



Agent Guide To Success



Welcome!

**Keller Williams Coastal
Virginia Chesapeake
#681**

**1100 Volvo Parkway, Suite 200
Chesapeake, VA 23320**

**Office: 757.361.0106
Fax: 757.410.5864**

**Wifi Password: Keller123!@#
REIN Office ID: 9236
Front Door 1436#**

**Main Website: www.kw.com
Office Website:
www.kellerwilliamscoastalvirginia.com**



Informational Reference Page

- **KW Market Center ID:** 681
- **REIN Firm/Office #:** 9236
- **Office Phone:** 757.361.0106
- **Office Fax:** 757.410.5864
- **Wifi Code:** Keller123!@#
- **Front Door Code:** 1436#
- **HUD/NAID#:** GRNBRR8586
- **Main Website:** www.kw.com
- **Office Website:** www.kellerwilliamscoastalvirginia.com
- **KW University Website:** www.kellerwilliamsuniversity.com
- **KW Millionaire Systems Website:** www.millionairesystems.com
- **KW Luxury Homes Website:** www.kwluxuryhomes.com
- **KW Commercial Website:** www.kwcommercial.com
- **Scott LeRoy:** 321.236.2568 support@scottleroymarketing.com
- **REIN:** 757.531.7900 <https://reinmls.mlsmatrix.com>
- **HRRA:** 757.473.9700
- **DPOR:** 804.367.8500 www.dpor.virginia.gov/dporweb/renew.cfm
- **NAR:** www.nar.com
- **KW Towne Center:** 757.499.5911
- **KW Newport News:** 757.869.6134
- **KW Western Branch:** 757.673.7488
- **KW Hilltop:** 757.422.4600

Who's Who??

Please introduce yourself to all members of leadership!

N/A **Michael Maloney, Owner**

Operating Partner/ Principal Broker

✉ mmaloney@kw.com
📞 804.539.7081

Cosette Lambourne

CEO/Team Leader/ Sup. Broker

✉ cosette.kw.realestate@gmail.com
📞 757.361.0106
📱 757.652.2332

Karmen Bodge

**New Agent Broker/ Director of New
Agent Training/ NC Broker-In-Charge**

✉ karmen.bodge@kw.com
📞 757.361.0106
📱 757.869.0566

Mechelle Richards

Managing Broker

✉ mrichards312@gmail.com
📞 757.361.0106
📱 757.478.8786

Christina Turner

Market Center Administrator

✉ klrw681@kw.com
📞 757.361.0106

Nicole Holdway

Agent Services Coordinator

✉ agentservices681@gmail.com
📞 757.361.0106

Maddison Rowe

Guest Experience Manager

✉ frontdesk681@kw.com
📞 757.361.0106

Jerry Trickie

Technology Trainer

✉ jerry@teamtrickie.com
📱 757.932.6978

Jason Freer

Productivity Coach

✉ jasonfreer@kw.com
📱 757.434.4297

Beth Wilder

Assistant MCA

✉ bwilder92@kw.com
📞 757.361.0106

Duties & Responsibilities

Michael Maloney, Owner

Operating Partner/ Principal Broker

- Consult & Counsel the Team Leader
- Review Financials of the Market Center

Cosette Lambourne

CEO/Team Leader/ Supervising Broker

- Business Development
- Agent Coaching & Consulting
- Agent Training Program
- Agent Recruitment Interviews
- Agent Leadership Council
- Dispute/Resolution Manager

Karmen Bodge

New Agent Broker/ Director of New Agent Training/ NC Broker-In-Charge

- Initial Point of Contact for ALL New Agents
- All New Agent Questions
- Provide Training and Classes for Agents
- Review Contracts and Documents
- Assist with N.C. Questions/ Compliance Concerns
- Guide Agents through First Transactions

Mechelle Richards

Managing Broker

- Contract Resolution
- Review Contracts and Documents

Jason Freer

Productivity Coach

- Productivity & Business Coaching
- 1-on-1 Accountability Coaching
- Script Mastery

Beth Wilder

Assistant MCA

- Agent Commissions
- Earnest Money Deposits
- Contract Compliance

Christina Turner

Market Center Administrator

- Accounting & Financial Record Keeping
- Administrative Systems & Operations
- Bank Reconciliations
- Agent Commissions
- Agent Billing
- Earnest Money Deposits
- Office Supplies Manager
- Compliance & Forms Management

Maddison Rowe

Guest Experience Manager

- Client/Agent Reception
- Guest Experience Manager
- Conference Room & Training Room Coordinator
- Office/Agent Communications
- "Opportunities" Forms Review
- EMD/Commissions Log
- Office Mail Incoming/Outgoing
- Training Calendar/Tracker
- Social Media Coordinator
- Text Blasts
- Office Upkeep

