

# WELCOME TO *Keller Williams*

Atlanta Metro East/Lake Oconee

## Our Mission

To build careers worth having, businesses worth owning, and lives worth living.

## Our Vision

To be the real estate company of choice.

## Our Values

God, Family, then business.

## Our Perspective

A training and consulting company that also provides the franchise systems, products, and services that lead to productivity and profitability. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.

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We're glad you've joined the #1 Real Estate company in the country!

In this packet are the most important items to kick off your career on the right foot.

We encourage you to keep and refer back to this packet at least through your first 90 days.

Here you will find leadership contact information, SOPs, a calendar, marketing resources, next steps, and much more.

Whether you are newly licensed and this is your first Real Estate position, or you are a seasoned professional transitioning from another brokerage, the first 90 days at Keller Williams can test even the most organized minds.

We liken the first 90 days at Keller Williams to "*drinking from a firehose*". No one expects you to retain everything the first time, and neither should you expect it of yourself.

That's why we provide this welcome packet to keep the most necessary and timely information all in one place.

This packet will be your first resource for what to do, but your leadership team is always here if you need additional assistance.

Wishing you success and profitability!

*Your KW team*

# What is Culture?

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1. Making decisions that are right for the Market Center regardless of individual impact - there is no "I" in TEAM.
2. Following the model.
3. Not only learning but living the WI4C2TES.
4. Putting God and your family first, and the business second.
5. Understanding that the higher purpose of business is to give, share, and care.
6. Being the best co-op associate possible; always respecting other associates.
7. Taking a stand on an issue that may not be popular, but is RIGHT.
8. Helping someone in the Market Center through mentorship or teaching.
9. Doing the right thing and wanting to be recognized or acknowledged for it.
10. Committing to donating to KW Cares.
11. Participating in RED Day annually and participating in community service locally, throughout the year.
12. Committing to sharing knowledge in the Market Center through mentorship or teaching.
13. Paying a struggling associate's fees anonymously.
14. Complimenting others regularly.
15. Being a part of the solution and not the problem in the Market Center.
16. Taking the high road on confrontational issues or points of difference.
17. Handling a fellow associate's business when personal or family illness occurs.
18. Paying a fellow associate's tuition to a class that may impact the associate's productivity.
19. Living up to the covenant if you are on the ALC.
20. Representing the Market Center and the company in a positive way - always smiling at others in the Market Center regularly.
21. Staying home if you're having a bad day attitudinally.
22. Speaking without profanity.
23. Avoiding disparaging remarks about anyone, especially associates who leave KW to join a competitor company - after all, many times they COME BACK.
24. Responding to clients' calls and concerns in a timely manner.
25. Considering the other person's viewpoint before responding.
26. Committing a random act of kindness everyday.
27. Being willing to walk away from a transaction that comprises your principle.
28. Being considerate of the Market Center staff.
29. Paying your Market Center bills on time.
30. Not looking for loopholes in Cap and Royalty payments.
31. Honoring the policies and protocol of the Region regarding recruiting.
32. In building a Market Center, never recruiting associates from another KW Market Center.
33. In building a team, never recruiting associates from within your Market Center without first discussing it with and receiving your Team Leader's prior approval.
34. In building a team, never recruiting associates from any other KW Market Center without discussing it with and receiving prior approval from BOTH Team Leaders and engaging in communication between BOTH rainmakers.
35. In building an expansion business, never recruiting associates from any KW Market Center without discussing it with and receiving prior approval from BOTH Team Leaders (associate's primary location and expansion location)
36. Building your level one Profit Share Tree to 15 as soon as possible.
37. Being excited to build your downline by asking others, "Will you promise me that you will take my Team Leader's call?"
38. Implementing the KW productivity systems such as the Growth Initiative, Cap Management, and the Career Growth Initiative.

39. Embracing new technology and Labs built by associates, for associates.
40. Creating a budget you know you need for your business.
41. Consistently lead generating for 3 hours a day.
42. Using a monthly Profit and Loss Statement to analyze your real estate business.
43. Hitting your monthly and annual production goals.
44. Profitability in your personal real estate business.
45. Listening - before your act.
46. Earning - before you spend.
47. Waiting - before you criticize.
48. Trying - before you quit.
49. Giving seven hugs a day.
50. BE NICE! Kindness matters.

