

K E L L E R W I L L I A M S R E A L T Y



eEdge: Making the Most of Marketing to Your Contacts

with Michael Tritthart

Technology Training Room Sponsored by

Session #6T



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





Presenter

Michael Tritthart

- ❖ One of two 2011 Trainers on eEdge Roadshow
- ❖ Conducted 17 Roadshows & My Transactions Sessions in 12 Regions Last Year
- ❖ Full time instructor/webmaster at Plano, Texas MC
- ❖ Investor in Little Rock, Arkansas and Fairfax, Virginia Market Centers
- ❖ KWU International Master Faculty
- ❖ Has enhanced over 4,500 websites for real estate agents
- ❖ www.michaeltritthart.com





What you will learn today...

Checklist for myMarketing

1. Database According to MREA
2. eEdge Groups for MREA Model
3. Transition to the New myMarketing

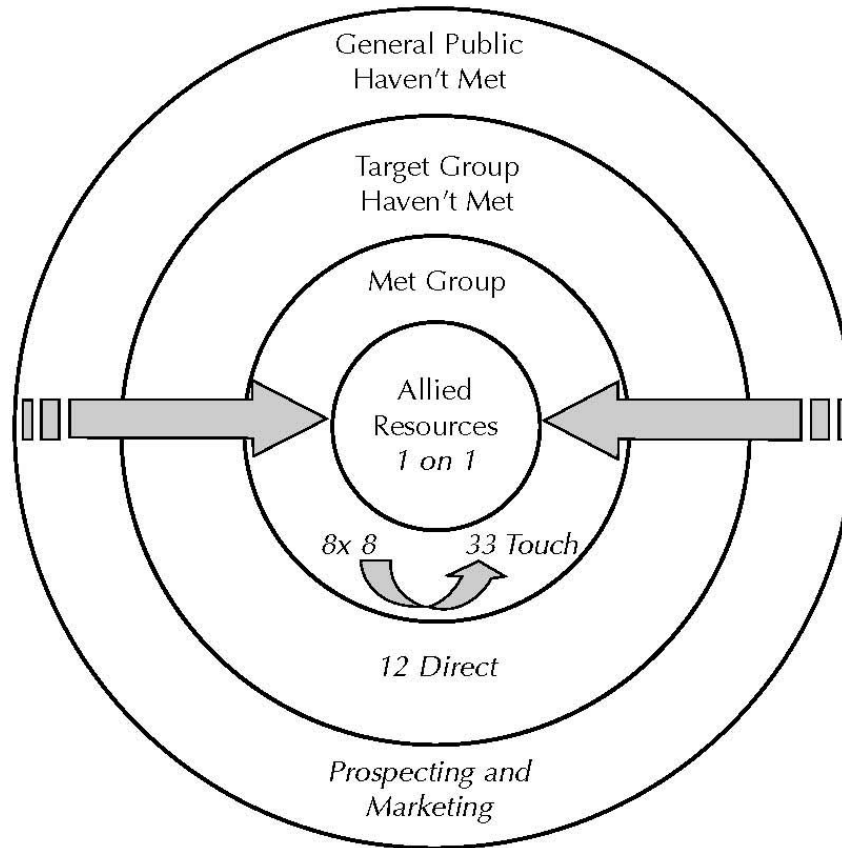
Sneak Peek

1. The New myMarketing
2. Action Plans



Database According to MREA

Strategic Model for Generating Leads and Building Relationships

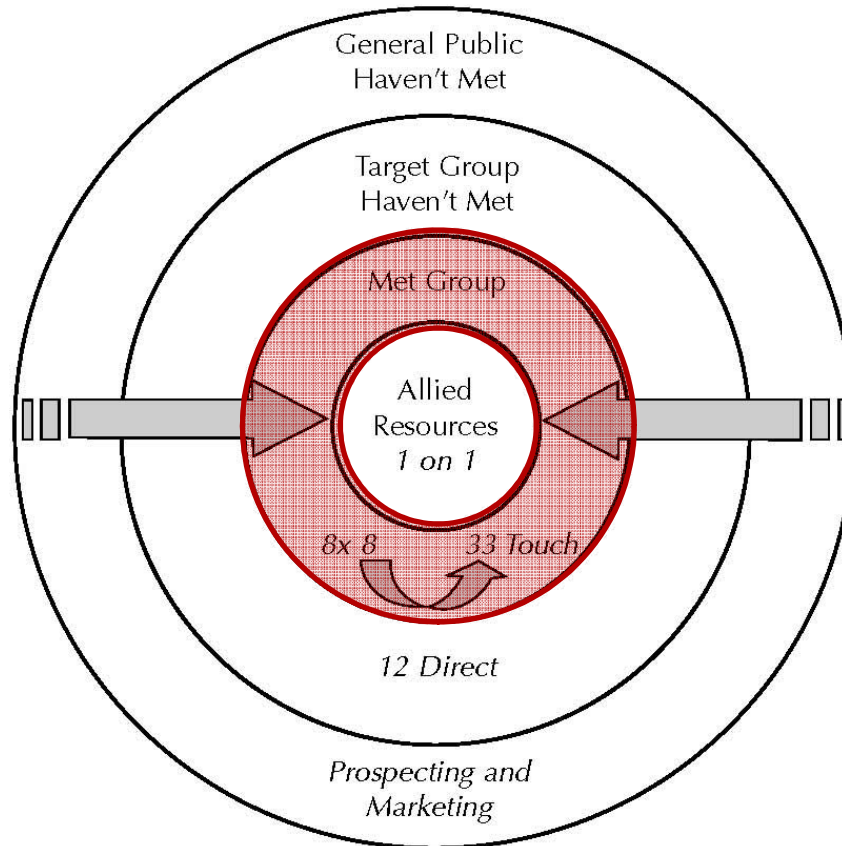


Your Strategy –
Generate leads and
move people into
your Inner Circles



Organize Your Database Systematically

Strategic Model for Generating Leads and Building Relationships (cont.)

