



KW Connect Cheat Sheet

VOLUME I

Your Guide to Using KW Connect

Scott Le Roy Marketing

Support@ScottLeRoyMarketing.com

321-236-2568

www.ScottLeRoyMarketing.com



Table of Contents

If viewing online: Click the header you're interested in to go directly to that section.

Table of Contents	1
KW Connect	4
Home Page	4
KW Connect Logo	4
Reports	4
White Pages	4
White Pages Profile	4
Gmail Settings	4
Listing & Productivity Tools	5
The KW Connect menu is the black menu bar that is shown at the top of your KW Connect home page when you first log in. This menu allows you to navigate through your KW Connect with links to different resources.	5
Calendar	5
Training	5
Instructor Led Training	5
Keller Williams University	5
KWRI Learning Center	5
Agent Tech Classes	6
Leader Tech Classes	6
Market Center Services	6
Find a KWU Certified Trainer	6
Answers	6
Resources	6
DEI	6
Events	6
Industry	7
KSCORE	7
KW Culture	7
KWU	7
Leverage Series	8
MAPS	8
Marketing	8
Profit Share	8
Welcome New Associates	8
Technology	9
Command Login	9



Training and Resources	9
Command Your Business	9
KW Marketplace	9
Leadership Tech Guide	9
Communities	9
My Communities	9
Explore Communities	10
KW Luxury	10
KW New Homes	10
Growth	10
Growth Resources	10
Leadership Opportunities	10
Expansion	10
Search (Magnifying Glass)	10
Upload	10
Profile Picture/Initials	11
Update Password	11
My Profile	11
Notifications	11
Community	11
Help	11
Cheat Sheets By Topic	12
Live & Recorded KW Tech Training	12



KW Connect

You can visit KW Connect at kwconnect.com directly or be directed from myKW. If you need to log in, use your myKW username and password.

There are a few different ways you can use KW Connect. One way is to search for training, including viewing the Connect Live training or viewing the materials for Ignite. Another way is to look for marketing pieces, presentations, or other documents or files that other agents have created and shared--for example, a listing presentation, a transaction checklist, etc. If you like what particular agents have uploaded, you can follow them, similar to following social media accounts, and be emailed when they upload anything. Another way is to learn more about Keller Williams such as the different communities like Luxury, events like RED Day, technologies like Command, branches like Keller Mortgage, and so on.

KW Connect has a really rich home page. You will find the most recent articles, Now Streaming, Popular Resources, Popular On Demand Training, Popular Videos, Featured Content, and Related Articles.

Home Page

KW Connect Logo

By clicking on the KW Connect logo in the top left hand corner, you can quickly be brought back to your KW Connect home page.

Reports

Shortcut to [Reports](#).

White Pages

Shortcut to [White Pages](#).

White Pages Profile

Shortcut to [Profile](#).

Gmail Settings

Shortcut to [KW Email](#).



Listing & Productivity Tools

Shortcuts to KWLS, Greensheet, Teams Administration, Reports Applet, White Pages, White Pages Profile, Gmail Settings, KW Financial Statement, MC Goal Entry, Change KW Password and KWU myTracker.

The KW Connect menu is the black menu bar that is shown at the top of your KW Connect home page when you first log in. This menu allows you to navigate through your KW Connect with links to different resources.

Calendar

View training calendar, which is syndicated from myMarket Center Intranet. You can view your Market Center's training, as well as your region's and international's training (when made available). You can also use filters and/or Advanced Filter to change views, and view Upcoming Courses provided by Keller Williams University (KWU). My Training shows you all the courses you have attended, when marking Attend in the Course Details Event Registration section, may not be required for every class.

Training

Instructor Led Training

Find every course created by Keller Williams and its details. You can search using keywords and Sort By using the drop down menu.

