forms.....
- Reviewing Loop Forms.....
- Your Client's myTransactions Experience.....
- Inviting a Co-Op Agent.....
- The Revision Process.....
- "Jumping In and Jumping Out".....
- Adding Attachments.....
- Submitting for Review.....
- Your myTransactions Account Settings.....

Follow **Lesson 8**
in the **eEdge 101**
Training Guide

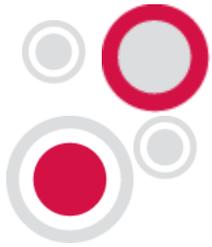




Get Started with KW Technology

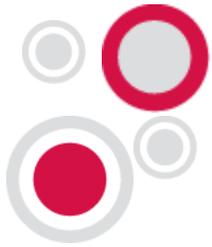
10

Track your progress.



10. Track your progress

- Is myControlPanel activated?
- Are your emails set up?
 - eEdge eAgentC
- Is KW White Pages myProfile completed?
- Did you add names to myContacts?
- Are your KW websites set up?
 - eEdge eAgentC
- Are your listings in the KWLS?
- Are you following up with your leads?
- Have you launched a touch campaign in myMarketing?
- Have you gotten started with myTransactions?



Get Started with KW Technology

11

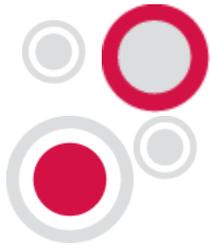
Explore mykw.kw.com.



Get Started with KW Technology

slide 59





11. Explore mykw.kw.com

The screenshot shows the mykw.com user interface. At the top is a navigation bar with the mykw logo and menu items: HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, and EVENTS. A search bar is on the right. Below the navigation bar is a red banner with the text: "Welcome MICHAEL TRITTHART - Market Center: Plano MC#93" and links for "switch", "logout", and "help".

The main dashboard area is divided into several sections:

- Profile Section:** Features a profile picture of Michael Tritthart, his name, and "Profile Completeness" at 100%. Below are buttons for "Profile" and "Reports".
- Productivity Section:** Includes a "Productivity" header and a "Listing and Sales by Month" chart showing data for January.
- eEdge myControl Panel:** A central dashboard with "myBusiness" branding. It contains several widgets: "myLeads (79) New Lead", "myMarketing (0) New Listings", "myTransactions (1) Messages", "myContacts View Contacts", "myEmail (0) eEdge Messages", and "myActionPlans Coming Soon!".
- Scheduled Events:** A calendar widget with a "View Calendar" link.
- Find an Agent:** A search box for "Referral Search" with a "Search" button and a link to "edit my referral profile".
- Check out today's rates! citi:** A promotional banner for Citi.

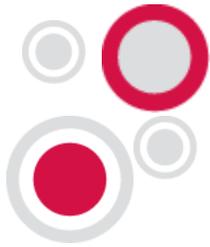
At the bottom of the dashboard is the "eEdge eXtensions" logo and the text "Explore add-ons for the eEdge platform".



Get Started with KW Technology

slide 60





11. Explore mykw.kw.com

mykw HOME **EDUCATION** COACHING MARKETING TECHNOLOGY RESOURCES EVEN

Welcome MICHAEL TRITTHART - Market Co

MICHAEL TRITTHART
Profile Completeness
100%

Profile Reports

Productivity
Activity Cap Info
Listing and Sales by Month Jan

eEdge myControl Panel myBusiness

myLeads (79) [New Lead](#) myMarketing (0) [New Listings](#) myTransactions (1) [Messages](#)

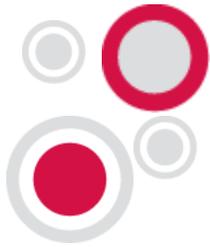
myContacts [View Contacts](#) myEmail (0) [eEdge Messages](#) myActionPlans Coming Soon!

eEdge eXtensions Explore add-ons for the eEdge platf

EDUCATION

- Keller Williams University
- Leads
- Market
- KWU Faculty
- SHIFT into Profit Share
- myTracker
- KWConnect
- Agent Mountain
- Leadership Mountain
- KW Research
- Continuing Education



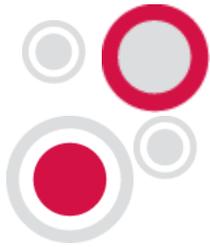


11. Explore mykw.kw.com

The screenshot shows the mykw.com website interface. The navigation bar at the top includes links for HOME, EDUCATION, COACHING (highlighted with an orange box), MARKETING, TECHNOLOGY, RESOURCES, and EVENTS. Below the navigation bar, a red banner displays a welcome message: "Welcome MICHAEL TRITTHART - Market Co...". The main content area features a user profile for Michael Tritthart with a "Profile Completeness" bar at 100%. Below the profile are buttons for "Profile" and "Reports". A "Productivity" section includes a "Listing and Sales by Month" chart with a dropdown menu set to "Jan". The "eEdge myControl Panel" section displays several widgets: "myLeads" (79 New Lead), "myMarketing" (0 New Listings), "myTransactions" (1 Messages), "myContacts" (View Contacts), "myEmail" (0 eEdge Messages), and "myActionPlans" (Coming Soon!). At the bottom of the dashboard is the "eEdge eXtensions" section with the text "Explore add-ons for the eEdge platf...".

- COACHING**
- Power Hour
- Fast Track Programs
- Role Specific Coaching
- BOLD
- One-on-One Coaching
- Breakthrough Coaching
- Mastery Coaching
- Masterminds
- Mega Camp
- Productivity Camps
- MAPS Affiliated Programs





11. Explore mykw.kw.com

mykw HOME EDUCATION COACHING **MARKETING** TECHNOLOGY RESOURCES EVENTS

Welcome MICHAEL TRITTHART - Market Co



MICHAEL TRITTHART
Profile Completeness
100%

Profile Reports

Productivity

Activity Cap Info

Listing and Sales by Month

Jan

eEdge myControl Panel myBusiness

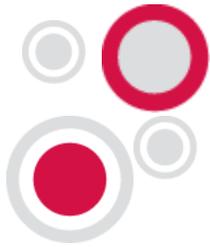
myLeads (79) [New Lead](#) myMarketing (0) [New Listings](#) myTransactions (1) [Messages](#)

myContacts [View Contacts](#) myEmail (0) [eEdge Messages](#) myActionPlans Coming Soon!

eEdge eXtensions Explore add-ons for the eEdge platf

- MARKETING**
- Market My Business
- Market My Listings
- Press Releases
- Social Media
- KW Experience
- Leadership Toolbox
- Move the Market
- Standards and Identity
- Logos
- Color Matching
- Business Basics
- Marketing FAQs

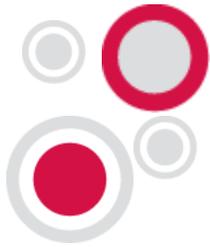




11. Explore mykw.kw.com

- TECHNOLOGY**
- Agent Websites
- MC Websites
- eEdge
- KWLS
- Commercial Listings
- KWLS - MC Approval Greensheet
- Greensheet - MC Approval
- KW Email Engine Optimization
- Online Lead Generation
- eAgentC
- Tech Educational Materials
- Support and Answers
- Change Password





11. Explore mykw.kw.com

mykw HOME EDUCATION COACHING MARKETING TECHNOLOGY **RESOURCES** EVENTS

Welcome MICHAEL TRITTHART - Market Center

MICHAEL TRITTHART
Profile Completeness
100%

Profile Reports

Productivity
Activity Cap Info
Listing and Sales by Month Jan

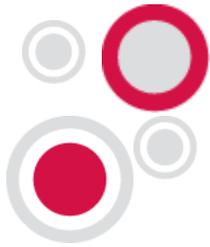
eEdge myControl Panel myBusiness

- myLeads (79) [New Lead](#)
- myMarketing (0) [New Listings](#)
- myTransactions (1) [Messages](#)
- myContacts [View Contacts](#)
- myEmail (0) [eEdge Messages](#)
- myActionPlans Coming Soon!