Nicole Holdway

Agent Services Coordinator

- Agent Licensing and Onboarding
- New Agent Career Planning
- KSCORE Enrollment
- Communications with DPOR, REIN & HRRRA
- Career Night & Vendor Fair Organization
- Prepare Training Room for Classes & Events
- Recruiting & Training Materials
- Office Upkeep & Office Supplies

Jerry Trickie

Technology Trainer

- Agent/team technology setup during onboarding
- Command and new technology training
- Technology audit for agents/teams



Culture Committee

Stephanie Welke
☎ 757.477.2272

Wendy Goodman
☎ 757.613.6401

Marvin Smith
☎ 757.839.8443

Productivity Committee

Elaina Kirk
☎ 516.945.4000

Rich Zapata
☎ 757.350.0111

Pamela Brown
☎ 757.738.5261

Growth Committee

Dani Brinson
☎ 207.841.7301

Robert Pickles
☎ 757.752.8095

Helen Bing
☎ 757.240.9216

Fankie Johnson
☎ 601.310.1037



**We are here to help!!!
Please call and introduce yourself!**



Affiliates

Please introduce yourself to all of our Affiliates!

Kristi Richardson

Title Alliance

Manager

✉ krichardson@tagreenbrier.com

📱 757.410.5663

Caryn Day

ProCraft Home Inspections

Director of Growth

✉ admin@procraftinspections.com

📱 757.362.2300

Connie Ramsay

Atlantic Bay Mortgage

Senior Mortgage Banker

✉ connieramsay@atlanticbay.com

📞 757.819.0303

📱 757.353.9828

Ray Ward

Tidewater Mortgage Services

Loan Officer

✉ rward@twmortgage.com

📱 757.270.7197

Evan Johnson

Detect Termite and Moisture

Director of Marketing

✉ evan@detecttermite.com

📱 757.749.4666

Kim Nelson

CHOICE Insurance Agency

Marketing Manager

✉ kim.nelson@choiceins.com

📱 757.909.7347

Sheryll Pyle

2-10 Home Buyers Warranty

Senior Account Manager

✉ spyle@2-10.com

📱 757.266.9237

We want to meet you!

Please set up a 5 minute Meet & Greet!



Start Up:

- ___ Take the KPA – Keller Personality Assessment (emailed to you)
- ___ Set up a KPA Validation meeting with Cosette (after completion)
- ___ Set up 5 min. meeting with Title Alliance
- ___ Meet with MCA to set goals/commitments in Command
- ___ Meet with Karmen for 1-3-5
- ___ Meet with Jason (Productivity Coach)
- ___ Meet with Mechelle (Broker)
- ___ Meet with Jerry to set-up your Database in Command
- ___ Get a professional headshot and email to frontdesk681@kw.com
- ___ Attend REIN Orientation**
- ___ Introduce yourself to our Affiliates
- ___ Introduce yourself to at least 2 ALC members
- ___ Download the KW Command App on your phone
- ___ Operation Observation- Shadow the following:

**YOU SHOULD BE DOING AS MANY OF THESE AS YOU CAN
EACH WEEK UNTIL YOUR LICENSE COMES IN!**

- ___ Buyer Consult
- ___ Showing
- ___ Home Inspection
- ___ Open House
- ___ Termite Moisture Inspection
- ___ Listing Appointment
- ___ Final Walk Thru
- ___ Closing

- ___ Send a friend request to “KWCV Masterminds Facebook” page (private page)
- ___ Like “Keller Williams Coastal Virginia” Facebook page (public page)

After License is Active:

- Set-up professional voicemail
- Attend HRRRA New Agent Orientation/Ethics**
- Email REIN ID number to MCA at klrw681@kw.com
- Attend REIN Listing Input class** (REIN will send out email regarding an authorization form you need from the us "your broker"-that form is sent filled out in your onboarding packet and emailed over to REIN by Nicole. So REIN already has your form 😊)
- Order business cards
 - DPOR requires Licensee Name, Firm Name and Licensee's telephone # or web address
 - KW requires "Each Keller Williams Office is Independently Owned and Operated"
 - HRRRA requires REALTOR logo and Equal Housing logo
- Order a yard sign (as needed)
 - DPOR requires Firm Name and Firm's phone number
 - KW requires "Each Keller Williams Office is Independently Owned and Operated"
 - HRRRA requires REALTOR logo and Equal Housing logo
 - Owner/Agent listings must have "Owner/Agent" on sign
- See Nicole for a Key Fob
- Complete Scott LeRoy Set Up Video
- Continue Operation Observation Shadowing
- Set-up business Facebook page
- Set-up Instagram page
- Set-up LinkedIn profile
- Create Google profile
- Send an Announcement Letter, Email, Message to your sphere
- Call everyone in your Database with your Announcement and ask if they know of "anyone looking to buy, sell or invest in real estate" (refer to scripts section)
- Hold at least 2-4 Open Houses a month (Reach out to Karmen for listings you can hold open)
- Complete the "Command Map to Success"
- Set up your CTE (Commitment to Excellence) – your business tracking program with Tech Trainer