Keller Williams University

Shortcuts for Instructor-Led Materials, Ignite, Ignite 2.0 Lab, Business Planning Clinic, Market Center Command Course Materials, Leverage Series, [Agent Curriculum Path](#), Leadership Curriculum Path, Shift, KWU On Demand, KWU Faculty and [Guides and Checklists](#). Other Resources include KW Opportunities, KWU Faculty Search, KWU Master Faculty, KWU Approved Trainer, Leverage Series Instructors, 411 - Productivity Tool, and myTracker. **We recommend checking out the Agent Curriculum Path and Guides and Checklists first!**

KWRI Learning Center

Where you will find all KWRI Learning Center Events which is in Austin, TX at headquarters.



Agent Tech Classes

These courses are guaranteed to take your business to the next level with valuable use cases, examples and best practices! Our highly trained team uses insights and knowledge gained from thousands of agents and leadership to create programs to solve all of your business challenges.

Leader Tech Classes

These courses are guaranteed to take your business to the next level with valuable use cases, examples and best practices! Our highly trained team uses insights and knowledge gained from thousands of agents and leadership to create programs to solve all of your business challenges.

Market Center Services

Our experienced team of both former and current MCAs understand the Keller Williams systems and models and are ready to help meet the needs of your Market Center. With over 250 years of experience our Market Center Support Representatives will work with your Market Center leadership team to provide the best service possible. We've got you covered!

Find a KWU Certified Trainer

Master Faculty, KWU Approved, Leverage Series, Train the Presenter, Train the Trainer Advanced, ALC Clinic, Leadership Fundamentals, Market Center Financials, FAQs and more!

Answers

Shortcut to answers.kw.com, the Keller Williams Support Center, where you can search for help articles for all of Keller Williams technology, submit a request, view all help articles, see Promoted articles, and See Recent Activity.

Resources

DEI

Visit the DEI Hub for everything Diversity, Equity and Inclusion

Events

Shortcuts to Masterminds, RED Day, BOLD, Mega Camp, Family Reunion, and KW MAPS Models. Other Resources include In Person Training Materials, Connect Live Calendar, and Training Calendar.



Industry

The Industry Leaders Community is a membership group for Keller Williams associates who serve in volunteer real estate positions at the local, state, or national level. Volunteer opportunities include REALTOR associations, diversity and specialty membership organizations, MLS governance, state regulatory boards or committees, and elected officials. Through their involvement, these agent volunteers support compliance and policy initiatives and promote KW's position as an industry thought leader.

KSCORE

Shortcuts to KSCORE Marketing and Advertising, KW Prep Marketing and Advertising, KSCORE Rebrand Guide, Orientation Guides/Videos, Calendar, Enroll in KW Prep, and Enroll in KSCORE. Other Resources include Program Guidelines, MN & NY Program Guidelines, KSCORE FAQs, Calendar, Enroll In KSCORE, Enroll In KW Prep, Orientation Videos, Website, Market Center Admin Change Requests, and Career Night Materials.

KW Culture

Shortcuts for Diversity, Equity and Inclusion, RED Day, KW Cares, Wealth Building, KW Kids Can, KW Wellness, [What is Culture?](#), Red Relief, KW Family Fund, and Reporting a Concern. Other Resources include KW Kids Can, KW Wellness, KW Cares, RED Day, Cultural Ambassador Handbook, KW Remembrance List, IALC & PG Manual, and Awards Policy & Purchase. **We recommend checking out What is Culture? first!**

KW Cares serves Keller Williams associates and their qualifying family members during times of hardship due to sudden emergencies to ensure that everyone in our KW family feels supported, safe, and valued. Hardship is defined as a difficult circumstance that a person or family cannot handle without outside help. Learn more at <https://www.kwcares.org/>

KW Kids Can (KWKC) is a 501(c)3 nonprofit dedicated to empowering young adults to unlock their greatest potential through self-development events, coaching and scholarships. Their interactive learning experiences shatter limiting beliefs and help budding entrepreneurs, college students, and next-generation leaders define their personal mission and discover their path to a fulfilled life. Learn more at <https://kwkc.org/>

The KW Wellness program was created to encourage active and healthy lifestyles for all KW family members. The holistic wellness program includes physical, emotional, social, financial, intellectual, occupational, environmental, and spiritual wellness. Their dedicated Wellness Ambassadors are the key to its success. These individuals drive the initiatives in their market center that keep holistic health top of mind.



