A Tradition of Results

“Build careers worth having, businesses worth owning and lives worth living.”
Who Is Keller Williams?

**Keller Williams Realty** is the newest, most innovative and fastest growing national real estate company in America. At Keller Williams, the agents are partners – they share the profits, they have a say in the decision making and they are empowered to build their business to the highest possible level.

Gary Keller and his team of Austin, Texas real estate agents founded **Keller Williams Realty** in 1983. In the late 1980’s it expanded to San Antonio, Houston and Dallas. In 1990 it became a franchise system and in 1993 opened in Oklahoma and Colorado. As of this year, the company now operates in 55 states & provinces, with over 800 Markets Centers (offices) and over 80,000 real estate agents. Earned commissions and profit sharing are doubling every two years.

**Keller Williams Realty** is expanding across the country for one very powerful reason: it is the only company truly designed BY and FOR Top Real Estate Agents. It honors them, supports them, gives them a voice and affords them the freedom to build and control their own businesses. In addition, it provides the only opportunity for them to achieve long term income, above and beyond their own commissions.

**Keller Williams Realty** is a visionary business concept built upon a specific, written philosophy (WI4C2TS) of service, integrity and win-win teamwork.

The name **Keller Williams** is not corporate – it is personal. It is intended to support the agent’s image, not compete with it. The network is national, the support is regional, but the image is local. That’s how the customer likes it . . . That is how **Keller Williams Realty** delivers it.

Presently, **Keller Williams Realty** Colorado Region has over 3,000 agents in 22 locations, with over 2,500 agents & 17 locations in the Denver Metro Area.
Putting It All Together with Focus

by Jim Slinkard

In December, many people (possibly you) will start deciding on their New Year's Resolutions and working on next years goals. What is so magical about starting new resolutions and goals in January? Why not start today? Thoughts + Habits = Success. That's it-no pill, potion or dust. You must take action everyday.

I've seen many beautiful business plans with fabulous written goals. The only thing that really matters is the execution of that plan through very specific daily activities. There is a great no-cost website that deals with focus, accountability and rituals-www.productivitywanior.com.

Now, Let's Put It All Together With Focus-Five Simple Steps

1. Create a Personal Business Plan and Make Process Your Focus
   The first thing you need is to set high goals in key areas of leads, listing and leverage. Your plan should always be about taking action.
   1. Leads-Use a database-driven approach with a focus on seller listing leads.
   2. Listings--Get the number of seller listings you must get and market those listings systematically to gain additional buyer and seller leads.

2. Time Block for Focus
   High achievers know that they need to prioritize activities according to their ability to make the business grow and then time block their calendars to ensure that they have time to do them. They look first to take care of lead generation with a focus on seller listings. Only when these important items are done do they turn their focus to other, less important activities.

3. Get Accountability to Keep Your Focus
   Getting focus is easy. Keeping it over time is not. Accountability will help you keep your focus and it needs to be a process you do with someone else. Select a person (coach, consultant, mentor or peer partner) or a mastermind group. Don’t use your spouse for this important role. They'll always tell you you're doing great. A real accountability coach will have a copy of your weekly, monthly and annual goals that will include your activity commitments. The will say: "How did you do?", "How do you feel about that?" and if you didn't make your goal, "What will you do differently to make your goal for next week?" It's what separates the top producers from mediocre producers.

4. Make Sure Your Environment Supports Your Focus
   Your physical environment (office space, furniture, equipment and tools) needs to support your productivity goals. If your environment doesn't support your efforts to stay focused, take the time and money to fix it. The other main environmental issue is people-you need to have energy and synergy. The people you are in business with, the people you do business with, and family and friends outside of the business are all part of your people environment. Make sure these people in your life are in synergy with your goals.

5. Keep Your Energy to Maintain Your Focus
   There are five areas in which you need energy-spiritual, physical, emotional, mental and business. Block off time each day that you can pull as much energy as possible into your life.

In the end, the distinguishing characteristic of high achievers is their ability to maintain focus over time. We are all capable of great focus, but this personal discipline must be fostered and nurtured in our lives.

Jim Slinkard is the Team Leader for Keller Williams’ DTC Market Center, 6300 S. Syracuse Way, #150, Englewood. The DTC Market Center is the largest producing office in Colorado and also ranks in the top two percent nationally out of 650 offices. Jim can be reached at (303) 771-7500 or slinkardj@kw.com.
Culture: "It's what you stand for. It's who you are, what you believe and how you live your life."

It is Keller Williams DTC, a one-of-a-kind real estate office that is a force to be reckoned with locally and a shining star in the national Keller Williams company. Jim Shinkard is the Team Leader and he would be the first to tell you he is no more important than any agent who comes to work there. If ever there was a team effort or a "we're in it together" mentality, this place has it. And it has proven to be a win-win situation. A win for the agents—new and seasoned—who have an outstanding track record, and a win for the company which is growing at a phenomenal pace.

