

The Eagentc Quick Setup Guide to Keller Williams® Technology

Recommended For: Real estate professionals everywhere

Estimated Time: About 30 minutes a day for five days

Required Tools: Computer, modem, a mouse and you.



What to do:

Spend just 30 minutes a day for your first week with Keller Williams® and you'll get a customizable Web site, branded email, electronic marketing tools, a Real Estate learning curriculum... in short, a world of real estate technology.

Day One

- Objectives:
 1. Getting Set Up with Your MCA
 2. Downloading Your KW Email
 3. Explore and Bookmark Key KW Sites
- Estimated Time: 30 minutes

Day Two

- Objectives:
 1. KW Agent Web Site Set Up
 2. Listings Management
- Estimated Time: 30-45 minutes

Day Three

- Objective:
 1. Your Course Curriculum with Keller Williams University
- Estimated Time: 15 minutes

Day Four

- Objective:
 1. Start a E-Card Marketing Campaign
- Estimated Time: 20-30 minutes

Day Five

- Objective:
 1. Set Your Production Goals Online
- Estimated Time: 20 minutes

Keep this Quick Setup Guide near your computer as a reference guide and cheat sheet to all our Keller Williams® Technologies.

Day 1

Objectives:

1. Getting Set Up with Your MCA
2. Downloading Your KW Email
3. Explore and Bookmark Key KW Sites

Estimated Time: 30-60 minutes

Checklist: Computer with Internet access and your Office MCA

STEP 1 – Getting Set Up with Your MCA

One of the first things your Market Center Administrator (MCA) will do when you join Keller Williams is create your KW MORE and Intranet Profiles. The MORE profile houses your tax information, commission splits, etc. Your Intranet profile contains information you can control, such as the contact information that displays on your KW Agent Web site.

Signing up for a KW email account should be part of this sign-up process with your MCA, as well. Before you leave the office that first day, make sure your MCA has completed the checklist above for your records.

MCA Checklist:

- Intranet Username

- Intranet Password

- Email
_____@kw.com
- Email Password

- MLS ID Added to Record

STEP 2 – Downloading Your KW Email

While some third party companies such as www.mail2web.com offer free or inexpensive web-based email access, we recommend downloading your KW email to your work computer using Microsoft Outlook and Entourage (both packed with Microsoft Office) or their free email program Outlook Express.

1. From <http://www.microsoft.com/downloads/>, download and install the latest version of Internet Explorer, which comes with Outlook Express.
2. From there, simply follow the directions on the KW Online Help Desk at http://help.kw.com/email_help.html for configuring the email client to download your KW email.

STEP 3 – Explore and Bookmark Key KW Sites

Spend a little time visiting the following KW Web sites, which are chock full of helpful information. You can “bookmark” them in Internet Explorer by clicking on the *Favorites* menu at the top of the page and selecting *Add to Favorites*. The next time you want to visit, open the *Favorites* menu and click on the appropriate KW Web site.

- **KW.com** — <http://www.kw.com/>
 - Our flagship Web site for featuring access to our company-wide listings, a directory of all our agents and offices, the latest press on Keller Williams, and information on home buying and selling.
- **KW Intranet** — <http://intranet.kw.com/>
 - Through this password-protected portal you can access your profit sharing information, edit your Intranet profile, input your annual production goals and track your progress against them, load listings directly to your Agent Web site, read the latest KW news and research, and access all our E-Cards and Marketing tools and resources.
- **KW Online Help Desk** — <http://help.kw.com/>
 - The Online Help Desk has instructions on everything from setting up KW email accounts to setting up Web sites. This is a site to bookmark and explore!
- **Keller Williams University** — <http://kwu.kw.com/>
 - KWU Online is a world-class online education Web site created for Keller Williams Associates. Register for classes online, download the latest free materials and tools, and much more. There is no better place to get a leg up on the competition.
- **KW Family Reunion** — <http://familyreunion.kw.com/>
 - Register online, get important updates on the latest Family Reunion news, find shared transportation, and reserve rooms.

Day 2

Objectives:

1. KW Agent Web Site Set Up
2. Listings Management

Estimated Time: 30-45 minutes

Checklist: A two to three paragraph biography, a digital photo of yourself, digital photos of all your listings and good descriptions or the properties.

STEP 1 – KW Agent Web Site Set Up

Before you get started on this project, spend ten to fifteen minutes writing or editing your professional bio in Microsoft Word. Besides your professional accomplishments, remember to include a little color. Include details about your family and hobbies.

Also, obtain a nice digital photo of yourself, preferably a headshot (144 pixels at 72 dpi for Web presentation). If you don't have access to a digital camera, any photo shop will scan an existing photo for a nominal fee.