Classes to Attend: *REQUIRED FOR TUITION REIMBURSEMENT*
Must be initialled by the instructor. *Tuition Reimbursement will be paid after your first closing. DOES NOT APPLY TO KSCORE STUDENTS.*

- ___ New Agent Orientation
- ___ Purchase Contracts/Instanet
- ___ Listing Contracts/Instanet
- ___ Contract 2 Close
- ___ Getting Paid
- ___ COMMAND training (5 day Command Daily Live)
- ___ Leadership Meet and Greet

Additional Classes to Attend as soon as possible (Check Calendar):

- ___ Mortgages 101
- ___ Home Inspections Training
- ___ Open House Training
- ___ CMA (Comparative Market Analysis) Part 1 & 2
- ___ RPR Training (Realtor Property Resource) HRRRA
- ___ CDIF Training (Consumer Disclosure Information Form)
- ___ Terminations and Releases
- ___ Ignite Courses (within first 6 months)
- ___ Seller Net Sheet
- ___ The Closing Table
- ___ Scripts

DPOR Law: All Electronic Media Advertising by Licensee must be viewable on the main page and no more than one click away from the main page. Must include Licensee's Name, Firm's Licensed Name, City and State where firm office is located, and State of licensure.

Reading List:

- ___ The Millionaire Real Estate Agent
- ___ The One Thing
- ___ The Shift
- ___ The Miracle Morning for Real Estate Agents
- ___ Atomic Habits

Apps to download

- ___ KW Command
- ___ KW Agent Mobile
- ___ Homesnap

****Once you have attended classes, email Nicole (agentservices681@gmail.com) with the class name and date attended.**

Manual Replacement Fee: \$25

Requirements For Tuition Reimbursement

- ___ LEADERSHIP INTRODUCTIONS (SIGNED OFF IN RED BINDER)
- ___ AFFILIATE INTRODUCTIONS (SIGNED OFF IN RED BINDER)
- ___ KW REGIONAL COMMAND TRAINING (ALL)
- ___ ALL CORE KW CLASSES COMPLETED (SIGNED OFF IN RED BINDER BY COURSE INSTRUCTOR)
- ___ SUBMIT PROOF OF PAYMENT OF REAL ESTATE COURSE/INVOICE TO CHRISTINA

*** TUITION REIMBURSEMENTS ARE PAID WITH FIRST CLOSING. IT IS THE AGENT'S RESPONSIBILITY TO COMPLETE ALL REQUIREMENTS, HAVE RED BINDER CHECKED BY LEADERSHIP, AND PROVIDE INVOICE TO CHRISTINA TO BE REIMBURSED. **NOT VALID FOR KSCORE STUDENTS.***

Tuition Reimbursement Certificate

THIS CERTIFIES THAT

has completed all the requirements to obtain tuition reimbursement.