In 1993, Jim started the first Keller Williams office in Colorado. The company consistently ranks in the top three percent nationally in Keller Williams, a company that started in Austin in 1983 and now has over 550 offices; it is currently the fourth largest real estate firm in the United States. It is a success story that is built on helping agents be the best they can possibly be—as a person and as an agent.

"Keller Williams is about helping people have a great life. Realizing their life's dreams, not about the company maximizing their profit," says Jim. How the company helps agents is unique from the extensive manual they have compiled to their in-house training. Everything is designed with agent input for agent betterment. And it begins the minute a new agent walks through the door.

From the initial meeting, Linda Dunning, the company's Market Center Administrator, makes it her job to get agents "guided in the right direction." Using that thick, extensive manual that lists everything from the address and where to find coffee to a detailed checklist for closing transactions, she walks agents through the process. It is a way to assure no surprises and, as Linda says allow the agents to "walk in feeling comfortable and be a part of the family from the first day."

This sense of being a part of a greater whole has a marked effect on agents. It shows with the level of commitment and camaraderie, and is nurtured through a series of integrated programs. "It's like a pie," says Linda. "Training is one part. Attitude is another part. Caring is another part. It's just a whole bunch of parts that makes up the whole."

The star of this pie is the training program. Training classes for newly-licensed agents are mandatory and free of charge. Organized into six, one-week modules the classes are taught...
Our belief: System In Action
Win-Win...Or no deal
Integrity...Do the right thing
Commitment...In all things
Communication...Seek first to understand
Creativity...Ideas before results
Customers...Always come first
Teamwork...Together everyone achieves more
Trust...Starts with honesty
Success...Results through people

by Larry Girard, the in-house Director of Education and a man with over 15 years experience in real estate training. Classes are in modules so agents can jump in any time, and are continually updated with input taken from everyone within the company. Believing that about 95 percent of what agents learn in real estate school they will never use, Larry sets out to teach them how to actually run a business. “We tell them you’re everything from the janitor to the CEO,” Larry explains. “So you’re going to have to do your own budgeting, lead generation, making decisions about when it’s time to go to the next level, and how to start from scratch and build a business. It’s a whole process.” It is also a proven way to grow exceptional agents in a very short period of time. Last year half of the top 10 percent of production for the office was from agents with three or less years in the business. Jim Slinkard believes that is a direct result of the training.

The next step in the process is the MREA Business Development Workshop. During this 6-week workshop, agents work in teams to help each other attain success and develop great habits of commitment and accountability, both key elements according to Larry. “The whole idea with all of our training is not only are you learning so much and getting great education, you’re developing synergy, culture and strong relationships within the office.

In addition to the initial training classes, which satisfy all three years of new agents’ elective continuing education classes, the agency also conducts Advanced Training classes every morning and afternoon, including those for continuing education credit. Classes are in modules so agents can jump in any time, and are continually being updated with input taken from everyone within the company. It is a remarkable program that is reaping benefits greater than just production numbers and goes directly back to the Keller Williams’ mission statement: Build careers worth having, businesses worth owning and lives worth living.

Jim Slinkard, Larry Girard, Nicole Haines, Linda Dunning and Bob Lesnansky.
### Keller Williams Profit Sharing Growth

#### Annual Profit Sharing

<table>
<thead>
<tr>
<th>YEAR</th>
<th>P.S.</th>
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</thead>
<tbody>
<tr>
<td>1993</td>
<td>$471,197</td>
</tr>
<tr>
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<tr>
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<td>$53,000,000</td>
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<tr>
<td>2007</td>
<td>$44,000,000</td>
</tr>
<tr>
<td>2008</td>
<td>$34,000,000</td>
</tr>
</tbody>
</table>
Mission Statement:

“Build careers worth having, businesses worth owning and lives worth living.”
Belief System In Action

Win - Win -- Or no deal!
Integrity -- Do the right thing
Customers -- Always come first
Commitment -- In all things
Communication -- Seek first to understand
Creativity -- Ideas before results
Teamwork -- Together everyone achieves more
Trust -- Begins with honesty
Success -- Results through people

To an industry of traditional heritage --
KELLER WILLIAMS brings a new pinnacle
of interdependent beliefs and values
A Company Is Known By The Company They Keep

The Bonanza Team – DTC - $63,000,000 Production – Top Producing Team from Realty Executives

The Kiker Team – DTC - $30,000,000 Production – New agent with Keller Williams in 1994

The Burnett Team – DTC - $24,000,000 Production – Top Producing Team from Re/Max

The Bogar Group – DTC - $24,000,000 Production – Top Producing Team from Re/Max Classic

The Hightower Team – DTC - $24,000,000 Production – New Agent with Keller Williams in 2003