eEdge eXtensions Explore add-ons for the eEdge platform

- ## RESOURCES
- Welcome New Associates
 - eEdge
 - eEdge Ambassadors
 - eEdge Leadership
 - Culture
 - RED Day
 - IALC and PG Manual
 - Vendor Search
 - Remembrance Listgent We
 - KW History
 - KW Wellness Program
 - Profit Share Forecaster
 - New Market Center
 - MC Software
 - Order AVA
 - Short Sale Opportunities
 - Strategic Alliances
 - Online 411
 - 1099 / T4A
 - Goal Entry
 - Submit Jobs
 - KWRI and HR





11. Explore mykw.kw.com

mykw HOME EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES **EVENTS** Search

Welcome MICHAEL TRITTHART - Market Center: Plano MC#93 [switch](#) | [logout](#) | [help](#)



MICHAEL TRITTHART
Profile Completeness
100%

[Profile](#) [Reports](#)

Productivity

Activity Cap Info

Listing and Sales by Month Jan

eEdge myControl Panel myBusiness

myLeads
(79) [New Lead](#)

myMarketing +
(0) [New Listings](#)

myTransactions +
(1) [Messages](#)

myContacts +
[View Contacts](#)

myEmail +
(0) [eEdge Messages](#)

myActionPlans
Coming Soon!

eEdge eXtensions Explore add-ons for the eEdge platf

EVENTS

[Austin Events](#) Search

[Regional Events](#)

[Family Reunion](#)

[Family Reunion Downloads](#)

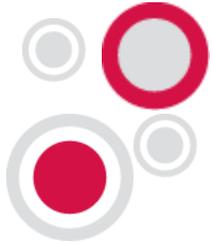
[Mega Camp Registration](#)

[Masterminds](#)

[Free technologies sponso](#)

[All KW Calendar](#)



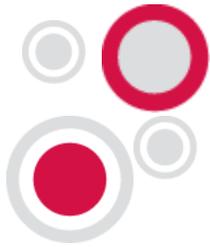


Get Started with KW Technology

12

Know your numbers.





12. Know your numbers

mykw HOME EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES EVENTS Search

Welcome MICHAEL TRITTHART - Market Center: Plano MC#93 [switch](#) | [logout](#) | [help](#)



MICHAEL TRITTHART
Profile Completeness
100%

[Profile](#) [Reports](#)

Productivity

Activity Cap Info

Listing and Sales by Month

eEdge myControl Panel myBusiness

myLeads
(79) [New Lead](#)

myContacts +
[View Contacts](#)

myMarketing +
(0) [New Listings](#)

myEmail +
(0) [eEdge Messages](#)

myTransactions +
(1) [Messages](#)

myActionPlans
Coming Soon!

eEdge eXtensions Explore add-ons for the eEdge platform

Scheduled Events

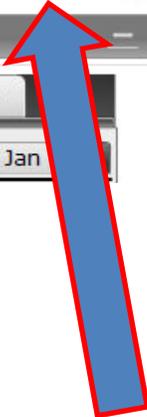
[View Calendar](#)

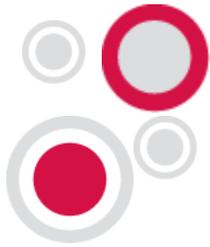
Find an Agent

Referral Search [Search](#)

[edit my referral profile](#)

» Check out today's rates! 





12. Know your numbers

- Dashboard
- Where are they now?
- Favorites
- Associate
- Awards
- Awards - KWRI
- Commercial
- Events
- Goals
- Keller Williams
- KW Cares
- KW Internal
- KWConnect
- KWRI
- Luxury Homes
- Market Center
- MC Financials
- Profit Share
- Rankings
- Recruiting
- Region
- Roster
- Strategic Alliances
- Teams and Groups
- Web Statistics

KWRI
Region
Market Center
Agent
Profit Share
Print

Key Metrics

	% Change	2011	2010
Active Agent Count			
Listings Taken Units	-4%	397.7K	413.3K
Contracts Written Units	11%	534.4K	479.4K
Contracts Closed Units	12%	458.9K	408.0K
Contracts Closed Volume	9%	96.6B	88.9B
Gross Closed Income (GCI)	10%	2.6B	2.3B
Profit Share	11%	38.3M	34.5M
Franchise Royalty	7%	82.4M	77.0M
Owners Profit	40%	45.3M	32.4M