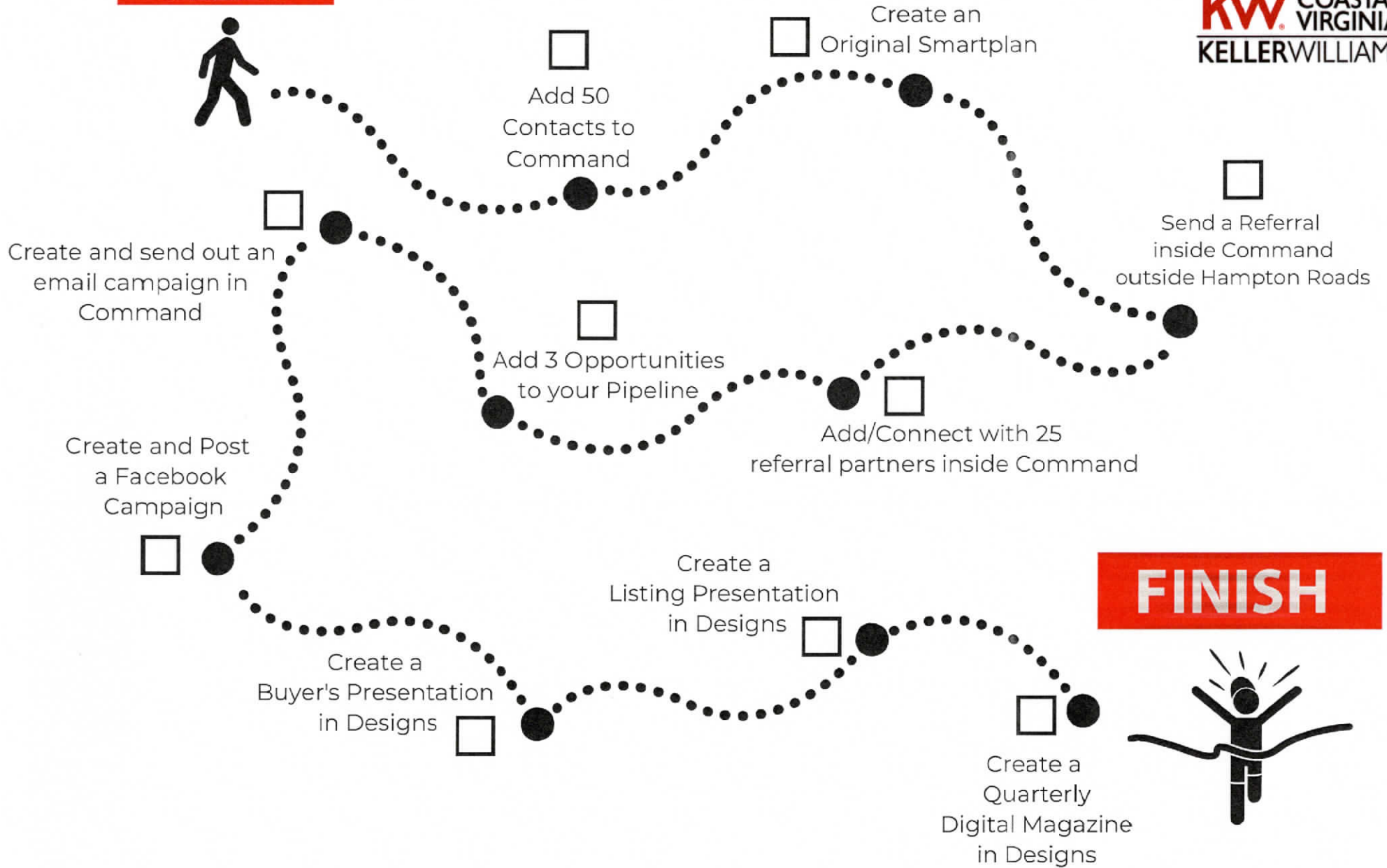
**Cosette
Lambourne**
CEO/TEAM LEADER

**Christina
Turner**
MCA

COMMAND MAP TO SUCCESS



START



FINISH



REQUIREMENTS FOR SIGNAGE & BUSINESS CARDS

BUSINESS CARDS:



- Licensee Name
- Licensee Phone / Web Address
- “Each Keller Williams is Independently Owned and Operated.”

YARD SIGNS:



- Firm Name
- Firm Phone
- “Each Keller Williams is Independently Owned and Operated.”

Addendum F

The Keller Williams Realty

Real Estate Professional's Creed

I am a professional REALTOR®. I will always strive to do what a professional does, for this is what my business associates, my buyers and my sellers deserve.

I will be a **TEAM PLAYER**. I will always support the team and I will expect the team to support me.

I will always **KEEP MY WORD**. If I say I will do something then I will do it. My word is my guarantee.

I will be **CAREFRONTATIVE**, not confrontive in dealing with problems. I will resolve problems, not create additional ones.

I will be a **PROBLEM-SOLVER**, not a problem-maker. I will not try to be right, but better, I will always strive to do the right thing.

I will always **DO MY SHARE** of the work and be responsible for everything I do. I will not use nor take advantage of others.

I will **NEVER GOSSIP** about others. I believe in the Golden Rule and intend to abide by it.

I will **UPGRADE MY EDUCATION** on a regular basis. I know that school is never out for the professional.

I will always **DRESS PROFESSIONALLY** when conducting business.

I will **PROSPECT AND FOLLOW-UP DAILY**. These are the foundations of my business and I will never neglect them. By doing this regularly, I will earn the right to succeed.

I will always **PLACE THE BUYER AND THE SELLER FIRST**. I am in business to serve their needs and will never forget this responsibility.

I will always **ABIDE BY THE HIGHEST MORALS AND ETHICS**. People who do business with me deserve the highest standards.

I will always **CARE ABOUT THE FUTURE OF MY INDUSTRY**. I will continually work to upgrade the real-estate business and the many opportunities it provides to real-estate professionals.

I will **ACCEPT TOTAL RESPONSIBILITY FOR MY CAREER**. I will regularly establish goals and plans and work consistently to reach these objectives. I am accountable for my actions and my future is in my hands.

I AM A PROFESSIONAL.

Signature:

Date: