

KELLER WILLIAMS REALTY

KW GPS Orientation



KW Global Property Specialist Platform

Support



Training



Networking



Marketing



Technology

KELLER WILLIAMS REALTY

Marketing



Marketing: Winning with Sellers

Selling Points for Listing Presentations

- Certification, Training and Resources
- Referral Network
- International property search
 - Agent Websites Search Widget
 - KW.com
 - KWW Country/Regional sites
- Full-service capabilities, making the transaction as painless as possible



KELLER WILLIAMS REALTY

Networking



Networking

- **GPS Member Events** at Family Reunion, Spring Masterminds, and Mega Camp
- Private GPS Referral Group on **Facebook**
- Members-only **myKW Community Site**
- **Proxio**
- **NAR's CIPS**

KELLER WILLIAMS REALTY

Training



KW GPS Training

- GPS **Webinars**
- GPS Monthly **Audio Interview Series**
- Family Reunion **GPS Sessions**
- KW GPS and NAR **CIPS Partnership**

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Technology



Technology

On **Your** KW Website:

- **32** Monthly News Articles
- Country Specific Research for **101** Countries
 - Price, Rents, and Rental Yields
 - Investment Ratings
 - Transaction Costs and Taxes
 - Buying Guides
 - Country Statistics
 - Landlord and Tenant Laws
 - And more!



The screenshot displays the KW Global Property Guide website. At the top, there is a banner image of a city skyline at night with the text "Mike Silkett KWGPS" and "KELLER WILLIAMS REALTY". Below the banner is a navigation menu with links: Home, Property Search, Featured Properties, Your Home's Value, Buyer Resources, Seller Resources, About the Area, About Us, Contact Us, and Additional. The main content area is titled "Global Property Guide - News and Discussions". A featured article is titled "What the rich spent on: No blings, more 'luxurious' memories". The article includes a photo of Mukesh Ambani and text discussing the spending habits of the ultra-rich during financial crises. The article text is as follows:

Curious to know what the ultra rich had spent on amidst the financial crises, the Spectrem Group said in its latest study that the affluent ones from all over the globe have spent their millions on what matters the most: memories and time spent with loved ones.

The likes of billionaires Mr. Warren Buffet of the United States, India's Mukesh Ambani, and even Mexico's Mr. Carlos Slim and his family took more luxury vacations and renovated their homes more in the last six months.

The Illinois-based research Spectrem Group cited this trend in its latest report revealing further that the moneyed few restrained their spending on clothing, cars and pieces of jewellery.

With no less than \$25,000 budget, the ultra rich have set aside a bigger allocation for vacations and travel across the world.

Instead of selling their mansions and luxury homes at a loss at this crucial crunch time, they made a point to renovate and improve their amenities more so as to get a better value when the economy improves for the better.

Mr. George Walper, Spectrem Group president told CNBC's Robert Frank that the data is indicative that even the wealthy were frugal enough at this time and there are only a few wastrels.

Unlike the so-called "bling" years from 2005 to 2007, some of the wealthy spent more on expensive jewellery. Nowadays, the Spectrem study pointed out that art collections were one of the few that the ultra rich spent on.

Important allocations of the billionaires are for their chosen charitable causes and political leanings.

As an election year particularly in the United States, political contributions no less than \$30,000 were readily given by the wealthy in the past few months.

"The data tells us that there are very few people in this group who are really flamboyant in how they spend their money," Mr. Walper tells CNBC. "Of course, just because a couple spends \$30,000 for luxury tents and chef-prepared meals in the Okavango Delta doesn't mean they are not extravagant. It's just that they're "experience extravagant," rather than "material extravagant."

Source: CNBC, Spectrem Group Research

Below the article, there is a link to another article: "Hong Kong tightens noose on property buying by foreigners".