## WI4C2TES

**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** starts with honesty  
**EQUITY** opportunities for all  
**SUCCESS** results through people

# KW Giving Back

## kw Cares

KW Cares is a charity created by and for Keller Williams associates and their families. It's here to help any agent who's faced with hardship as a result of a sudden emergency. The charity is the heart of Keller Williams culture in action - finding and serving the higher purpose of business through charitable giving in the market centers and communities where Keller Williams associates live and work.

## REDDAY

 renew
  energize
  donate

Renew, Energize and Donate is an initiative dedicated to celebrating Keller Williams' year-round commitment to improving our local communities. Each year, on the second Thursday in May, tens of thousands of associates participate in a wide range of projects, devoting their time to renewing and energizing aspects of the neighborhoods in which they serve. Projects are chosen by each individual market center based on a need they see within its community. Recognizing her leadership in guiding the culture of our company, RED Day is held in honor of Mo Anderson, Vice Chairman of the Board, Keller Williams. It's an entrenched part of our culture and displays the extraordinary effect a company can have when individuals come together to work as a team for the greater good of everyone.

# Let's get you started!

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As a new member of the Keller Williams AME/Lake Oconee Market Center, there will be a lot of information coming at you very quickly after signing your initial paperwork. Here's what to do, in order, to keep the panicking to a minimum:

1. If you haven't already, join a Board of Realtors and provide the MLS ID that they will issue you to Kiera or Tracy at the front desk. **You should be a member of a RE board within 30 days of joining KW.**
2. Contact your auto insurance agent to update your policy using the information in your **Independent Contractor Agreement.**
3. Attend the soonest **Command** training with Charis Barker to learn how to get in sync with KW technology.
4. Meet with Ray DuVall for a one-on-one goal setting (CGI) and business planning session to set the trajectory for your career.
5. See the **Training Calendar** in this packet and attend the soonest **New Agent Orientation** sessions to better understand your Market Center.
6. You will receive an email from Scott LeRoy Marketing with the credentials to all of your KW Technology tools: Email, website, database, transaction system, personalized app, etc. They will send you all of the logins, links and instructions, **so you don't have to worry about a thing.** When you receive the "**Keller Cloud Setup Complete**" email from Scott LeRoy Marketing, visit [www.SLMWebinar.com](http://www.SLMWebinar.com) to watch the latest "**MyKW Academy**" to learn about all of your KW Technology.

Additional and optional steps:

1. Visit [www.AgentStore.com](http://www.AgentStore.com) to order additional business cards or name tags, and yard signs.
  - a. You will receive 100 business cards and a name tag.
2. Watch these videos in your spare time: <https://scottleroymarketing.com/kw-resources/training/advanced-training/>

## **Board of Realtors**

To join the **East Metro Board of Realtors**, the link to their application may be found here: EMBOR Application <https://www.embor.com/index.php/realtor/realtor-application>

Point of Contact: Erica Allen (Chief Executive Officer)

P O Box 1143

Covington, GA 30015

Phone or text: 770.787.3763 | Email: [embor@embor.com](mailto:embor@embor.com)

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

To join the **Dekalb Association of Realtors**, the link to their application may be found here: DAR Application

<https://docs.google.com/forms/d/e/1FAIpQLScV9OGd89rqzSBJ9Uz52pCJ6pW8jFNayRLcKN49uutyc8bayQ/viewform?embedded=trueayQ/viewform?embedded=true>

Point of Contact: Ebony Middlebrooks (Member Services Coordinator)

1414 Montreal Road East

Tucker, GA 30084

Phone: 770.493.6100 x: 101 | Email: [Ebony@DeKalbRealtors.com](mailto:Ebony@DeKalbRealtors.com)

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

To join the **Atlanta Realtors Association**, the link to their application may be found here: ARA Application <https://www.atlantarealtors.com/membership/join>

Point of Contact: DeAnn Golden (2019 President)

5784 Lake Forrest Dr. NW

Atlanta, GA 30328

Phone: 404.250.0051 | Email: [membership@atlantarealtors.com](mailto:membership@atlantarealtors.com)

<https://www.atlantarealtors.com/home.aspx>

To join the **Walton-Barrow Board of Realtors**, the link to their application may be found here: WBBOR Application <https://www.atlantarealtors.com/membership/join>