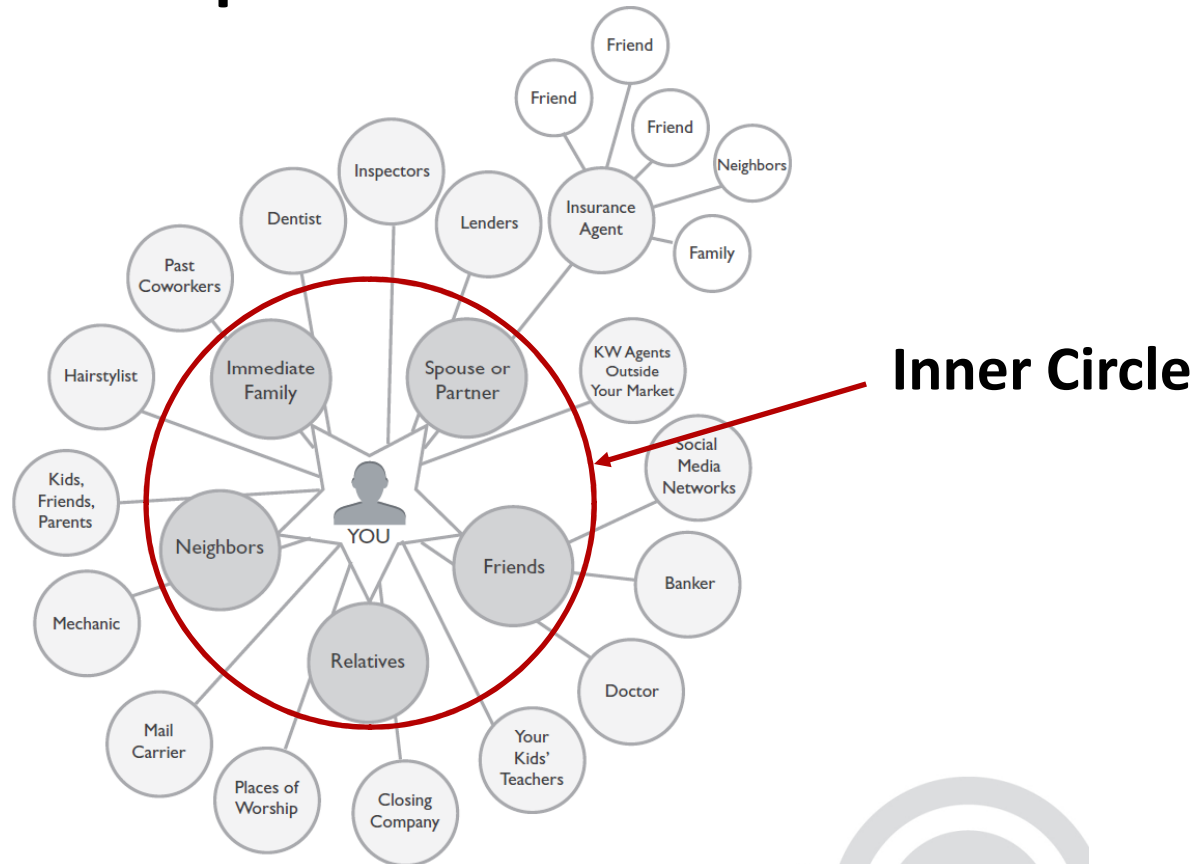


Everyone in your **Met Group** first goes into an **8 x 8** program.



Build and Feed Your Database

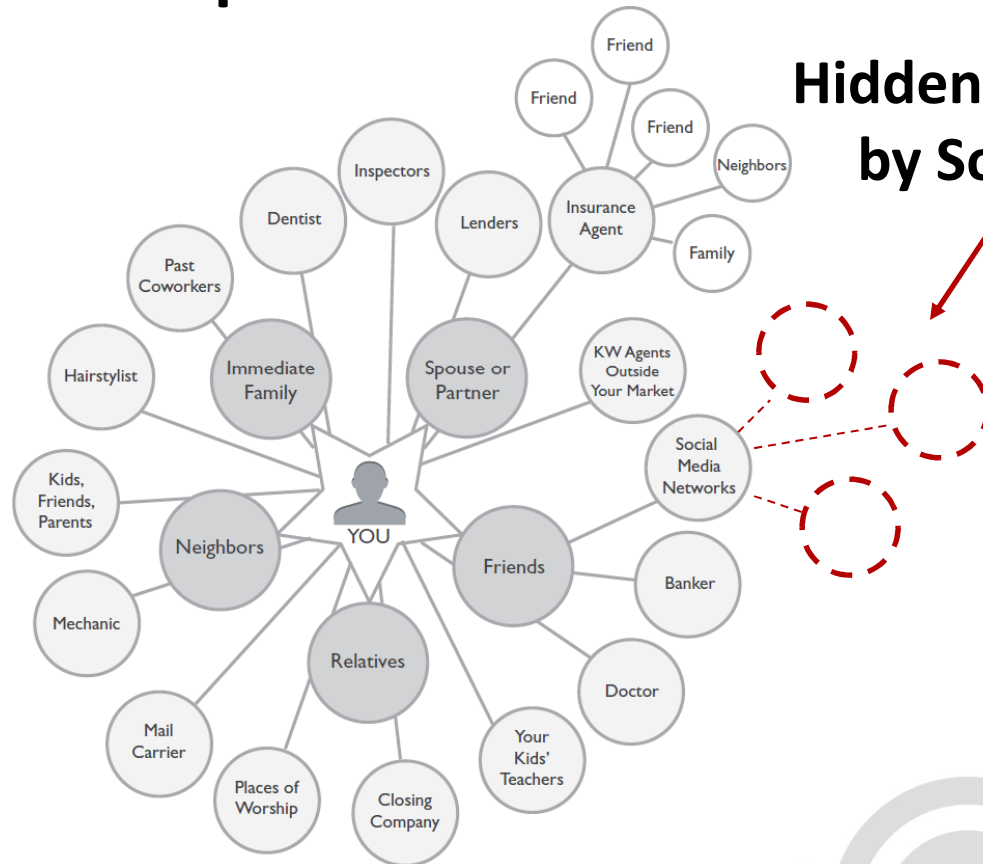
Your Sphere of Influence





Build and Feed Your Database

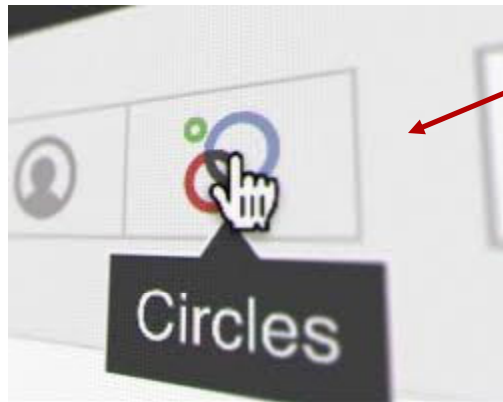
Your Sphere of Influence



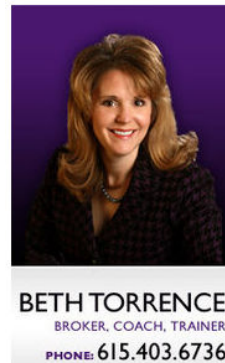


Social Media for Additional Circles

Your Sphere of Influence (Online)



Google+ Circles



Beth Torrence, Real Estate Agent, Coach, Trainer

Real Estate Agent · Franklin, Tennessee



Wall Beth Torrence, Real Estat... · Everyone (Top Posts) ▾

Share: Post Photo Video

Write something...