Phase Metric Chart

for All Regions

Phase Metrics

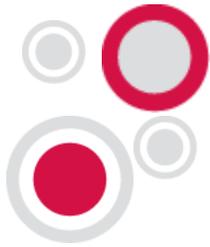
	Launch	Growt	Achievement	Total
Market Centers	31	86	555	672
# Active Agents	1,848	6,734	61,369	69,951
Ave. Active Agents	60	78	111	104
Company Dollar	993,416	3,210,634	27,866,407	31,770,457
Ave. Company Dollar	32,046	37,333	49,669	47,277
Total Profit Share	68,453	192,987	2,159,195	2,420,635
Ave. Profit Share	2,208	2,244	3,890	3,602

KW Lifetime Profit Share

Level	# of people
\$1,000,000	19
\$500,000	55
\$100,000	473
\$50,000	976
\$10,000	5,294
\$5,000	9,646
\$1,000	24,533
\$500	31,588

Yearly Comparison Chart - Agent Count





Learn More!

mykw HOME EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES EVENTS REPORTS HELP

eEdge Leads Marketing Transactions Contacts Email Search myKW

Welcome Brenda Marshall at Keller Williams Realty International MC#0 [Log Out]

Home Feature Suggestions FAQs Roadmaps Forums Product Updates eEdge Extensions Webinars Get eEdge Support

eEdge

eEdge is the real estate industry's first and only complete lead-to-close agent business solution -- including full lead management system, contact management system, customizable marketing library and a paperless transaction workflow.

Exclusively for KW associates, eEdge saves you time, money and effort by reducing redundancies in your work day and allowing you to do what you do best – list and sell homes and shine with your clients.

Search Feature Suggestions:

Search

Learn

- [Live Training \(online\)](#)
- [Archived Training](#)
- [eEdge 101 Training Guide](#)

Ask

- [Get Product Support](#)
- [Frequently Asked Questions](#)
- [Information for Teams and Groups](#)

Collaborate

- [Make a Feature Request](#)
- [Join Our Agent Forum](#)
- [Craigslist Challenge 3.0](#)

UPDATE

Learn more about updates to myMarketing

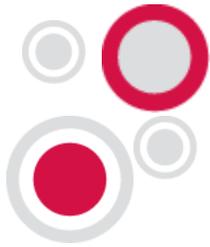
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Learn More!

Welcome Brenda Marshall (Log Out) MC Reports | Help

KWConnect Home Agents Leadership All Associates Keywords Search

eEdge Legend: send to a friend individual downloads



[links](#)

eEdge Training Webinars

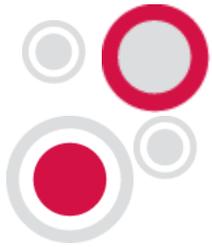
- [My 3 Websites **30 Minute Webinar**](#) 34:55
- [Market Your Brand Through SEO and SEM](#) 34:07
- [Craigslist 30 Day Challenge - January Part 1](#) 57:52
- [Market Listings Online - Extreme Exposure**30 Min Webinar**](#) 28:35
- [eAgentC - Websites that ROCK! **30 Min. Webinar**](#) 36:18
- [KW Technology - There's an App for That!](#) 28:47
- [eEdge - All My Pages **30 Min. Webinar**](#) 26:30
- [Craigslist 30 Day Challenge December part 2](#) 56:24
- [Craigslist 30 Day Challenge December part 1](#) 57:16
- [7 eEdge Tips in 30 Minutes **30 Min. Webinar**](#) 29:04
- [KW Technology - Website Analytics **30 Minute Webinar**](#) 21:56
- [myContacts - Did You Know You Could Do This? **30 Minute Webinar**](#) 24:43
- [eEdge myTransactions - ADVANCED](#) 65:07
- [Domain Name - SEO - Using CNAME **30 Min Webinar**](#) 29:23
- [Internet Lead Generation Math 101 **30 Min. Webinar**](#) 33:40
- [Building a Green Lead Generation System](#) 61:56
- [Market Leader Pro Updates and Enhancements - November](#)



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