Point of Contact: Walton-Barrow Board of Realtors

P.O.Box 1123

115 Bold Springs Avenue

Monroe, GA 30655

Phone: 770.267.8671 | Email: [waltonbarrow@gmail.com](mailto:waltonbarrow@gmail.com)

<http://www.waltonbarrowboardofrealtors.com>

# Market Center 364 Cheat Sheet

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## **KW AME**

**Address:** 2012 Eastview Parkway Suite 100,  
Conyers, GA 30013

**Office:** 678-487-1600

**Fax:** 678-487-1608

**Market Center #:** 364

**Broker Code:** H-46116

**MLS Office ID:** KWME01

**HUD NAID#:** KLLRWL4195

**Federal Tax ID:** 04-3754195

## **KW Realty Lake Oconee**

**Address:** 1101 Lake Oconee Parkway Suite C,  
Eatonton, GA 31024

**Office:** 706-485-0088

**Fax:** 706-485-0089

**Business Center #:** 364

**Broker Code:** H-62633

**Managing Broker:** Gerry Toney

**MLS Office ID:** KWLO01

**HUD NAID#:** KLLRWL4195

**Federal Tax ID:** 04-3754195

## **WiFi:**

**Network:** KWGPGUEST

**Password:** kwculture

You should have been issued your keycard/access code at the same time you signed paperwork. (If you have not received this, please reach out to the Front Desk) Here are the instructions for accessing the building after hours:

1. **AME/Lake After hours access:** Access code or keypad
2. **AME Upper Office (Front Door):** 2021
3. **AME Training Room/Office access doors code:** 1800
4. **AME 1st floor Men & Women bathroom code:** 1608

# Market Center 364 - Team Contacts

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## Team Leader:

- Recruiting
- Hiring
- Culture

Ray DuVall  
404-704-7824  
ray.duvall@kw.com



## Market Center Admin:

- Pay at Close
- Commissions
- Office Fees
- Transaction Compliance

Tamera Fagan  
678-487-1603  
klrw364@kw.com



## Productivity Coach:

- Goal Setting
- Scripts/Role Play
- Accountability

Vanessa Hardy  
678-487-1600 ext. 1704  
coaching@kwmetroeast.com



## Agent Services Coordinator:

- Onboarding/Recruiting
- Agent Services

Samantha D'Aries  
678-487-1616  
agentservices@kwmetroeast.com



## Managing Broker:

- Listing/Sales Paperwork
- DocuSign
- Compliance/Legal

Gerry Toney  
770-788-8282  
gtoney@kw.com



## Director of Digital Services & Technology

- Social Media
- Tech Support
- Digital Services

Holly Franklin  
678-478-1600  
hfranklin6791@kw.com



## Director of 1st Impressions (Lake):

- Front Desk

Tracy Martin  
706-749-3300  
frontdesk@kwmetroeast.com



# Market Center 364 - General Information

## Team Meetings:

Second and Fourth Thursday of every month in the Training Room at AME.

## Associate Roster:

Our associate roster is updated regularly. Please let *Director of First Impressions* (frontdesk@kwmetroeast.com) know of any changes to your contact information, i.e., a change in cell phone number or email address.

## Training Calendar:

1. Log in to mykw.kw.com
2. At the bottom of the eEdge Control Panel click "myMarket Center Intranet"
3. Click anywhere in the Mini Calendar on the right.
4. Each month the calendar will be emailed to you by the staff.
5. Pick a paper copy up from the office.

## Scheduling a Conference Room:

Each associate is responsible for scheduling a conference room if needed for meetings or closings. Please contact Kiera (AME) or Tracy (Lake) to reserve a room.

## Facebook Pages to follow:

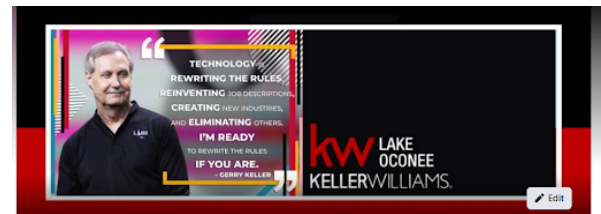


KW Atlanta Metro East

Private group · 143 members



Private Groups:  
KW Atlanta Metro East  
KW Lake Oconee



KW Lake Oconee

Private group · 117 members

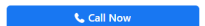
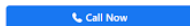


Public Groups:  
Keller Williams Realty -  
Atlanta Metro East  
Keller Williams Realty -  
Lake Oconee



Keller Williams Realty - Lake Oconee

@KWLakeOconee · Real Estate Agent



# Agent Leadership Council (ALC)

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What is the ALC?