LinkedIn



LinkedIn

Facebook



Michael Tritthart

@mtritt Everywhere. Based in Texas
Nationwide Trainer/Consultant for Real Estate Agents.
Keller Williams Realty International Master Faculty
Instructor - Technology. Come get your Tech on!
<http://michaelttritthart.com>

Twitter



Making the Most of Marketing to Your Contacts

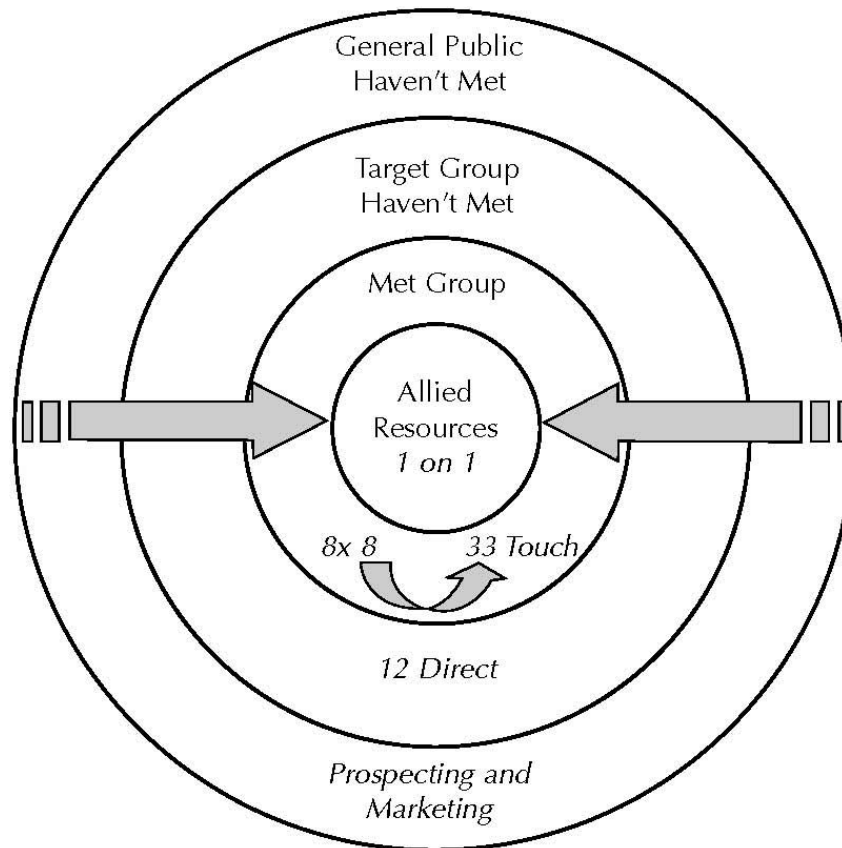
slide 8





Groups for eEdge?

Strategic Model for Generating Leads and Building Relationships



Your Strategy –
Generate leads and
move people into
your Inner Circles



Create Groups, Re-visit Group Names



Contacts

Find Contact

[Advanced](#)

[Seller's Market Report](#)

[Add a Contact](#)

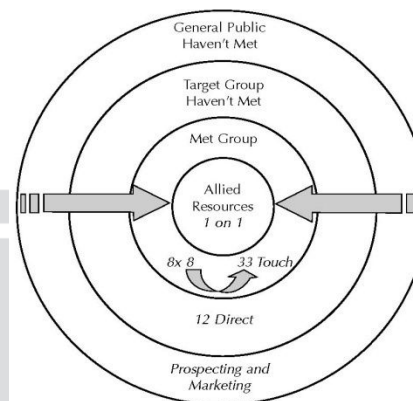
[Manage Groups](#)

[Import/Export](#)

Create New Groups:

Save

Group Name ▲	# Contacts	Actions
Allied Resources	0	
Buyers	0	
Have Not Mets General Public	0	
Have Not Mets Target Group	0	
Mets	0	
Sellers	0	



Making the Most of Marketing to Your Contacts



New Functionality

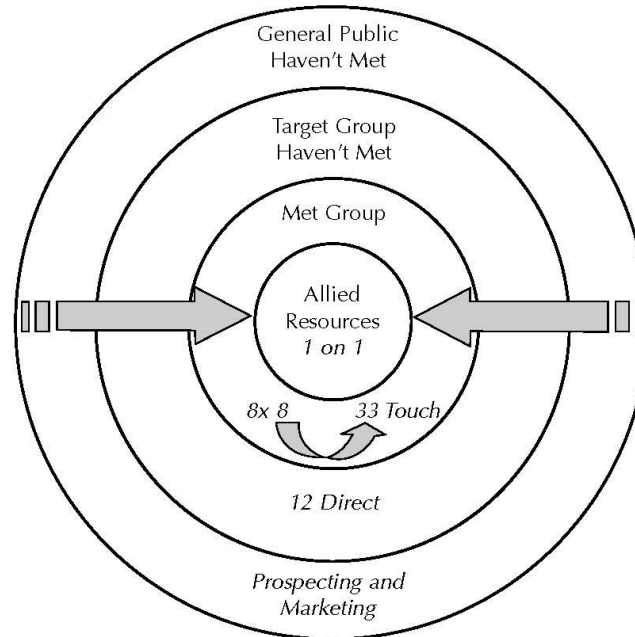
****Based on new functionality, it is no longer necessary to link Groups with Campaigns in the same way as before****

1. According to MREA, people that you haven't met would go on a 12 direct (Have Not Mets General Public)
2. As soon as you meet someone they go on an 8 x 8 (Have Mets Target Group)***
3. After the 8 x 8 they go to a 33 touch. (Mets Group)



Back to MREA, Contacts move Groups

“Have Not Mets General Public”, “Have Not Mets Target Group”, “Mets”, “Allied Resources”





eEdge for Allied Resources

Contacts (138)

Status:

All

Groups:

Allied Resources

Type:

All

Contact	Member Agent	Looking In	Phone	Type	Source	Created	Activity ▾	Time Frame
<input type="checkbox"/> Jeffrey Allen	<div>The Team</div>			Buyer	Entered/Imp	4/11/11	-	Just Looking
<input type="checkbox"/> Hussain Hashim	<div>The Team</div>			Buyer	Entered/Imp	4/11/11	-	Just Looking
<input type="checkbox"/> Jason Leandra	<div>The Team</div>			Buyer	Entered/Imp	4/11/11	-	Just Looking
<input type="checkbox"/> Ashley Drake Gephart	<div>The Team</div>			Buyer	Entered/Imp	4/11/11	-	Just Looking
<input type="checkbox"/> Mike Cassidy	<div>The Team</div>			Buyer	Entered/Imp	4/11/11	-	Just Looking
<input type="checkbox"/> Allyson Coe	<div>The Team</div>			Buyer	Entered/Imp	4/11/11	-	Just Looking

Groups and Campaign Connections are Different, but Easy to Do



Making the Most of Marketing to Your Contacts

slide 13





Add to Group, Add to Campaign at the Same Time

Timeframe:

Just Looking

Moving From:

Looking In:

Flower Mound

ListingAddress:

On

Edit

* This field is required.

Recommendations

- This contact appears to be new. We recommend you send an email with listing alerts.

Show All

Comments

Emails

All Reminders

Add a new reminder

Groups

This is the list of groups currently assigned to this contact

Create New Group:

Create

Group Name	Actions
Mets	

Send Listings

More Actions

Add New Listing Alert

Start myTransaction

Add to Campaigns

Transfer

Print

Export v-Card

Re-send Welcome Email

Delete



Use the eEdge Custom Import Template



Start a Campaign in 3 screens..Less Than Before

mykw HOME EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES EVENTS REPORTS HELP

eEdge Leads Marketing Transactions Contacts Email

myLeads Powered by market leader. Welcome Ellen Smith at Keller Williams Reality International [\[log out\]](#)

[Dashboard](#) [Inbox ▼](#) [Contacts ▼](#) [Market My Listings ▼](#) [Search MLS](#) [Create Marketing ▼](#) [Admin ▼](#) [? Help ▼](#)

Build a New Campaign

Basic Advanced

New to campaigns? [Watch the video](#)

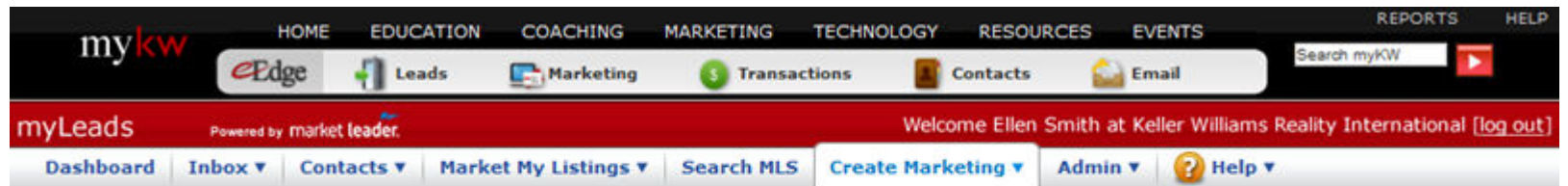
[Manage Prepaid Account](#)

Name ▼	Type	Activities	Emails	Direct Mail	Next Delivery Date	Contacts	Actions
Homeowners Newsletters	? Interval	2	12	0	Inactive, Add contacts	0	
Go Green Series	? Interval	2	3	3	Inactive, Add contacts	0	





Start a Campaign



- Select a campaign from the list on the left below
- Review the campaign information on the right
- Select a version (Email, MultiChannel or Direct Mail) of this campaign
- Click "Next Step" to continue



Choose a Pre-Built Campaign

[Go Back](#)[Next Step](#)

Choose a Pre-Built Campaign

- [Buyers Marketing](#)
- [Seller Marketing](#)
- ▾ [Sphere Marketing](#)

[33 Touch](#)

- [Market Insider \[PRO\]](#)
- [View All](#)

33 Touch

Type: Interval Campaign ?

? Select a version of this campaign and click "Next Step":

Email

Cost: \$0.00 per contact

22 Emails

0 Direct Mail

11Activities

Multi-Channel

Cost: \$0.00 per contact

6 Emails

6 Direct Mail

11Activities

Direct Mail

Cost: \$0.00 per contact

0 Emails

22 Direct Mail

11Activities

OR

[Customize in Advanced Setup](#)

[➔ Campaign Elements \(click to preview\)](#)





Start a Campaign

- Select contacts to add to this campaign from your Contact Manager on the left.
- Click "Add Selected Contacts To Campaign" to verify these contacts
(If you aren't ready to add contacts, you can come back to it later)

Contacts

Groups

Search Options

Select All

Deselect All

1 Contacts Selected, 4 Total Contacts

☒ Buyers

☐ Open House

☐ Sellers

☐ Test

Add ->

<- Remove

Contacts in your Campaign

Search Options

Search by Last Name: Last name only

Search

Select All

Deselect All

0 Contacts Selected, 2 Total Contacts

☐ Adler, Rebecca

☐ Aker, Mark

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y

Z

Return to Campaigns Home



Sneak Peek: The New myMarketing

mykw HOME EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES EVENTS

eEdge Leads Marketing Transactions Contacts Email

myLeads Powered by market leader. Welcome Ellen Smith at Keller Williams

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

Marketing Materials
Campaigns
File Manager
Expiring Materials (retiring May 31, 2012)

Dashboard

New Leads (2)
Contacts that are still in the "lead" category and need action.

Contact	Looking In	Avg Price	View	Save	Created	Actions
Harvey Moore		\$0	0	0	7/13/11	Lead [dropdown] [email icon] [share icon] [refresh icon]
Andy Keller		\$0	0	0	3/23/11	Lead [dropdown] [email icon] [share icon] [refresh icon]

Display Fewer Display More

New messages (0)
These are emails you have received from contacts that need action.

Contact	Message	Date	Actions
No records returned.			

KELLER WILLIAMS REALTY



Sneak Peek: The New myMarketing

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eEdge Leads Marketing Transactions Contacts Email Search myKW

myLeads Powered by market leader. Welcome Ellen Smith at Keller Williams Reality International [log out]

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

My Marketing Materials My Pictures

Disk space in use: 1% full




Making the Most of Marketing to Your Contacts

slide 20







Sneak Peek: The New myMarketing

 Admin

Website | Email | Site Activity | Performance Evaluator | **My Account**

Settings
Billing and Shipping

Profile Details

Name*:	Ellen Smith	Title:	
Login*:	ellen	Password:	Change Password
Designations:		License/DRE:	
Website:	servingyourtown.com	Team:	<input checked="" type="checkbox"/>
eEdge Email:	ellen@servingyourtown.com	Phone Number:	 (425) 123-4568  (425) 555-1212
External Email*:	ellensmith@gmail.com		

Marketing

Marketing Email:	ellen@servingyourtown.com	Marketing Website:	servingyourtown.com
Call to Action:			
Branded Disclaimer:		Unbranded Disclaimer:	
Blog URL:	myblog.com	Facebook	facebook.com/mypage
Marketing Address:	123 Main St Kirkland WA 12345	None	
		Blog	
		Facebook	<input type="checkbox"/> Realtor Logo
		LinkedIn	<input type="checkbox"/> Equal Housing Logo
		Twitter	

Additional Information

Save **Cancel**

Agent MLS ID



Sneak Peek:



Call Me Today!

Elise Trainer, GRE ABR
Realtor
Office: (480) 955-3200
Mobile: (480) 422-8896
etrainer@kw.com



www.kellerwilliams.com

Keller Williams Realty | 4525 S. Broadway, Suite 200 | Scottsdale, AZ 85250



Equal Housing Opportunity. If you have a brokerage relationship with another agency, this is not intended as a solicitation. All information deemed reliable but not guaranteed.



Connect with me on:

Keller Williams Realty | 4525 S. Broadway, Suite 200 | Scottsdale | AZ | 85250

Add etrainer@kw.com to your safe senders list. [Click here for directions](#)
To unsubscribe [Click Here](#)

[Click Here](#) for print version



Making the Most of Marketing to Your Contact

A beautiful home with exquisite craftsmanship, act now!



3645 East Hampden Avenue
Denver, CO 80231

\$1,234,000

4 Bedrooms - Bathrooms - Outdoor Jacuzzi - Full
Basketball Court - Enormous Basement



This sophisticated bi-level home has been totally refurbished with the finest of details throughout. The elegant courtyard leads you into this dramatic home with old-world charm. Private formal dining room with fireplace... elegant living room.



Call Me Today!

Elise Trainer, GRE ABR
Realtor
Office: (480) 955-3200
Mobile: (480) 422-8896
etrainer@kw.com





www.kellerwilliams.com

Keller Williams Realty | 4525 S. Broadway, Suite 200 | Scottsdale, AZ 85250



Equal Housing Opportunity. If you have a brokerage relationship with another agency, this is not intended as a solicitation. All information deemed reliable but not guaranteed.



Connect with me on:  



Sneak Peek: The New myMarketing

Instead of two profiles to manage, now only one agent profile to manage.

