

## Get Your Profile to 100%

Frustrated seeing your KW Profile at 40%, 50%, 60% – even 98% Complete but can't get the 100%...

The following is a list of fields that are currently used to calculate your “Completeness” score. These can be found by signing into [www.mykw.kw.com](http://www.mykw.kw.com) and clicking on “Edit My Profile” just below your picture.

<u>Weight</u>	<u>Field Name</u>
5%	First Name *
5%	Last Name *
0%	Team Name
5%	Street 1 *
0%	Street 2 *
5%	City *
5%	State/Prov *
5%	Zip/Postal *
2%	Country *
5%	Business Phone *
0%	Home Phone
5%	Mobile Phone *
0%	Fax *
5%	Text/Carrier
10%	Email *
10%	Image
5%	Display for customers
0%	URL
5%	Biography
1%	Languages
5%	Specialties
5%	Service Area
1%	Slogan
0%	Loss Mitigation Resume
1%	Designations
3%	Blog URL
3%	Facebook URL
1%	Twitter URL
3%	Referral Notes

The fields are color coded so you know where to look to enter the information. Once you click “Edit My Profile”, four lists will appear. **My KW Info (Whitepages)**, **My Leads (YourKW Agent)**, **Other (My Referrals)** and **IDX**.

Some of the fields are in multiple places, so make sure to update all 4 sections. The fields marked with an asterisk are also found in the “My Leads” section. In the “My Leads” section you can click to populate the information from your Whitepages.

On the IDX page, you will be able to enter your

- Office MLS ID
- Office Name
- Agent MLS ID
- Email Address
- Name of Brokerage
- Business Name
- Contact Information

Some of this information was also previously entered in the other areas.

Some agents do not have a Facebook or Twitter account. Some may not have a blog. All of these account types are free. To sign up, go to:

[www.facebook.com](http://www.facebook.com)

[www.twitter.com](http://www.twitter.com)

[www.wordpress.com](http://www.wordpress.com) (there are many different blogging sites...this is just one example)

**Congratulations!!! You should now be at 100%!**