1. Now go to http://help.kw.com/website_setup_agent.html and print a copy of the Agent Web Site Set Up directions. We've found that these instructions are easier to follow on paper than from the screen.
2. Login to the KW Intranet at <http://intranet.kw.com/> using your Intranet Username and Password recorded on the cover of this document.
3. Then select the My Information tab from the top navigation bar and select My Website from the left-hand navigation.
4. Now you're ready to follow the Help Desk instructions. Pay special attention to the Edit Site Info section as this is where you will insert your prepared bio and all your contact information.

STEP 2 – Listings Management

Included in the *My Web Site* section of the Intranet is a feature called *My Listings* where you can enter and edit your online listings in real time. The number one reason a consumer will visit your Web site is to see your listings. Make sure you give them what they want – a detailed description of the property and lots of photos.

1. Visit the Online Help Desk again and print out the directions for managing your listings at http://help.kw.com/listing_help.html.
2. Each listing can have as many as 14 photos in addition to the main one. Be strategic and include shots of interior rooms and the lot. A great trick is to digitally scan the floor plan or lot survey and include it among the photos.

It is important to keep your Agent Web Site up to date and to continually update your listings information. Our research shows that agents who spend 4-5 hours per week managing their listings and Web site have the highest return on their online investment.

Since all our Web sites are hosted under names formatted at http://agent.kw.com/Your_Name it is important to purchase a personal domain name for your Web site (e.g. www.sylviawhiterealtor.com). Directions for purchasing and redirecting a domain name can be found at http://help.kw.com/website_help.html .

Day 3

Objectives:

1. Your Course Curriculum with Keller Williams University

Estimated Time: 15 minutes

Checklist: Your login and Internet access.

STEP 1 – Your Course Curriculum with Keller Williams University

Visit Keller Williams University (KWU) Online at <http://kwu.kw.com/> and visit the Degree Plan link on the left-hand menu. KWU is developing course curriculums appropriate for Agents, Mega Agents, MCAs, Team Leaders, and Owners of varying degrees of experience.

We'd also encourage you to visit the Courses section and search for KWU courses scheduled in your area. No other company places as much emphasis on the personal development of their partners as Keller Williams. Take advantage of this award-winning resource and sign up for some classes to jumpstart your Keller Williams real estate career.

Day 4

Objectives:

1. Start an E-Card Marketing Campaign

Estimated Time: 20-30 minutes

Checklist: A list of email addresses for your sphere of influence.

With E-Cards you can send professionally designed email cards to your clients, prospective recruits, and potential clients. E-Cards also features two automated recruiting "Drip Campaigns" which send 12 cards over a designated period of time to your target audience. KW E-Cards can be found in the *Marketing* section of the KW Intranet.

We suggest you start your KW career by sending an E-Card announcing your move to KW to your client list.

1. Visit the Online Help Desk again and print out the E-Cards directions at http://help.kw.com/postcard_help.html.
2. Then login to the KW Intranet at <http://intranet.kw.com/> using your Intranet Username and Password recorded on the cover of this document and click on the *Marketing Tab*.
3. E-Cards will be a selection on the left-hand menu.
4. Your first step will be to register and enter your email contacts into the E-Cards database.
5. Once completed, you'll be ready to send an E-Card or E-Card Drip Campaign.

When you're finished, take a couple of minutes to explore the other great resources in the Marketing section of the KW Intranet.

Day 5

Objectives:

1. Set Your Production Goals Online

Estimated Time: 20 minutes

STEP 1

Goal Setting and Accountability are pivotal to the KW way of thinking. If you take 20 minutes to enter your goals into the KW Intranet, you'll be able to take advantage of consulting opportunities through your Market Center and KWU. Working with your Team leader to reach your goals is an opportunity unique to Keller Williams. Once entered, you'll also be able to measure progress against your goals as our Intranet Reporting engine will give you detailed, periodic updates on your actual production and earnings.

Here's how to get started:

- Visit the Online Help Desk again and print instructions for entering your goals from http://help.kw.com/goals_and_reporting.html in the Goals and Reporting Section.
- Next, use our handy Excel Goal Setting Tool found at http://help.kw.com/images/agent_goal_setting_tool_3.0.xls to quickly set all your goals. When finished, save the file to your computer and print a copy for your records.
- Then login to the KW Intranet at <http://intranet.kw.com/> using your Intranet Username and Password recorded on the cover of this document and click on the *Goals Tab*.
- From the Goals section, you can initiate and enter the goals you created with the Excel Goal Setting Tool and submit the to the KW database for review by your Team Leader.

Summary

That's it – you're on your way! In little more than two and a half hours over the course of your first week, you've taken advantage of some of the helpful technologies that KW and Eagentc have to offer.

If along the way you need help, please contact us at support@kw.com. We try to answer every email within a single business day. Good luck and have fun!

A digital version of this Quick Setup Guide can be found at http://help.kw.com/quick_setup.html