Marketing

Marketing Email:	ellen@servingyourtown.com	Marketing Website:	servingyourtown.com	
Call to Action:				
Branded Disclaimer:			Unbranded Disclaimer:	
Blog URL:	myblog.com	Facebook	facebook.com/mypage	
Marketing Address:	123 Main St Kirkland WA 12345		<input type="checkbox"/> Realtor Logo <input type="checkbox"/> Equal Housing Logo	

Facebook
None
Blog
Facebook
LinkedIn
Twitter

Additional Information

Save **Cancel**

Agent MLS ID

Images

Website Image: This is the profile picture used on the Vision website. Edit	Marketing Image:	Marketing Logo:	Bulk Mail Permit:
---	-------------------------	------------------------	--------------------------



Making the Most



Sneak Peek: The New myMarketing

Build a New Campaign

BasicAdvanced

New to campaigns? [Watch the video](#)

Manage Prepaid Account

Name ▼	Type	Activities	Emails	Direct Mail	Next Delivery Date	Contacts	Actions
8x8 Buyer	? Interval	0	8	0	Inactive, Add contacts	0	
12 Direct	? Interval	0	0	12	Inactive, Add contacts	0	

Actions

- Pause ?
- Manage Delivery Options ?
- Add/Remove Contacts ?
- Rename Campaign ?
- Duplicate Campaign ?
- Delete Campaign ?

New myMarketing is one user interface. That means that myMarketing resides inside of eEdge rather than outside. It has the same look and feel as eEdge because it is **100% integrated**.



Sneak Peek: The New myMarketing

mykwHOMEEDUCATIONCOACHINGMARKETINGTECHNOLOGYRESOURCESEVENTSREPORTSHELP

eEdgeLeadsMarketingTransactionsContactsEmail

myLeadsPowered by market leader.Welcome Ellen Smith at Keller Williams Reality International [log out]

DashboardInboxContactsMarket My ListingsSearch MLSCreate MarketingAdminHelp

- Select a campaign from the list on the left below
- Review the campaign information on the right
- Select a version (Email, MultiChannel or Direct Mail) of this campaign
- Click "Next Step" to continue

Campaigns Home

1 Choose Campaign

2 Add/Remove Contacts

Choose a Pre-Built Campaign

[Go Back](#)[Next Step](#)

Choose a Pre-Built Campaign

- [Buyers Marketing](#)
- [Seller Marketing](#)
- ▼ [Sphere Marketing](#)
 - 33 Touch**
 - [Market Insider \[PRO\]](#)
 - [View All](#)

33 Touch

Type: Interval Campaign ?

For use as a general prospecting campaign, the fun, bold designs in the Gorilla Marketing series are sure to stand out in your contacts' mail or email inbox.

? Select a version of this campaign and click "Next Step":

Email

Cost: \$0.00 per contact

22 Emails

0 Direct Mail

11Activities

Multi-Channel ☒

Cost: \$0.00 per contact

6 Emails

6 Direct Mail

11Activities

Direct Mail

Cost: \$0.00 per contact

0 Emails

22 Direct Mail

11Activities

OR

Customize in
Advanced Setup

➡ Campaign Elements (click to preview)





Sneak Peek: The New myMarketing

60% more marketing pieces at launch for eEdge users!

[Print Cart \(0\)](#) [Campaign Cart \(0\)](#)

[Marketing Materials](#) [My Saved Pieces](#)

Enter search keywords

Prev [1](#) [2](#) [3](#) ... [12](#) Next

Property Flyers

Sort by: [Alphabetical](#) 142 results found. Show [12](#) per page

New Marketing Materials

▼ Flyers

▼ Property Flyers

- Single Sided [100+ PRO]
- Team Version [30+ PRO]
- Luxury Brochures [20+ PRO]
- Double Sided [PRO ONLY - 20+]
- Marketing Flyers [PRO ONLY - 30+]
- Calendars [PRO ONLY]
- Upload Your Own [PRO ONLY]

▶ Postcards

▶ Newsletters

▶ Guides

▶ eGreetings (Email)

▶ Greeting Postcards (Print)

▶ Folded Greeting Cards

Letter Library

▶ Door Hangers [50+ PRO]


Business Cards [PRO ONLY]

Wall Calendars [PRO ONLY]

Photo Books [PRO ONLY]


▶ Sports Schedules [PRO ONLY - 250+]

▶ Marketing in Motion [PRO ONLY - 60+]




Apex [Carrot]
(8.5 X 11)


Keywords: Property Marketing, Property, Listing Marketing, 1 Photo, Flyer, 8.5 x 11, [+](#)




Apex [Cadet Blue]




Apex [Carrot]




Apex [Coral]




Apex [Emerald]




Apex [Ink]



Apex [Lavendar Mist]

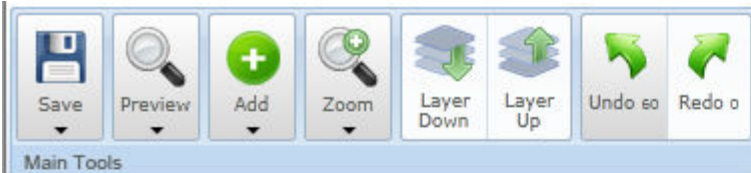


Arizona Cactus



Best Buy

Prev [1](#) [2](#) [3](#) ... [12](#) Next



Change Page

Page 1



Add Page

▼Text Boxes

Disclaimer
Text 5
Text 4
Text 3
Text 2
Text 1
Contact Information 3
Contact Information 2
Contact Information 1

▼Images

Equal Housing Opportunity Icon
Realtor Icon
Photo 1
Agent Photo

****Complete MLS Integration, just select the picture and description from your IDX feed!****



Ellen Smith

REALTOR, CRS

874448973

Office: 303-331-6240 | www.ServingSeattle.com

esmith@servingseattle.com

\$850,000



New construction, with over 1000 sq ft finished, perfect for first time home buyers. This property is rent buster. Nested in to a fast growing area with great potential for resale in 3 to 5 years.



Sneak Peek: WYSIWYG



You can move pictures, add text boxes, completely redesign any of the templates.



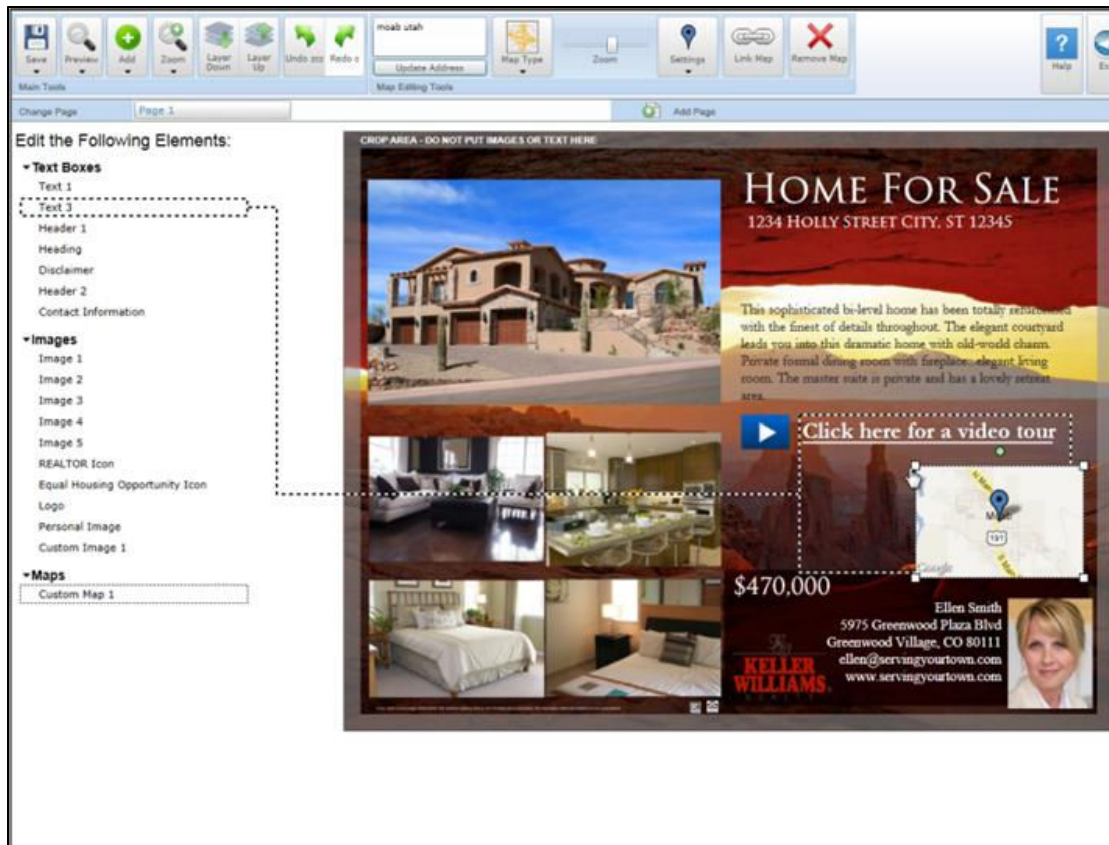
Making the Most of Marketing to Your Contacts

slide 28





Sneak Peek: The New myMarketing



Watch the
Demo Video!



Making the Most of Marketing to Your Contacts

slide 29





Sneak Peek: The New myMarketing

Ready-to-Use Team Materials






Sneak Peek: The New myMarketing

Original design
unedited

Sellers who followed their real estate agent's advice on pricing sold their house 38 days faster than those who didn't. Better yet, those sellers often sold for more money - almost \$4,000 more for the average house.

I'd be happy to give you an estimate of what your home is worth in today's market.

Contact me for your FREE, No Obligation Comparative Market Analysis. And if you know of anyone looking to buy or sell a home, I can certainly help with that too.



After WYSIWYG
editing

Ready to make your next move?

Nobody sells more real estate in Austin, Texas than the Marks Team.

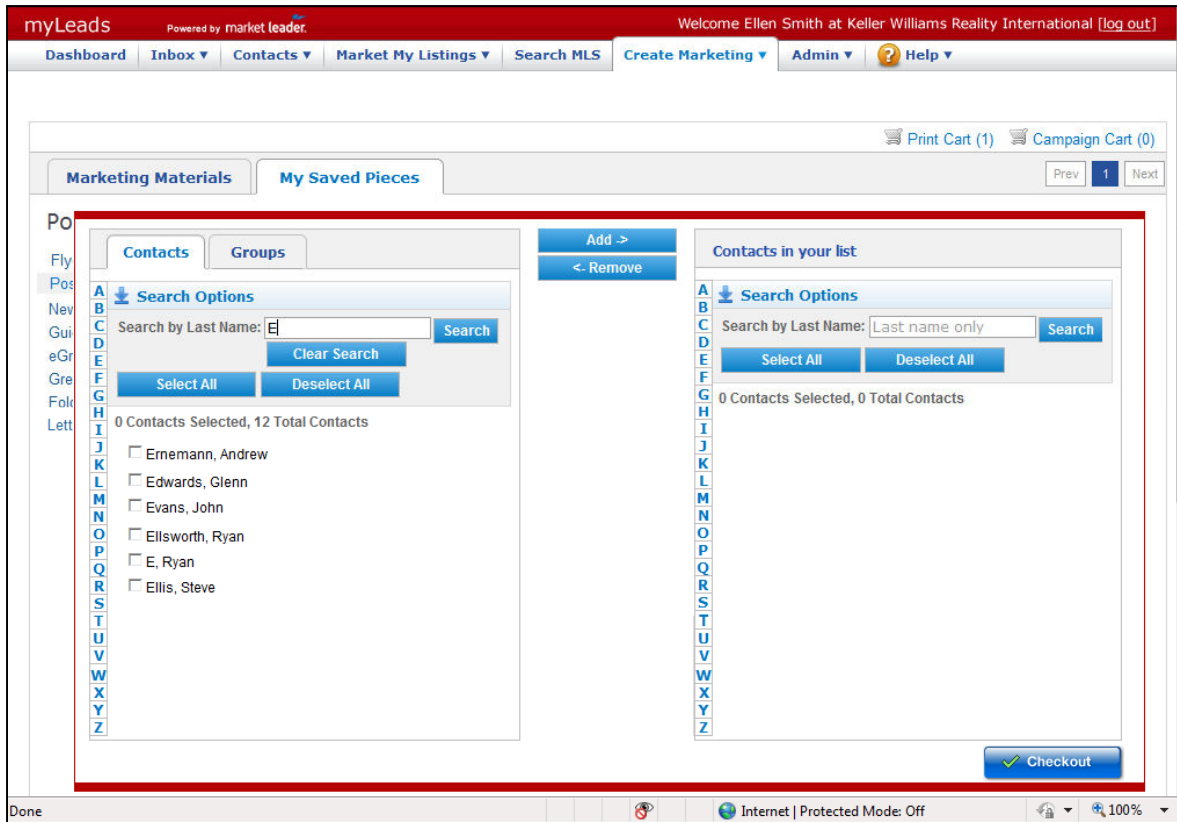


Find out how I could get your house sold for more money than anyone else in town!

Print or Email
in one click!



Sneak Peek: Print Integration



Order directly
from myMarketing
with Shutterfly.
Real Time Proofs.



Making the Most of Marketing to Your Contacts

slide 32





Sneak Peek: The New myMarketing





myMarketing Transition

****Anticipated March****

1. With Launch your existing myMarketing will be accessible via your eEdge menu
2. Overlap of both tools

Training after Family Reunion

1. <http://mykw.kw.com/eedge>
2. myMarketing webinars Before, During, After transition



What Can I Do To Prepare?

