

Congratulations and Welcome to Keller Williams Energy!

Perhaps you are a newly licensed real estate salesperson or, maybe you have been in the industry for awhile, but haven't been with a Brokerage that has offered adequate training and guidance. Whatever the reason, we are happy you are now collaborating with us.

Over the next 100 days, we will be your accountability partner to ensure that you are provided with information, tools, and guidance so that you can complete all the steps necessary to kick start your business. Consider this collaboration as your catalyst to success!

Over the next few months you will meet with our Agent Services Coordinator who will help you set goals, assist in tracking your progress, and will provide information and direction so that you are on the path to accomplish your goals.

The path towards one's goals may not always be easy or run smoothly, but it does give us purpose and points us in the direction we want to go, all of which are good for overall happiness.

We are glad to be partnering with you on your journey.

kw | WI4C2TS

THE KELLER WILLIAMS REALTY

Belief System

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

Success: results through people

Aside from what is designed for your First 100 Days, we encourage you to attend the following Training / Events:

- Goal Setting
- 4-1-1
- Monthly Stakeholders
- Fintrac Training
- DiSC Training
- Ignite

Week # 1

Date: _____

Task Description	Target Date	Date Completed	Comments
Attend agent onboarding meeting			
Obtain HST #			
Book meeting with DRAR / Set up Authenticator			
Register for DRAR training (7 days after joining DRAR			
Command Demo			
Install Printer Drivers			
Learn about profit share and how it can create a revenue stream of passive income Watch the following two videos: • http://www.kwconnect.com/details/profit-share-the-win-win-opportunity • https://www.youtube.com/watch?v=Hh9s6kbhOnk&list=PLC5073BCB9DFD563B&index=2			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	

Week # 2 _____

Date: _____

Task Description	Target Date	Date Completed	Comments
Draft Bio			
Write down 100 people for your database (Excel or pen)			
Write a letter to your sphere of influence			
Join KW Facebook Page & KW Upcoming Listing Page			
If branded – Update your email address with DRAR and in Stratus			
Reach out to Deena Misale and/or Amanda Brake re: Productivity Coaching			
Complete DISC and KPA			
Download Kelle			
Timeblock 15 minutes per day for Command 66 Day Challenge			
Book time with Scott Le Roy Marketing			
Get connected with all KW Systems (Scott Le Roy)			
Book time with Shirley Mercer			
Get headshot taken			
Order Business Cards			
Send Bio & Headshot to agentservices@kwenergy.ca			
Order open house signs			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	

Week # 3

Date: _____

Task Description	Target Date	Date Completed	Comments
Register/Start Ignite			
4 Conversations			
Create Business Launch Announcement (Facebook, email, etc)			
Mail letters to 25 people			
Build your KW Website			
Shadow a KW Agent doing an Open House			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	

Week # 4 _____

Date: _____

Task Description	Target Date	Date Completed	Comments
Review Kellerisms			
Review Bookkeeping tips and KW Accounting, obtain Tax Accountant			
Watch 2 sessions on KW Connect			
Write thank you notes/great to talk to you notes - include business card			
Print a market watch			
Hold/Shadow 2 open houses			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	

Week # 5

Date: _____

Task Description	Target Date	Date Completed	Comments
Review Lead Gen ideas and select at least 2 Pillars that you will incorporate into your business			
Watch "How to Create a CMA" YouTube? KW Connect?			
Watch a session on KW Connect (your choice)			
Meet with Michael Watson (Broker of Record)			
Create buyer presentation & corresponding paperwork for "Office in a Box" and set up in Webforms			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	

Week # 6

Date: _____

Task Description	Target Date	Date Completed	Comments
Create Facebook post or other social media saying that you are working on creating CMAs and ask if anyone would like to see one for their home			
Practice doing CMAs: ● Prepare a CMA for a home in your area as practice			
Download on KW Connect MREA buyer scripts, seller scripts and Lead Gen scripts			
Meet with Fintrac Officer (Elizabeth Caster)			
Finalize Buyer Presentation			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	
Lead Gen 3 hours per day for 5 days	

Week # 7

Date: _____

Task Description	Target Date	Date Completed	Comments
Create social media strategy (if applicable); meet with Shirley Mercer			
Create and review with PC: • Listing Agreement • Offer • Buyer Agreement			
Create Contract to Close Checklist			
Create listing presentation & corresponding paperwork for "Office in a Box" and set up in Webforms			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	
Lead Gen 3 hours per day for 5 days	

Week # 8 _____

Date: _____

Task Description	Target Date	Date Completed	Comments
Have coffee with Agent in Market Center			
Meet/Call 2 preferred vendors – learn about their business			
Create a vendor list (contractors, inspectors, preferred vendors, etc.)			
Do Nexone training			
Read and memorize 1 script			
Finalize Listing Presentation			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	
Lead Gen 3 hours per day for 5 days	

Week # 9

Date: _____

Task Description	Target Date	Date Completed	Comments
Observe a buyer presentation			
Observe a listing presentation			
Start a 33 Touch campaign			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	
Lead Gen 3 hours per day for 5 days	

Week # 10

Date: _____

Task Description	Target Date	Date Completed	Comments
Meeting with Culture Committee Member or ALC Member; Inquire about Dinner a Deal			
Ask an Agent: Find out about Family Reunion, Mega Camp & BOLD			
Learn about MAPS Coaching			
Explore Productivity Coaching (if not already enrolled)			

Tasks To Be Completed Every Week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	
Lead Gen 3 hours per day for 5 days	

Week # 11

Date: _____

Task Description	Target Date	Date Completed	Comments
Create 8x8 for Buyers and Sellers			
Join Facebook groups (hobbies / interests)			
Read "The One Thing"			

Tasks To Be Completed Every Week – And continue this every week:

Task Description	Date Completed
Add 10 people to Command	
Preview 10 Homes	
Mail Letters to 25 People	
Call 25 people with whom you previously mailed letters to	
Attend Scripting Classes	
Lead Gen 3 hours per day for 5 days	

Week # 6 months

Date: _____

Task Description	Target Date	Date Completed	Comments
6-month check in			
Complete a Stop/Start/Continue debrief template			

Congratulations on having completed your first 100 days!!!

You are off to a good start - and just by showing up, you have accomplished a great deal. In several instances, you have likely stepped out of your comfort zone and by doing this, have grown both professionally and personally.

Building a business is both exciting and scary at the same time. There will be lows and there will be highs and it takes guts, determination, persistence, and pure grit to stay the course.

Did you accomplish all your goals?... probably not. As you achieve each goal, create new ones and strive toward achieving them. Don't let setbacks bring you down. Michael Jordan missed more than 9000 shots in his career, lost almost 300 games and 26 times was trusted to take the game winning shot and missed. He says:

If you're trying to achieve, there will be roadblocks. I've had them; everybody has had them. But obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it. – Michael Jordan

The greatest things in life all require commitment, sacrifice, some struggle and hardship. It's not easy, but absolutely worth it.

You are capable of amazing things – go and be the best you you can be!