Jessop Team – DTC - $20,000,000 Production – Top Team from Coldwell Banker

Steve Schulz – DTC - $17,000,000 Production – Top Producer from Coldwell Banker

Kristi Oliva – DTC - $15,000,000 Production – New Agent with Keller Williams in 2005

Okie Arnot - DTC - 12,000,000 Production - Top Agent from Coldwell Banker

Maiocco Team – DTC - $12,000,000 Production – Top Team from Benchmark Realty

Jeff Smith Team – DTC - $10,000,000 Production – Top Producer from Re/Max

Chad Barnard – DTC - $10,000,000 Production – New Agent with Keller Williams in 2002

Sherri Young – DTC - $10,000,000 Production – New Agent with Keller Williams in 2002

Kelly Spencer – DTC - $10,000,000 Production – New Agent with Keller Williams in 2003

Lisa Harris – DTC - $10,000,000 Production - New Agent with Keller Williams in 2004

Jenny Tempas – DTC - 10,000,000 Production - New Agent with Keller Williams in 2005

Jake Gienger – DTC - $10,000,000 Production - New Agent with Keller Williams in 2009

Conrad Steller – DTC - $10,000,000 Production - Top Producer from Home Real Estate

The Number of Mega Agents with Keller Williams Increased 400%, since 1997
Do You Think There’s a Trend Developing?

You Bet There Is!!!!
100% Concept Without Risk
70/30 split to $60,000 GCI ($42,000 to agent & $18,000 to market center)
100% agent split after market center cap to agent’s anniversary date
6% royalty fee up to $50,000 GCI to KWI (no fee when agent is at 100%)
100% split on a personal or investment purchase & sale each year (after first 2 transactions)
No mandatory desk fees

Agent Leadership Council -- ALC
Top producing agents make office policy jointly with owners & managers
Local, Regional & National Leadership Councils
Agents are involved in directing policies, procedures, advertising & budgets
No surprises from management

Profit Sharing
Portion of Market Center profits distributed monthly
Based upon the production of agents you refer to any KW office
Opportunity to share in other office profits
Three year vesting period
Ability to earn residual income even after you leave real estate

Technology
Custom Agent Web Sites – no cost to the agent
Color Seller Presentations
Color Buyer Presentations
Color Flyers
Customized Marketing Tools
Multiple Internet Web sites - National & Local
Non-Competing Manager

Training
Comprehensive New Agent Training Program
Keller Williams University
Advanced Training - Success Series & Agent Productivity Training
Ongoing continuing education & training in the office
Mega Achievement Productivity Strategies
Technology & Marketing Tools

- National Web Site
- Local Web Sites
- All MLS Listings Displayed on Websites
- Local News Display Ads
- Homes Illustrated & Homes & Land Magazines
- Marketing & Farming Materials
- Public Relations Associates Inc. for all Agent & Company Public Relations Articles
- Pentium Processor Computers with Windows XP
- Professional Software
- T-One Instant Internet Access Throughout Office
- Color Ink Jet & Laser Printers
- Listing & Marketing Program Presentations
- Home Buying Process Presentations
- Flyer & Microsoft Publisher Programs
- Agent Website Templates
- E-Mail Post Cards
- Custom Agent Marketing Tools
Keller Williams®
Profit Sharing

Profit Sharing is a means for distributing the wealth and rewarding agents for growing the company.

• The Keller Williams® Profit Share System was designed to reward its associates for building the company.

• The program allows any Keller Williams® agent, affiliate broker, or employee the opportunity to participate in the profits they help generate without assuming any financial risks.

• You are vested after three years.

• How much of the profits did your Broker share with you last year?

• How does your company reward you for referring agents to them?

• How much money will you continue to receive the day you quit selling real estate?

• How many real estate companies have paid over $111,000,000.00 in profit sharing to their participating agents?

Profit sharing dollars may vary — this is not an earnings claim.
Keller Williams®
Market Center Profit Sharing Calculation

Here is the formula that determines how much of the profit goes into the profit sharing pool.

The Market Center profit pool is distributed as:

25% of the first $2,990 of owners’ profit

35% of the next $8,250 of owners’ profit

50% of the excess over $11,240 of profit

Agent/partner profit share is generated from . . .
the owner’s profit; it does not come from agent commissions.

When an agent you referred to any Keller Williams® market center, generates a profit for their market center, you share in the market center profits.

You are rewarded for growing the company!
Keller Williams®
Associate Profit Sharing Distribution

After the Market Center profit pool is determined, then the agent/partner’s individual profit pool is determined by the agent’s contribution to the Market Center’s income that month.