Anticipated March

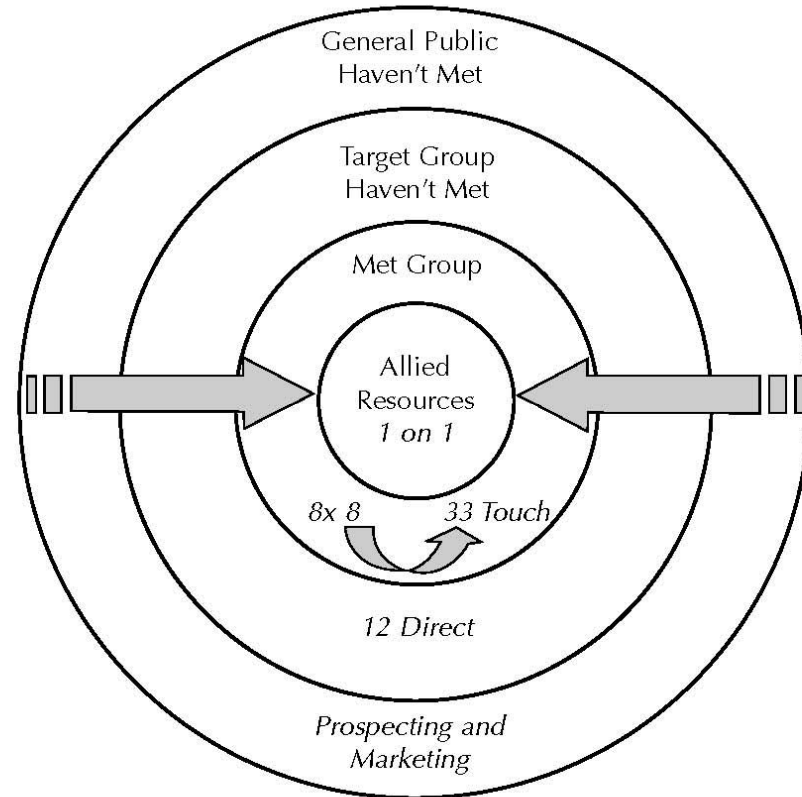
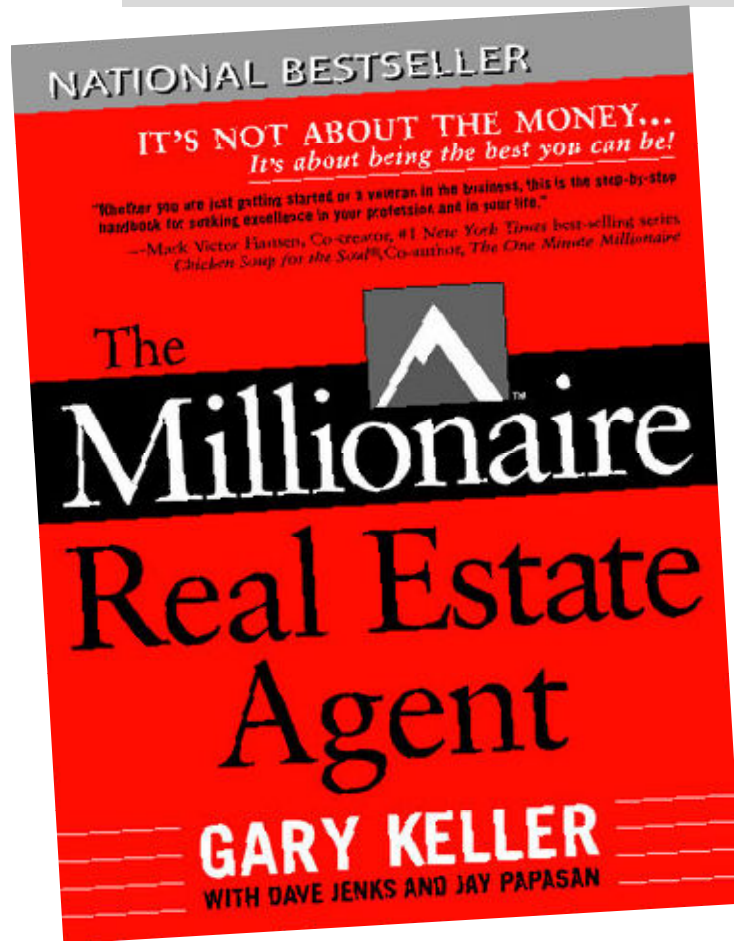
1. With Launch your existing myMarketing will be accessible via your eEdge menu
2. Overlap of both tools

Training after Family Reunion

1. <http://mykw.kw.com/eedge>
2. myMarketing webinars Before, During, After transition
3. I am available for onsite workshops for your MC and Regions. MichaelTritthart.com



Sneak Peek: Action Plans





Sneak Peek: Action Plans

- Action plans will be completely customizable
- Triggers can be date based or time based

mykw HOME eEDGE EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES EVENTS

Search

kw | ACTION PLANS

Dashboard Start a Plan Manage Templates Activated Plans Contact Search

Contact Details for 'Alexis Scott'

Contact Name
Alexis Scott [Apply to a Template](#)

Phone Number
-Unknown-

Email Address
illusion1171@gmail.com

Street Address
-Unknown-

Zip Code
-Unknown-

[Assigned Plan](#) [Memo History](#)

Show 10 entries Search:

Action Plan	Tasks Status	Started	Completed
open house for Alexis Scott	4 of 35 tasks completed	01/13/2012	

Showing 1 to 1 of 1 entries

[First](#) [Previous](#) [1](#) [Next](#) [Last](#)



Making the Most of Mark



Sneak Peek: Action Plans

- Pre-loaded templates
- Ability to customize

View Plan Details

Plan Name
Listing

Plan Description
Listing Description

[Copy Action Plan](#)

[Apply to a Contact](#)

Search:

Task Name	Task Description	Due from Effective Date
<input checked="" type="checkbox"/> Assign lockbox	Assign lockbox to property	in 0 days
<input checked="" type="checkbox"/> Obtain key	Obtain key from Seller for lockbox	in 0 days
<input checked="" type="checkbox"/> Obtain listing agreement	Obtain listing agreement	in 0 days
<input checked="" type="checkbox"/> Obtain seller's disclosure	Obtain seller's disclosure and (if necessary) lead-based paint disclosure	in 0 days
<input checked="" type="checkbox"/> Obtain photographs	Take pictures of property	in 0 days
<input checked="" type="checkbox"/> Update contact information	Update listing client's contact information (ie CRM, cell phone, etc)	in 0 days
<input checked="" type="checkbox"/> Add listing to MLS/KWLS		in 1 days
<input checked="" type="checkbox"/> Check FHANA Registry	Check FHANA Registry to determine qualification	in 1 days
<input checked="" type="checkbox"/> Create/order property flyer	Create or order property flyer (or ensure listing landing page is active)	in 1 days



Making the



Sneak Peek: Action Plans

Logging into myKW, you will be alerted to tasks for you to complete, take on the task or assign to one of your team members...

mykw HOME eEDGE EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES EVENTS

Search

kw | ACTION PLANS

Dashboard Start a Plan Manage Templates Activated Plans Contact Search

Tasks

All Email Call To-do Appointment Mail

Show 10 entries Search:

	Task Description	Assigned To	Due	Status	Add Calendar
<input type="checkbox"/>	<u>Seller update phone call</u> Alexis Scott open house for Alexis Scott	Laurie Sparrowhawk	01/06/2012	Skipped	N
<input type="checkbox"/>	<u>Obtain listing agreement</u> Alexis Scott open house for Alexis Scott	Laurie Sparrowhawk	01/06/2012	Dropped	Y
<input type="checkbox"/>	<u>Schedule or obtain photographs</u> Alexis Scott open house for Alexis Scott	Laurie Sparrowhawk	01/06/2012	On Hold	N
<input type="checkbox"/>	<u>Add listing to MLS/KVLS</u> Alexis Scott open house for Alexis Scott	Laurie Sparrowhawk	01/06/2012	On Hold	N
<input type="checkbox"/>	<u>Create or order virtual tour</u> Alexis Scott open house for Alexis Scott	Laurie Sparrowhawk	01/06/2012	On Hold	N
<input type="checkbox"/>	<u>Thank you Letter</u> Alexis Scott open house for Alexis Scott	Laurie Sparrowhawk	01/06/2012	Completed	N
<input type="checkbox"/>	<u>Create individual website, listing landing page</u> Alexis Scott open house for Alexis Scott	Laurie Sparrowhawk	01/10/2012	Overdue	N
<input type="checkbox"/>	<u>Assign lockbox to property</u> Alexis Scott open house for Alexis Scott	Laurie Sparrowhawk	01/06/2012	Completed	N