Proxio Support

Call: 512-306-7191

Email: support@kw.com

Other Resources



How to Become a Member

kw.com/GPS

en Español | Find an Agent | Find an Office | KW Worldwide | KW Luxury Homes | KW Commercial | Keller Williams Canada | Contact Us

Home | Buying a Home | Selling Your Home | Careers | About Us

About Us | Global Property Specialists

Global Property Specialists

The Keller Williams Global Property Specialist platform provides members a unique value proposition to members, as well as to international buyers and potential sellers, including:

Training and Coaching

- The National Association of Realtor's Certified International Property Specialist (CIPS) designation provides you with the knowledge, research, network and tools to globalize your business. The designation's 5-course education requirement prepares you to succeed in working across borders in your real estate business. *The CIPS online training is included in your KW GPS membership. You must maintain CIPS designation membership separately.*

Branding and Marketing Resources

- Presentation Materials for International Buyers
- Presentation Materials for Sellers
- Custom, Targeted eEdge campaigns for promoting your International expertise

Technology/Online Marketing

- International Properties Search Widget for your eAgentC website (20 languages)
- An International News Feed for your eAgentC website

Referral Network

- Increased visibility to give and receive international referrals via myKW community and private Facebook group
- Increased visibility to increase opportunities for KW wealth building through international contacts

KW GPS Application

kw GLOBAL PROPERTY SPECIALIST APPLICATION

CONTACT INFORMATION (please print)

Agent Name _____ Market Center Name _____
 MC Mailing Address (not personal address) _____
 City _____ State _____ Zip _____
 Referred to KW GPS by (if applicable) _____
 Agent Office Phone _____ Cell Phone _____
 Agent Email _____

CURRENT QUALIFICATIONS OR COMMITMENT

I am a current member of KW Luxury or KW Commercial (circle one)

My designation is current with CIPS

I have completed the 30 hours on of online training but I am not yet a CIPS designee.

Membership Levels (check one):	Investment:	Introductory Pricing
<input type="checkbox"/> Single Membership	\$2497	\$449 (\$100 savings)
<input type="checkbox"/> Membership for Existing Luxury or Commercial Members	\$2497	\$499 (\$230 savings)
<input type="checkbox"/> Membership for Existing CIPS Members	\$2497	\$549 (\$230 savings)
<input type="checkbox"/> New Memberships for Both GPS and Luxury	\$2497	\$1644 (10% savings)
<input type="checkbox"/> New Memberships for Both GPS and Commercial	\$2497	\$1502 (10% savings)
<input type="checkbox"/> New Memberships for Both GPS and Luxury (for CIPS designees)	\$2497	\$1574 (10% savings)
<input type="checkbox"/> New Memberships for Both GPS and Commercial (for CIPS designees)	\$2497	\$1412 (10% savings)

COMMITMENT:

I will obtain CIPS designation within the next 12 months in order to maintain my status as a KW Global Property Specialist. If I do not, I understand I lose KW GPS membership and my membership fees are non-refundable.

RELEASE AND PAYMENT

I authorize KELLER WILLIAMS WORLDWIDE/KELLER WILLIAMS REALTY, INC. to use my photograph, testimonials or quotes in marketing and promotional materials.

I [we] hereby authorize KELLER WILLIAMS WORLDWIDE/KELLER WILLIAMS REALTY, INC. to initiate a debit ACH transaction from my credit card for the 1st year of membership in the amount of \$ _____ for the Keller-Williams Global Property Specialist (KW GPS) membership. Upon automatic renewal of my KW GPS membership, I understand my credit card on file through my market center will be charged 1/12th of the annual membership fee each month.

Credit Card Type: _____ Expiration Date: _____
 Credit Card #: _____ Zip Code of Billing Address: _____
 Authorized Signature: _____ Printed Name: _____

Please return completed form to kwgps@kw.com. Allow for 10 business days for processing and activation of your membership. Fees are non-refundable and non-transferable. Your KW GPS membership will automatically renew each year pursuant to the current terms unless we receive written notice of cancellation at least 30 days prior to expiration. I also agree to the terms and conditions of membership in KW GPS that KELLER WILLIAMS WORLDWIDE/KELLER WILLIAMS REALTY, INC. may establish.

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GO GLOBAL