Distributing the Associate Profit Share Pool

The profit pool is distributed as:

- 50.0% goes to the agent’s direct sponsor
- 10.0% goes to sponsor #2
- 5.0% goes to sponsor #3
- 5.0% goes to sponsor #4
- 7.5% goes to sponsor #5
- 10.0% goes to sponsor #6
- 12.5% goes to sponsor #7

The term sponsor is an agent/partner who referred other agents to the company.
MONTHLY PROFIT SHARE MODEL

Gross Commission Income (GCI) $__________
Less Royalty $__________
Equals GCI after Royalty $__________
Less % Agent Commission $__________
Equals Company Dollar $__________
Less KW Approved Expenses $__________
Equals KW Profit (or loss) $__________

CREATION OF MONTHLY PROFIT SHARING POOL:

<table>
<thead>
<tr>
<th>Profit Share Pool</th>
<th>Owner Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 (first $2,990)</td>
<td>25% $__________ 75% $__________</td>
</tr>
<tr>
<td>Level 2 (next $8,250)</td>
<td>35% $__________ 65% $__________</td>
</tr>
<tr>
<td>Level 3 (above $11,240)</td>
<td>50% $__________ 50% $__________</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$__________ $__________</td>
</tr>
</tbody>
</table>

PROFIT SHARE DISTRIBUTION:

For each agent: $__________ divided by $__________ equals $__________ %

<table>
<thead>
<tr>
<th>Agent’s Co. $</th>
<th>Total Co. $</th>
<th>% of P.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>That _______ %</td>
<td>times $__________</td>
<td>equals $__________</td>
</tr>
<tr>
<td>Total Profit Sharing Pool</td>
<td>Agent’s Contribution to P.S.</td>
<td></td>
</tr>
</tbody>
</table>

1st Level Sponsor gets 50% $__________
2nd Level Sponsor gets 10% $__________
3rd Level Sponsor gets 5% $__________
4th Level Sponsor gets 5% $__________
5th Level Sponsor gets 7.5% $__________
6th Level Sponsor gets 10% $__________
7th Level Sponsor gets 12.5% $__________

All Profit Share monies and calculations are sent to KW National, monthly. Based on the National Profit Share Tree, the monies are then accumulated for all KW members and deposited electronically directly into their own bank accounts.

When an agent is with Keller Williams for three consecutive years, they are vested in the profit sharing plan and can receive passive income for life. This income would continue even if an agent retires or leaves the company. An agent is eligible for profit sharing immediately upon joining Keller Williams and sponsoring an agent to an office.
Gross Commission Income (GCI) $567,375
Less Royalty (34,042)
Equals GCI after Royalty 533,333
Less Agent Commissions (373,333)
Equals Company Dollar 160,000
Less KW Approved Expenses (100,000)
Market Center Gross Profit $ 60,000

Market Center’s Contribution to Agent’s Profit Sharing Pool:
25% of first $2,990 = $ 747.50
35% of next $8,250 = 2,887.50
50% over $11,240 = 24,380.00
$ 28,015

Net Market Center Profit $ 31,985

Carol’s (agent) Company Dollar $ 5,600
Carol’s Percentage of Company Dollar $ 3.5%
Profit Sharing Portion Relating to Carol’s Company Dollar $ 980

Level 1 (50%) Debbie (Carol’s Sponsor) $ 490
Level 2 (10%) Betty (Debbie’s Sponsor) 98
Level 3 (5%) Fred (Betty’s Sponsor) 49
Level 4 (5%) Steve (Fred’s Sponsor) 49
Level 5 (7.5%) Kathy (Steve’s Sponsor) 74
Level 6 (10%) Bob (Kathy’s Sponsor) 98
Level 7 (12.5%) Tom (Bob’s Sponsor) 122

Profit Sharing amounts to a monthly check that can eventually mean that you earn a 100% split or more!
Leverage Yourself and Build Equity
## Keller Williams Advantage

<table>
<thead>
<tr>
<th>Keller Williams</th>
<th>Other Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit Sharing</td>
<td>No</td>
</tr>
<tr>
<td>Residual Income</td>
<td>No</td>
</tr>
<tr>
<td>Agent Leadership Council</td>
<td>No</td>
</tr>
<tr>
<td>Daily In Office Training</td>
<td>No</td>
</tr>
<tr>
<td>Comprehensive Mentor Program</td>
<td>No</td>
</tr>
<tr>
<td>Cap on Company Dollar</td>
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</tr>
<tr>
<td>Cap on Franchise Fee</td>
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</tr>
<tr>
<td>Ability to Earn in Excess of 100%</td>
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</tr>
<tr>
<td>Company Belief System</td>
<td>No</td>
</tr>
<tr>
<td>Hands on, Non competing Management</td>
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</tr>
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</table>
Keller Williams’ largest office in Colorado, the DTC Market Center at 6300 S. Syracuse Way, set new records in 2005 for sales volume and closed transactions. Agents in the office generated a sales volume of more than $488 million with 1,901 closed units, both up 19 percent over 2004.