The Keller Williams ALC or **Agent Leadership Council** is made up of selected agents in the top 20% of each office. This dynamic 'board of directors' is actively involved in the leadership decisions that make the office more productive and profitable. Their roles are to inspire, motivate, participate and listen. By having input from these associates, each office can tailor their strategies to thrive in all stages of the market.

ALC Committees and Members:



Vanessa Hardy  
vanessahardy@kw.com



Charis Barker  
charisbarker@gmail.com



Michelle Carter  
michelle.carter17@kw.com



Stacy Brownlee  
stacybrownlee@kw.com



Tavaras Jones  
tavarasjones@kw.com



Sandy Dillard  
sandydillard@kw.com

# Procedures

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## Pay at Close:

The way that a KW associate gets paid for a completed transaction is by submitting a **pay at close** & completing the **commissions** tab in command.

1. Organize and upload all documents into the appropriate spaces in Command.
2. Send over for review.
3. Watch for notifications and correct any errors. Once you have received all green checks, you can move on to the next step.
4. Fill out **commissions** tab and include any deductions or outside referrals.
5. **Be sure to click "SUBMIT".**
6. Go to [www.kw364.com](http://www.kw364.com) to submit a pay at close request a minimum of 72 business hours PRIOR to closing. (PAC will not be approved without the proper notice. A check will be cut AFTER settlement statement is uploaded into command and processed.)
7. Upload **settlement statement** within 24 hours of closing and deliver all KW checks to the office.

**Contact [deals@kwmetroeast.com](mailto:deals@kwmetroeast.com) with pay at close/commissions questions.**

## Listings and MLS:

Here are some requirements for entering your listings into the MLS. For a complete list, see your Independent Contractor Agreement.

1. All agents will have access to GaMLS.
2. All AME Market Center agents will have access to FMLS.
3. Withdrawal fees from each Listing Service is \$25.
4. All listings **MUST** be entered into the MLS within **24 hours** of receiving a signed listing agreement.
5. All listings **MUST** have at least **one photograph** when entering into the MLS - even if it's just from your cellphone.
6. Listing agreements **MUST** be in **command** - whether they originated there or have to be scanned in - **within 24 hours of signing.**
7. Remember to submit **\*Notice of Closing form #118\*** on all FMLS listings within **72 hours** of closing along with the **settlement statement.**
8. Remember to log into **Pargan** for all GAMLs listings to update the status to SOLD within 72 hours of closing.

9. All listings are automatically uploaded to KWLS from GAMLS utilizing ListHub

**Supra eKey**  
supraekey.com

This is the tool used to open and manage your lockboxes. You must sign up with the Real Estate Board and get an authorization code so you can download the app.

For information regarding the download and use of this app,  
<https://www.supraekey.com/Products/Pages/Get-eKEY-App.aspx>

# Technology

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KW Internal Agent Website: [www.mykw.kw.com](http://www.mykw.kw.com)

Regional Website: [www.kwsoutheast.com](http://www.kwsoutheast.com)

KW New Associates Info: [www.kwconnect.com/page/growth/new-associates](http://www.kwconnect.com/page/growth/new-associates)

The above websites are used by associates to access:

- **Keller Williams University:** Providing a schedule and description of all Keller Williams courses. There are over 50 courses available for free download.
- **KW Connect:** A training website which provides thousands of training videos on getting set up with Keller Williams from marketing, buyer and seller, mastery, cgi, referrals, lead generation, to managing your email, websites, reports, and much more.
- **KW Office Intranet:** This is used by our associates for office information, social posts, calendars & office resources allowing you to know what's going on in our office at any given time. This is accessed through your [mykw.kw.com](http://mykw.kw.com) account, bottom right of the page in the quick links box, you will click "my kw | mc 364 intranet"
- **KW Online Answers:** [answers.kw.com](http://answers.kw.com) accessed through your [mykw.kw.com](http://mykw.kw.com) login.

## Tech Support:

MyKW Online Tech Support: 512-306-7191 or on [kw.com](http://kw.com); [answers.kw.com](http://answers.kw.com)

Technology Coordinator:

Charis Barker

[techcoordinator@kwmetroeast.com](mailto:techcoordinator@kwmetroeast.com)

- Command training bi-weekly
- Command training one-on-one

Command:

To login, go to [agent.kw.com](http://agent.kw.com), and use your KW Systems username and password.