Mark as: Complete In-Progress On Hold Not Started

Showing 1 to 8 of 8 entries

First Previous 1 Next Last

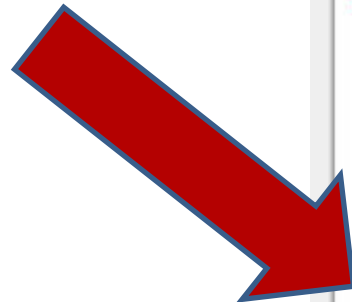


Making the Most of Marketing



Sneak Peek: Action Plans

Create a Task for yourself, team member or another associate in the market center.



mykw HOME eEDGE EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES EVENTS Search

Welcome Laurie Sparrowhawk - Keller Williams Realty Intl. MC#0 [switch](#) | [logout](#)

kw ACTION PLANS

Dashboard Start a Plan Manage Templates Activated Plans Contact Search

Create Task

Task Name
Enter Task Name Save

Task Description
Enter Task Description

Assigned to
Select Associate
Select Associate
Laurie Sparrowhawk
Graham Cohen
Veronica Diaz

Priority: ☒ Low ☐ Medium ☐ High

Due Date offset: 7 days after the effective date

Due Date: 01/26/2012

Drop: ☒ No drop time frame ☐ Add drop time frame

Add to Calendar: ☒ No ☐ Yes

Weekend: ☒ No change with weekend due date ☐ Change weekend due date

Attachment: Browse...
Upload Attachment



Making the Most of Market



Sneak Peek: Action Plans

Dozens of pre-loaded action templates for agents, leadership, commercial etc. Take the templates and make them your own – customize them to your needs.

The screenshot shows the 'mykw ACTION PLANS' interface. At the top is a navigation bar with links: HOME, eEDGE, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, EVENTS. Below this is a search bar. The main header reads 'kw ACTION PLANS'. A sub-header contains links: Dashboard, Start a Plan, Manage Templates, Activated Plans, Contact Search. The 'Manage Templates' section is active, displaying a table of templates. The table has columns for Template Name, Template Description, and Template Type. It lists various core and custom templates, including Listing, Buyer Contract-to-Close, Commercial Listing, Commercial Contract, Leadership Plan, and several custom plans for specific users or purposes.

Template Name	Template Description	Template Type
*Listing	Listing Description	Core
*Buyer Contract-to-Close	Buyer Contract-to-Close Description	Core
*Commercial Listing	Commercial Listing Description	Core
*Commercial Contract	Commercial Contract Description	Core
*Leadership Plan	Leadership Plan	Core
*Listing for Sarah Wake	new listing	Custom
Buyer C2C	My Buyer Contract-to-Close Plan	Custom
Retail Space Listing	Commercial Listing Plan for Retail	Custom
My Comm Contract	Tasks for my commercial contracts	Custom
Team Leader To-do	Plan for Team Leaders	Custom

Suggestions?
<http://mykw.kw.com/eedge> Feature Request



Making the Most of Ma



Bonus Features – eEdge Website Update



Admin

Website

Email

General Info

Titles and Descriptions

Main Text

Sell Text

Site Images

Search Widget

Alerts

Communities Served

Featured Partners

Listing Address

Listing Search Areas

Listing Search Fields

MLS Administration

Consumer Site Theme

Edit Community

Name of Community:

Kirkland

Add a Zip/Postal Code:

98033 ✖ 98034 ✖

Add Zip/Postal Code

Review and Edit Descriptive Content

This text will display at the top of this community's page. Please note that the page may be blank if no content is entered.

B **I** **U** | | | | | Paragraph | Arial | 4 (14pt) |

| | | | | | | |

Living in Kirkland

Kirkland is an amazing place to live. If you work in one of the many businesses located in Kirkland, living locally couldn't be more convenient.

Downtown Kirkland has great restaurants and nightlife.

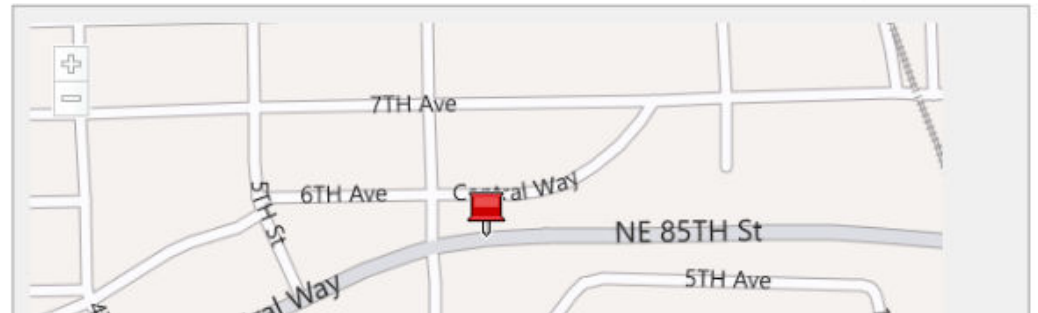


Discard Content Changes

Descriptive Content Best Practices ▼

Center of Community: (Click and Drag pin to center of community.)

Add Center



Making the Most of Marketing to



Bonus Features – eEdge Website

Not have a date for this release but stay tuned to the KWRI webinars for more details.

Will be incorporated in the workshops/training that I do as soon as it's released.

Kirkland Listings Search

[Kirkland Foreclosure Listings \(52\)](#)
[Kirkland Short Sale Listings \(105\)](#)
[Kirkland Single Family Homes for Sale \(267\)](#)
[Kirkland Condos & Townhomes for Sale \(202\)](#)

Communities Served

[Bellevue](#)
[Bothell](#)
[Factoria](#)
[Green Lake](#)
[Issaquah](#)
[Kennydale](#)
[Kirkland](#)
[Magnolia](#)
[Mercer Island](#)
[seattle](#)
[Somerset](#)
[West Seattle](#)
[Woodinville](#)

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!](#)

Living in Kirkland

Kirkland is an amazing place to live. If you work in one of the many businesses located in Kirkland, living locally couldn't be more convenient.

Downtown Kirkland has great restaurants and nightlife, and the neighborhoods are full of friendly faces everywhere, humble folks without temptations, ample parking day or night, and people shouting "howdy neighbor!"

You can use the home search below to look at available listings in Kirkland.



Feel free to watch this video tour of Kirkland.



Search Kirkland Homes for Sale

Type: Beds: [Search](#)
Price: to Baths: [Save](#)

Properties with the icon are courtesy of Northwest MLS. Square Footage is based on information available to agent, including county records. Information has not been verified by agent and should be verified by buyer. Updated Oct 12, 2011 10:31:am. Information deemed reliable but not guaranteed.

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Making the Most of Marketing to Your



Downloads

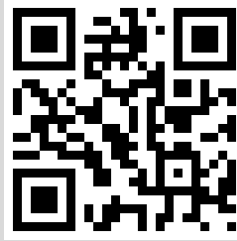
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