In addition to records sales, the net profit of the office was up 11 percent over 2004 and the agents profit shared $298,168, a 13 percent increase over 2004.

“We have a great group of professional agents who are continually striving to take their business to the next level,” explains Jim Slinkard, Team Leader for the Keller Williams DTC Market Center. “There are training classes at our office on a daily basis that benefit the newly licensed agent as well as experienced mega-agents. Our company culture is focused on providing the best resources to our agents and their clients.”

With more than 57,000 agents and 549 franchised Market Centers in 45 states and provinces, Keller Williams Realty International is now America’s fifth-largest and fastest-growing residential real estate company (as reported in the August 2005 issue of REALTOR® magazine.) Keller Williams Realty franchised the Colorado Region in 1993 and has succeeded by creating a unique agent-focused model that builds partnerships between agents and local ownership through participation in a life-long, profit sharing program.

In Colorado, the company has 24 locations, with more than 3,000 agents, ranging from new agents to experienced, top producers. In 2005, Keller Williams agents in Colorado achieved more than $3.6 billion in sales volume.

To learn more about Keller Williams, contact DTC Team Leader, Jim Slinkard at 303-771-7500 or visit www.whykwdtc.com.
Keller Williams DTC Takes Top Honors at Annual Awards Gala

ENGLEWOOD, CO—March 27, 2008—The DTC Market Center of Keller Williams Realty, 6300 S. Syracuse Way, took top honors as the Market Center of the Year at the recent Keller Williams annual gala ceremony. The award is based on its net profit and the amount of profit that was shared with its agents.

Led by Team Leader Jim Slinkard, the DTC Market Center also was recognized as the only office in the Colorado Region to receive Keller Williams Realty International’s Platinum Market Center Awards. It received three Platinum Awards for gross commission income, total units sold and total profit share, and has achieved this ranking for four years. Based on the total number of units sold in 2007, the DTC Market Center has a two percent share in the Denver metro area.

The DTC Market Center also ranks seventh out of nearly 700 Keller Williams Market Centers in written volume and tenth in the company for closed volume.

“In spite of the tough local real estate market, our agents’ production was up more than 20 percent in total units over 2006,” explains Slinkard. “They are a great group of professionals who know how to get the job done in any type of real estate market.”

In addition to the awards won by the office, awards were given to teams, groups and individuals for their sales achievements. Bonanza Team was recognized at the prestigious Double Platinum level.

Four groups were honored at the Platinum Group level: Burnett Team, Kiker Team, Schultz Team and The Home Partnership Team while the Bogar Group was recognized at the Platinum Team level and Lisa Blake awarded at the Platinum individual level.

Maiocco Team was recognized at the Quadruple Gold Group level while The Homesmiths Team was honored at the Triple Gold Group level and the Barnard Team at the Triple Gold Team level. Ed Stammel also was a Triple Gold award winner.

Two teams were honored at the Double Gold level—Tempas Team and Willardsen Team—and Celeste Ballerino also received a Double Gold award.

In the Gold Award category, the Harris Group was recognized at the Gold Team level, and Tim Chavez and Kelly Spencer received individual Gold awards.

Receiving Silver Awards were three groups: Blue Moon Group, Medsker Team and Team Oz; the Anderson Team; and seven individuals—Valerie Loewen, Lynne Matsunaka, Chuck Nicholson, Jody O’Brien, Kristi Oliva, Bruce Pfabe and Sherri Young.

Bronze level award winners from the DTC Market Center included: A Team and Helten Home Team in the group category; Snyder Team in the team category; and individuals—Wendy Bibeau, Helen Bovin, Spencer Bradley, Kenneth Brink, Jason Carroll, Lawrence Champine, Karen Faulkner, Marika Fodor, Edward Givens, Justin Grimm, Debra-Lee Koblos, Alisa Lewis, Joyce Mirenzi, Todd Schroeder, Barbara Searle, Lynn Snyder-Goetz, Kylee Stursma and Kourtney Swift. Searle also was recognized as Rookie of the Year.

With more than 79,000 agents and 659 franchised Market Centers in 45 states and provinces, Keller Williams Realty International is now America’s fourth-largest and fastest-growing residential real estate company. Keller Williams Realty franchised the Colorado Region in 1993 and has succeeded by creating a unique agent-focused model that builds partnerships between agents and local ownership through participation in a life-long, profit sharing program.

In Colorado, the company has 28 locations and more than 2,800 agents. In 2007, Keller Williams’ agents achieved a sales volume of more than $3.5 billion. For more information, contact DTC Team Leader Jim Slinkard at 303-771-7500 or visit www.whykwdtc.com.
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Effective Training Program Is Vital To Success Of New Agents

By Jim Slinkard, Team Leader, Keller Williams' DTC Market Center

An intensive five-week training program for new real estate agents is paying big dividends for agents in our office.

