# What Will a Keller Williams Team Leader Do For You And Your Real Estate Career/Business?

Before I answer that question, let me first explain that there is a distinct difference between a Real Estate Agent (about 90% of the industry) and a Real Estate Consultant (about 10% of the industry). If you are looking to become a Real Estate Agent then almost any Manager/Team Leader will suffice. But if you want to become a professional Real Estate Consultant and Real Estate Business Owner then you need the services that a Keller Williams Realty Team Leader provides. "Business Owner" in this regard means building and growing your own real estate career as a business; a business, by the way, that can be sold as a commodity when it is time to move on or retire.

**Real Estate Agent:** Someone who acquires a real estate license, then sets about "showing, telling and selling". They typically show a great many properties "hoping" that one meets what the buyer wants. They engage in the "Three P's" of listing real estate; they Put a sign in the yard, they Put it in the MLS and then they Pray that it sells!

**Real Estate Consultant:** Someone who acquires a real estate license but who before the first property is shown or listed, sets about to determined the Buyer's or Seller's needs and wants. This can only be done through the interview process where the Consultant asks a lot of questions about what the customer wants and what the customer would like to have. The Consultant then creates a Plan of Action. The process saves both the Consultant and the Customer a great deal of time.

The BIG Difference: Real Estate Agents have a job; Real Estate Consultants own a business!

What is the difference between a Real Estate Manager and a Keller Williams Team Leader? No one can be put into a box that defines what he or she does. There are always exceptions and just maybe, you are fortunate to work for the exception rather than the rule. However, the odds are **NOT** in your favor! The following breaks down the differences between the "typical" real estate manager (who, by the way, is oftentimes the company owner and/or producing agent) and a Keller Williams Realty Team Leader:

#### TYPICAL REAL ESTATE MANAGER

- Lists and Sells real estate
- Conducts Sales Meetings
- Intercedes on problems
- Relies on outside sources for in-house training
- Makes most decisions that involve agent's business practices

## KELLER WILLIAMS TEAM LEADER

- Does NOT List and Sell real estate
- Conducts Partners Meetings. Keller Williams considers its associates as "partners in the business" rather than sales associates
- Intercedes on problems and more importantly tries to anticipate problems and prevent them through an aggressive on-going training program
- Teaches 3 to 10 in-house training classes PER WEEK!
- Empowers Consultants to run their business as they see fit

## TYPICAL REAL ESTATE MANAGER

- Focuses attention on daily operation of the company/office
- Works for or IS ownership
- Fine-tunes budget to provide more profit for Ownership

#### KELLER WILLIAMS TEAM LEADER

- Focuses attention on training, consulting, productivity and profitability
- Works for Associates
- Fine-tunes budget to provide more profit for Ownership AND more importantly, profit sharing for Associates
- Provides Personal and Business Consulting for Associates
- Helps Associates to build careers worth having, business worth growing and lives worth living
- Puts all Policies and Procedures in writing
- Oversees the Agent Leadership Council which is responsible for the Market Center's Policies and Procedures, Budget and Leadership

#### THE TEAM LEADER:

- Does NOT List and Sell. Most real estate Managers/Owners MUST list and sell real estate in order to pay their bills and/or the company bills. A great many of these managers are one of the Top Producers of the company. They ARE the competition for the agents within the company. When the main focus is on listing and selling, there is not much time left for the individual agents needs and wants. Keller William's Team Leaders do NOT list and sell and they focus all of their attention on consulting, training, productivity and profitability for the associates and the Market Center, not for him or herself.
- Conducts Partners Meetings. Words mean things and the difference between a Sales Meeting and a Partners Meeting is one such case. Keller Williams considers its associates as Partners in the business. They enjoy having a "say" in the operation of the company AND they get to share in its profits. Their voice makes a difference. This is typically NOT the case in most real estate companies.
- Problem Solves. A Manager can be proactive or reactive. In a lot of real estate companies, the Manager is "reactive" meaning that he or she responds to problems rather than anticipating them. Keller William's Team Leaders are vigilant for new training opportunities in order to be proactive to changes in the industry and to stay on top of new laws, regulations, changes in the market, productivity and marketing techniques.
- Trains. Team Leaders train and seek training! Keller Williams considers itself as a "training and consulting company thinly disguised as a real estate company." The Team Leader is responsible for conducting a minimum of 3 training opportunities per week and in most Market Centers there are upwards of 10 training opportunities per week.

- **Empowers**. Keller Williams Consultants are empowered to conduct their businesses as they see fit. The Team Leader provides guidance, not control.
- Is Focused. Each Team Leader is focused on Growth, Profitability, Training and Consulting. Every business should be profitable. In order to insure profitability, the Team Leader must insure that the Market Center's Consultants are well trained and assisted in growing their businesses through one-on-one personal consulting. Profitability for both owners AND associates occurs through proper training, business consulting and the continued growth of the Market Center.
- Works For The Associate. The organizational chart for a Keller Williams Market Center is completely reversed from most real estate companies. The most important asset in any Keller Williams Market Center is the ASSOCIATE, not the Owner, Manager or Staff. The Team Leader literally works for and is responsible to ASSOCIATES. Team Leaders and Owners know that to get everything they want from the business, their primary objective should be to help Associates get what they want. Most companies want their agents to think they are great agents because they work for a great company. Keller Williams IS a great company because it has great associates!
- **Fine Tunes Budget.** Every business fine-tunes its budget. The difference lies in the reason for doing so. Most companies do so to build profits for ownership. Keller Williams fine-tunes its budget to insure profits for ownership AND THEN **ownership shares part of its profits with its associates.**
- Consults With Associates. Team Leaders are trained on providing personal and business consulting.
  These are one-on-one sessions designed to help Associates build profitable real estate businesses and careers.
- Lives The Corporate Mission Statement. The Team Leader is focused on helping Associates to build businesses worth owning, careers worth having and lives worth living. This is achieved through creating systems, well defined policies and procedures, intensive training and by consulting Associates based on tried and successfully proven business and financial models.
- Puts Everything In Writing. Consistency is created through written policies and procedures. All associates in the Market Center have a voice in the policies and procedures that govern the Market Center operations. There is no ambiguity in the policies and procedures and they do not change without consensus of the entire Market Center. They are NOT changed on the whim of one individual.
- Oversees the Agent Leadership Council (ALC). Approximately 20 percent of the Market Center Associates voluntarily serve on the ALC. The ALC is responsible for preparing, reviewing and enforcing the Market Center's Policies and Procedures, is charged with helping to insure the profitability of the Market Center, and provides effective leadership to the Market Center.

These all represent "points of difference" between Keller Williams and just about everyone else.

Remember,

**EDUCATION** is what you get when you read the fine print! **EXPERIENCE** is what you get when you don't.

Real Estate is a serious business!

Team Leaders help you with the "fine print" to avoid you getting an unwanted "experience".