KWU

Shortcut to [KWU Keller Williams University](#).

Leverage Series

Shortcuts to First Hire Calculator - Download Now, Career Visioning Documents, Leverage Classes, Keller Personality Assessment (KPA), Org Charts - Market Center (Coming Soon), Org Charts - Agent Teams, Job Profile - Market Center, Job Profile - Agent Teams, Onboarding Documents, 30-60-90 Market Center, 30-60-90 Agent Teams, Ongoing Employee Management Forms, Compensation Models - Market Center (Coming Soon), Compensation Models - Agent Teams, and Goal Setting. Other Resources include Lead Gen For Talent, Opportunity in KW (Coming Soon), ThinkHR, Growth Initiative, Benefits, Mega Agent Team 30-60-90 Samples, and Independent Contractor Tax Reform.

MAPS

Shortcuts to Mastery Coaching, BOLD, Group Coaching, Mega Camp, Masterminds, and Profit Camp. Other Resources include Mastery Client Network, Become a MAPS Coach, Scripts, Gary Keller's Reading List, Millionaire Dollar Interview Questions, and All MAPS Coaching Products.

Marketing

Shortcuts to [Logos and Branding](#), Listing Presentation Template, KW Red Label, Outfront, Press Release Templates, Social Media, and Leadership Resources. Other Resources include Listing Photo Sample Agreements, Featured Shows, Press Release Templates, Social Media, Leadership Resources, Logos and Branding, Outfront Magazine, and COMPLIANCE: Do Not Call. We recommend starting with Logos and Branding. Not all Market Centers will have Keller Williams logos created; check with your Market Center Leadership if you can't locate yours using the search function.

Profit Share

Shortcuts to Wealth Building White Paper, [How Profit Share Works](#), Over \$1 Billion Distributed, [Terms You Should Know](#), From Outfront Digital, From KWU: Grow Your Profit Share Tree, Agent-to-Agent Scripts, and Profit Share Today. Other Resources include Over \$1 Billion Distributed, How Profit Share Works, Agent-to-Agent Scripts, Profit Share Tree Exercise, and Disclaimer: The Keller William Profit Share Program is not an earnings claim or a guarantee of earnings. Calculations to determine Profit Share contain many variables and your results may vary. **We recommend starting with How Profit Share Works and Terms You Should Know.**



Welcome New Associates

These resources are tailored to helping you get up and running as quickly as possible. While not a be-all, end-all list, this is a jumping-off point to familiarize yourself with what's available to you as a member of the Keller Williams family. Includes first steps, next steps, KW Profiles to Follow and Suggested Viewing.

Technology

Command Login

Shortcut to Command: agent.kw.com.

Training and Resources

Finally, an Easy Button! This is where you can start if you don't know what to do, where to go, etc. Simply choose which path you want to follow and it takes you straight there for a brief overview, training, help, and more!

Command Your Business

Command is more than just a CRM – it houses a suite of industry-defining, interconnected tools supporting you from lead to close to lifetime client connection. Learn more about it on this page.

KW Marketplace

Shortcut to marketplace.kw.com to see all products you can connect to Command.

Leadership Tech Guide

Shortcuts to The KW App: Leadership Cheat Sheet, Customize Your Consumer Experience with the KW App, Launch your KW App Marketing Campaign, Manage Client Relationships with Command and the KW App, Agent Tech Audit Simplified, The 30-30-40 Assessment Consulting Conversation Part 1 and 2 with Jay Papasan, The People Assessment Consulting Conversation, The Wealth Building Consulting Conversation, disruptive Growth Consulting Conversation, Expansion Consulting Conversation, [Technology.kw.com](https://technology.kw.com), Stories on Outfront, Tech-Enabled Agent Training, Purchase Recruiting and Branding Items, Team Meeting PowerPoint, Follow KW Media Room, MLS Status Finder, Command Lab PowerPoint, Conversation-Starting Scripts, Guide to Command, Command Overview Flier (1), Command Fliers (12), Command Social Graphics (12), New Mega Promo Toolkit, and [Ideas.kw.com](https://ideas.kw.com). Other Resources include Market Center Resources, Compliance in Command, 3 Steps to Start Command Course, Weekly Social Graphic, and Swanepoel Report KW Chapter.