One year after the new training program was implemented, the DTC office is the largest and top-producing office in Colorado and it ranks in the top 10 nationally. More important, the new agents are receiving the training that they need to be successful in real estate. We're able to retain more than 85 percent of the agents we hire—much higher than the industry standard of less than 10 percent.

The training classes are mandatory for newly licensed agents who join the company. What we have learned over the years is that real estate schools teach the basics but don't teach how to structure a business and be successful.

Eighteen months ago, we hired Larry Girard as director of education. He is a veteran Denver Realtor and former vice president at Frontier Realty. Larry is responsible for developing the tools and training for all Realtors in the office.

The new agent training program is organized in five, one-week modules. Each module has three mornings of training. The modules are self-contained so new agents can start the five-week program at the beginning of any module. That way, new agents don't have to wait very long to begin their training.

1. The first module focuses on personal skills development. The first day covers how you want to be viewed by your customers, the qualities of an ideal salesperson, attitude, awareness, commitment, goal setting, affirmation and visualization of your success. Time management, effective use of a daily planner, personal production and creating a business plan are covered in the second day. The third day concentrates on consultative selling and how to handle objections.

2. Module two is dedicated to prospecting. The first day of this module focuses on prospects/networkers/suspects, the prospecting cycle and developing a personal sphere list. The second day is devoted to developing a contact management system, effective use of open houses, and how to obtain FSBOs, expired and withdrawn listings. The second module wraps up with the topics of floor duty, farming, ad writing and cold/warm calling.

3. The third module of new agent training is concentrated on working with sellers. The first day covers the various approaches to sellers, how to analyze their needs and use of comparative market analyses. Listing presentations, merchandising and marketing the home, and the best ways to present offers are the topics for day two. Day three of this module focuses on how to leverage your listings, reading a title policy and the closing process.

4. Working with buyers is covered in the three days of the fourth module. The MLS, lock boxes, setting previews and showings, disclosures and analyzing buyers' needs are covered in the first day. The module continues with a full morning on financing and then wraps up with how to show and sell properties, from contract to closing.

5. The fifth module is dedicated to contracts with one day on seller forms, one day on buyer forms and the third day on the contract to buy and sell real estate.

Kristin Ellison, who recently completed her training, made the decision last May to join her husband in real estate. "Nothing was left unaddressed during the new agent training," she explains. "I noticed that even the experienced agents in the office are re-taking some of the classes to stay current with their skills. They also share their experiences and perspectives with the new agents in the class so that's another benefit." Kristin has had several closings since completing her training.

Training classes are not only for new agents. Advanced training is offered daily at the DTC office to help agents stay on top of their game. These classes include the topics of 1031 exchanges, saving time through technology, benefits of home warranty, renovation financing, open houses and much more.

In addition, we have five ongoing Mastermind groups led by agents in the office. Team Oz leads one on real estate investing; Carol Medsker and Jen Morgan lead a group for agents with production up to $2 million; Bruce Päbe has a group of $2-$5 million producers; and Tony Carnes has two groups—one for producers of $5-$9 million and one for those with $9-$30 million in production.

The heavy focus on training is paying off well for our office. Looking at the projected 2004 year-end figures for closed transactions compared to 2003, the Denver area market was down 12 percent while our office was up 40 percent. Looking at projected closed volume, the market was up slightly (7 percent) but we're up 50 percent over last year.

We have a win-win philosophy. If the agents are successful, the company will be successful. Jim Slinkard was one of the original founders of the DTC Market Center in 1993. After several assignments to other Keller Williams offices in Grand Junction and Pennsylvania, he returned to the DTC office (6300 S. Syracuse Way) in 2002. To learn more about Keller Williams, contact Slinkard at 303-771-7500 or visit gokellerwilliams.com.
Basic Success Training - You learn the basics of sales, objection handling, prospecting, listings, buyers, and contracts. Six different modules to get you started.

DTC Advanced Training - These classes are open to all agents who want to learn more specialized skills in a variety of topics.

Millionaire Real Estate Agents (MREA) - Focus your business in these series of six workshops using the techniques from The Millionaire Real Estate Agent by Gary Keller including business and economic modeling, business development, lead generation, advanced listing clinic, advanced buyer clinic, advanced scripting, and accountability. Prerequisite is completion of Basic Success Training.

Mastermind Groups - Grow your business based on groups tailored to your production level.