There are some excellent Command training videos on the Youtube channel: **Keller**

**Williams Southeast Region - Technology.**

# Keller Mortgage

kellermortgage.com

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The mortgage industry is changing. In an attempt to reduce the cost of transactions, companies are taking agents out of the mix.

That well-earned commission is being redirected to the company's pocket rather than the pocket of the professional conducting the transaction. That's why Gary Keller created Keller Mortgage, a company devoted to protecting your agents' commissions.

Keller Mortgage is set up to cut the profit, not the people, so your agents can succeed in reaping the rewards of their work. By cutting mortgage profit, we reduce the cost of the overall transaction without taking it from their commission. The basic tenet makes Keller Mortgage the obvious choice for any professional.

How does Keller Mortgage make it happen? Offerings like ZeroPlus loan are there for KW agents to share with their clients so they can make them money. It's options like these that have proven to be effective recruiting tools time and time again. The ability for agents to grow their personal wealth while offering an amazing product to their clients is a true win-win.

## **AGENT ADVANTAGES**

- Winning more Listings
- Higher buyer conversion
- Working with a trusted business partner
- Commission protection
- Preapproval for faster closings
- Appraisals ordered day one

## **CLIENT BENEFITS**

- Being advised by the nation's top loan officers
- Saving thousands on their home loan
- Closing faster than with other loan companies
- Enjoy a simplified preapproval and loan process
- Partnering with a trusted Keller Williams brand.

# Preferred Allied Resources

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Jordan Butts - Mortgage Loan Originator

C: 404-398-7221 | O: 770-279-0222 Ext. 702 | F: 404-418-5092

jordan.butts@SoutheastMortgage.com | SoutheastMortgage.com/JordanButts

Tara Longfellow - Senior Mortgage Loan Originator

C: 706-201-9638 | O: 770-279-0222 Ext. 343 | F: 706-247-7995

tara.longfellow@SoutheastMortgage.com | SoutheastMortgage.com/TaraLongfellow



Ted Fithian - Area Sales Manager/Team Leader

C: 678-371-4407 | O: 800-648-5006

tfithian@aphw.com | aphw.com



Allison Formanek - Realtor Relations

O: 770-655-7799 | allison.formanek@lunspro.com

lunspro.com



Randy Jones - Director of Real Estate and Marketing Development

T: 678-822-9999 | C: 404-895-5757

rjones@petusa.com | pestusa.com



Deborah Peterson

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Kelly Lukenda Ely - Senior Account Executive

C: 404-992-2655 | E: klukenda@2-10.com

2-10.com

# Benefits

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As a part of the Keller Williams Southeast Region, you have access to an exclusive benefits offering. You have access to coverages that have been difficult for people in our industry to obtain. This opportunity is available for the entire KW Southeast family!

Accidental Insurance - Because the unexpected will happen, accident insurance is valuable when life throws you a curveball. Whether it is something as simple as a broken finger or as serious as a car accident, accident insurance can help.

Disability Income Protection - Protect your most valuable asset, your ability to earn an income. These policies provide a tax-free benefit and cover partial and/or total disability. Policies are offered with a 25% discount.

Healthcare Solution - An easier way to obtain healthcare, dental, vision, hospital indemnity, and critical illness coverage. Capstone Financial has a dedicated team who will help you design the right coverage to suit your needs.

Life Insurance - Permanent life insurance. You have access to the "perfect" financial product. Unlike term insurance, this coverage stays in force for your entire life and provides guaranteed cash accumulation to supplement retirement. These policies also have a chronic care benefit that you can access for long term care needs.

Financial Services - At Capstone Financial we take a holistic approach and help our clients with areas like: retirement planning, estate planning, risk management, college funding and charitable gifting. We help our clients structure plans to prepare them for the future. We do not believe in "cookie cutter" plans. Our financial professionals are available as a resource for your family.

We have partnered with Capstone Financial to educate you on the benefits being offered. Your representative from Capstone Financial will contact you to schedule a time to educate you on the benefits you now have access to.



Please reach out to Ronny Sulimani and his team at Capstone Financial at (404)926-1318 or email questions to [benefits@capstonefn.com](mailto:benefits@capstonefn.com)