Communities

My Communities

Shortcuts to BOLD Membership, KW Commercial, KW Land, KW Luxury, KW Worldwide and KW Young Professionals.

Explore Communities

Shortcuts to The New KW Luxury, KW Commercial Membership Information, KW Young Professionals Membership Information, and KW Land Membership Information.

KW Luxury

Keller Williams Associates lead in luxury home sales. With this in mind, we are now partnering with you to reinvent what luxury means at our company. Visit this page to learn more.

KW New Homes

Freshly formed and equipped with proven training, exclusive resources, and infinite opportunity for its members, KW New Homes is a community of professionals embracing the potential that this particular market represents. KW— along with their esteemed partners at Legacy International, a pillar of the new homes industry – invite you to immerse yourself in the community, building unprecedented success every step of the way.

Growth

Growth Resources

Where you can find Performance Reports, Editable Training Tracker, Team Meeting PowerPoint, Head-Turners, Outfront Magazine, Role-Specific Resources and Additional Resources relative to the Growth Initiative.

Leadership Opportunities

Ready to take a powerful next step in your career? The Team Leader role isn't just a job--it is a unique opportunity to make an impact every day. Visit this page to learn more.

Expansion

Based on the vision of Gary Keller and the collective masterminding of top Associates across North America, KW offers this revolutionary opportunity to help mega agent teams expand across Market Center, state and even international borders! Visit this page to learn more.



Search (Magnifying Glass)

Search for what you would like to find using a keyword or phrase. Can search for content or users.

Upload

Upload educational videos, audios and files to help other KW associates learn to grow careers worth having, business worth owning and lives worth living!

Profile Picture/Initials

Update Password

Shortcut to [Change Password](#).

My Profile

View and/or edit your KW Connect Profile. This does syndicate to other places, so make sure your information is up to date. Can change banner image. Social Media fields require full URLs of social media, for example <https://www.facebook.com/>_____. Specify the Primary Market Center here, if you are part of more than one Market Center. Can Opt Out From Referral Network here. Can see My Uploads, My Playlists*, Activity Feed, and Community.

*Any video you find on KW Connect can be added to a Playlist, just like YouTube, so you and/or others can view later and all in a saved location!

Notifications

See Notifications from within KW Connect. Can view and/or edit notification settings.

Community

See your KW Connect Groups and Connections.

Help

Shortcut to answers.kw.com, the Keller Williams Support Center.



SCOTT LE ROY MARKETING

Cheat Sheets By Topic

[myKW Cheat Sheet](#)

[Referrals Cheat Sheet](#)

[KW Connect Cheat Sheet](#)

[Opportunities Cheat Sheet](#)

[Consumer App Cheat Sheet](#)

[DocuSign Cheat Sheet](#)

[Command App Cheat Sheet](#)

[Campaigns Cheat Sheet](#)

[Command Settings Cheat Sheet](#)

[Reports Cheat Sheet](#)

[Contacts Cheat Sheet](#)

[Designs Cheat Sheet](#)

[Tasks Cheat Sheet](#)

[Listings Cheat Sheet](#)

[SmartPlans Cheat Sheet](#)

[Consumer Cheat Sheet](#)

Live & Recorded KW Tech Training

Join Our Live Training Classes, M-F at 1pm EST

[Live Training Calendar](#)

Link to join: [SLMWEBINAR.com](https://www.slmwebinar.com)

Watch Our Recorded Trainings 24/7

[SLMTIPS.com](https://www.slmtraining.com)

[SLMTRAINING.com](https://www.slmtraining.com)

Questions? Email us today: support@scottleroymarketing.com