- Investment Mastermind: For those with experience working with investors
- Ultimate Mastermind: Brand new-$2 million
- Pfabe’s Finest:$2-$5 million
- The Masters Mastermind: $5million to $30 million Mega Producers
New Agent Training Outline

Module One: Personal Skills Development
Day One: How do you want to be viewed by your customers?
Qualities of an Ideal Salesperson, Attitude, Awareness, Commitment, Goal Setting, Affirmation, Visualization
Day Two: Time Management, Daily Planner, Personal Production, Business Plan
Day Three: Consultative Selling, Objection Handling

Module Two: Prospecting
Day One: Prospecting Cycle, Prospects/Networkers/Suspects, Personal Sphere List
Day Two: Developing Contact Management Systems, Open House, FSBO, Expired, Withdrawn
Day Three: Floor Duty, Farming, Ad Writing, Cold/Warm Calling

Module Three: Working with Sellers
Day One: Listing to Prosper, Single Call vs. Two Call Approach, Seller Needs Analysis, 12 Seller Questions
Day Two: Listing Presentation, Merchandizing the Property, Marketing the Property, Presenting Offers
Day Three: Leverage Your Listings, Reading a Title Policy, Closing Process

Module Four: Working with Buyers
Day One: MLS, Lock boxes, Setting Previews and Showings, Disclosure, Buyers Needs Analysis
Day Two: How to Show and Sell Properties, From Contract to Closing
Day Three: Financing 101

Module Five: Contracts
Day One: Listing Contract and Forms
Day Two: Listing Contract and Forms, cont. Listing Case Study
Day Three: Buyer Contract and Forms

Module Six: Contracts
Day One: Buyer Contract and Forms, cont. Buyer Case Study
Day Two: Contract to Buy and Sell Real Estate
Day Three: Contract to Buy and Sell Real Estate, cont. Purchase Case Study

Each module is a week long. Day One is Monday, Day Two is Tuesday, Day Three is Thursday. Class begins at 9:00 a.m. and ends at 12:30 p.m. New agents may start the program at the beginning of any module.
The MREA Business Development Workshop is designed to jump start your real estate career. It is a series of 6 workshops, meeting Wednesdays from 1pm-3pm. There is no cost to you—however you must commit to attending all 6 weeks. Enrollment is limited to 24 agents at one time.

MREA Business Development is a team-oriented workshop involving participation, accountability, and advanced training in lead generation, business models, listing techniques, buyer techniques, and scripting. It is about setting goals and committing to do the things necessary to reach your goals. It is about promises and action. It is about soaring like eagles. It is about success in building your business.

Since MREA Business Development is so special, there are prerequisites to beginning the workshop. They are:

1. Completion of New Agent Training.
2. A sphere of list of at least 250 in a contact management system. The sphere list may be comprised of those people you have met and have not met.
3. A basic listing presentation you are ready to present to a potential seller.
4. A basic buyer presentation you are ready to present to a potential buyer.
5. A desire for success.
6. Management (Larry Girard) approval.
This course is designed to propel Growth Phase agents into action. It provides the skills-based, experiential training and guidance in lead generation that the solo agent needs to achieve 36 transactions in 12 months.

The Growth Phase is a critical and exciting time, as agents build upon the skills they develop and the successes they achieved MREA Business Development Workshop.

Completion of Lead Generation 36:12:3 will further increase their momentum as they acquire the mindset and know-how to both achieve the goals of 36:12:3 and position themselves to reach the millionaire achievement level, as defined in The Millionaire Real Estate Agent.

There are 11 two hour Power Sessions, introduced by a powerful two-hour session on the concept of The Power of One. The first 4 Power Sessions (1-4) are foundational while the others (5-11) provide how-to-guidance supported by models, tools, exercises and assignments.
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Masterminds are group forums where all agents at all stages can participate and learn trade secrets and gain advice on how to expand their business.

**Investment Mastermind**
Covering real estate investing
NOTE: You must have an investment property or have previously closed a deal with an investor

**Ultimate Mastermind: The Beginning**
- For new agents producing up to $2 million in sales volume.

**Achievers Mastermind**
- For new agents producing $2 million to $6 million in sales volume.

**The Masters Mastermind**
- For $6 million to $50 million Mega Producers
Company Showcase Listings

Keller Williams Denver Tech Center is Providing Our Agents “Customized” Marketing Services On The #1 Real Estate Site

Keller Williams, DTC: Taking Advantage of Over 2.9 million Property Listing Views!* (May-Dec 2007)

What Agents Get

Enables agents and companies to promote themselves and their listings with:

- custom property descriptions
- up to 25 photos
- no virtual tour posting fees
- full-motion video
- agent phone number
- agent email address
- agent personal photo
- neighborhood information
- interactive mapping
- link to agent website
- scrolling headline
- open house alert
- link to company website
- company logo
- company contact info
- company email address
- company phone number
- company logo on search results page
- reports for tracking views of listings

More Americans start their home search on REALTOR.com® than anywhere else.

Unique Visitors Per Month*
(National Comparison)

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*Source: Media Metrix® month of January 2006. ¹ Media Metrix®—Number of unique users on REALTOR.com®—January 2006.
ActiveCMA

ActiveCMA is changing the way top realtors conduct comparative market analysis with the only offering that generates accurate, customizable and professional results.

Never before has building CMA reports been this easy. Using a series of wizard screens, you are guided through the entire process.

Pull comparables from MLS, edit mistakes in the listings and make appropriate adjustments on three easy screens.

Easy to Use / Time Saving Features

- Automatically download comparable data in seconds using MLS #s.
- Edit MLS comparables for missing or incorrect information.
- Archive all subject, comparables information and your adjustments.
- Wizards to help maximize the effectiveness of your CMAs.
- Reduce Metrolist online fees.
- Value sheets to help you create the right adjustments.
- Automatically generates powerful charts, statistics and maps to help your clients visualize important data.
- Uses Adobe PDF for easy printing or emails.
- Full support for administrators with shared reports.
Active Email Alerts

Active Email Alerts is turning the industry on its head with cost-effective email alerts that are sure to bring you more business and buyers ready to act now!

Email Alerts are simple to build using a comprehensive set of search fields typically used to find houses for your buyers.

Easy to Use / Time Saving Features

- Select from a wide variety of search criteria - you can even suggest additional MLS fields to be added
- Narrow results by Virtual Tour and Additional Photos
- Comprehensive tracking of current alerts and results on a daily basis
- Receive copies of all emails or just when results are found
- Searches cost on average 1-3 cents for Metrolist time:
  - 1 daily search = $.50-$1 a month in Metrolist time
  - 1 hourly search = $10-$20 a month in Metrolist time
- IRES coming in Q2, 2008
- Emailed results include property photo if available as well as a map of the property location
- Email alerts can be run hourly, daily and weekly
- No email limits - unlimited searches and emails!

Reports emailed to your customers provide links to each property found as well as a convenient virtual tour link.
Associate Expense Guideline

AGENT START-UP EXPENSES:

Licensing
New License Application Fee $500.00

E & O
Application Fee $20.00
Error & Omission Insurance (First Month) $20.00

Keller Williams Realty
Agent Billing Deposit & Building Key Deposit $200.00
Keller Williams Training Manual $25.00
KWDTC Tech Fee (Annual) $50.00
KWRI Application Fee (Annual) $25.00
KW Bookkeeping Fee $25.00

Total Start-Up: $865.00

Board Dues Pro-rated based on starting month

MONTHLY FIXED EXPENSES:

Metro List
MLS Monthly Fee $15.00/Month

Keller Williams Realty
Technology Fee $35.00/Month
Advertising Fund $30.00/Month

E&O ($1 Million Policy) $20.00/Month
Transaction Fee (Paid by client) $50.00/Per Closed Side
Associate Expense Guideline

VARIABLE EXPENSES:

**Metro List**
- MLS Computer Time \( \$ \) 3.00/Hour
- PDC Computer Time \( \$ \) 8.00/Hour

**Keller Williams Realty**
- Color Laser Copies/Prints \( \$ \) 0.40/Each
- Black & White Copies/Prints No Charge (up to 500 copies)
- Permanent Desk in an Office \( \$ \)100.00 to $150.00/Month

VARIABLE EXPENSES/SUPPLIES

- Yard Signs \( \$ \) 41.00/Each
- Window/Condo Signs \( \$ \) 12.00/Each
- Sign Riders (RMD Signs) \( \$ \) 22.50/For 3
- Letterhead \( \$ \) .20/Each
- Envelopes \( \$ \) .20/Each
- Thank You Cards \( \$ \) .25/Each
- Thank You Envelopes \( \$ \) .30/Each
- Announcement Cards \( \$ \) .35/Each
- Announcement Envelopes \( \$ \) .30/Each
- Closing Pouch - Light-Weight Vinyl \( \$ \) 3.50/Each
- Closing Pouch - Textured Vinyl \( \$ \) 6.50/Each
- KW Letter Folder \( \$ \) 1.55/Each
- KW Legal Folder \( \$ \) 1.55/Each
- Binder Cover Set \( \$ \) 1.55/Each
- Binder Cone \( \$ \) .25/Each

MARKET CENTER PROVIDES:

- Policy & Procedures Manual
- Work Stations
- Non-Competing Full-Time Management Support
- Computer Contracts
- Center Furnishings & Equipment
- Sales Awards & Recognitions
- Phone System
- Support Staff (7-Days a week)
- Public Relations Associates
- Regional & Market Center Advertising
- Voicemail and Long Distance
- Computer Flyers
- Computers & Software
- State & Local Website
- Computer Presentations
- Black & White Copies
- Free Plain Paper Fax
- Real Estate Forms
- Cont. Research & Development
- Regional Training & Support
Contact Information:

Keller Williams Realty DTC
6300 S. Syracuse Way Suite 150
Englewood, Colorado 80111

Office: 303-771-7500
Fax: 303-771-1116

www.KW-DTC.com

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slinkard@kw.com