

Broker Technology Powered through RESO Standards

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TECHNOLOGY

KW Agent Focus

1. The agent's brand matters most.



2. We route Internet leads back to the listing agent.



KWRI Numbers

HQ

Regions

Offices
(Market Centers)

Associate /
Agents

Consumers



34

699
(98%)

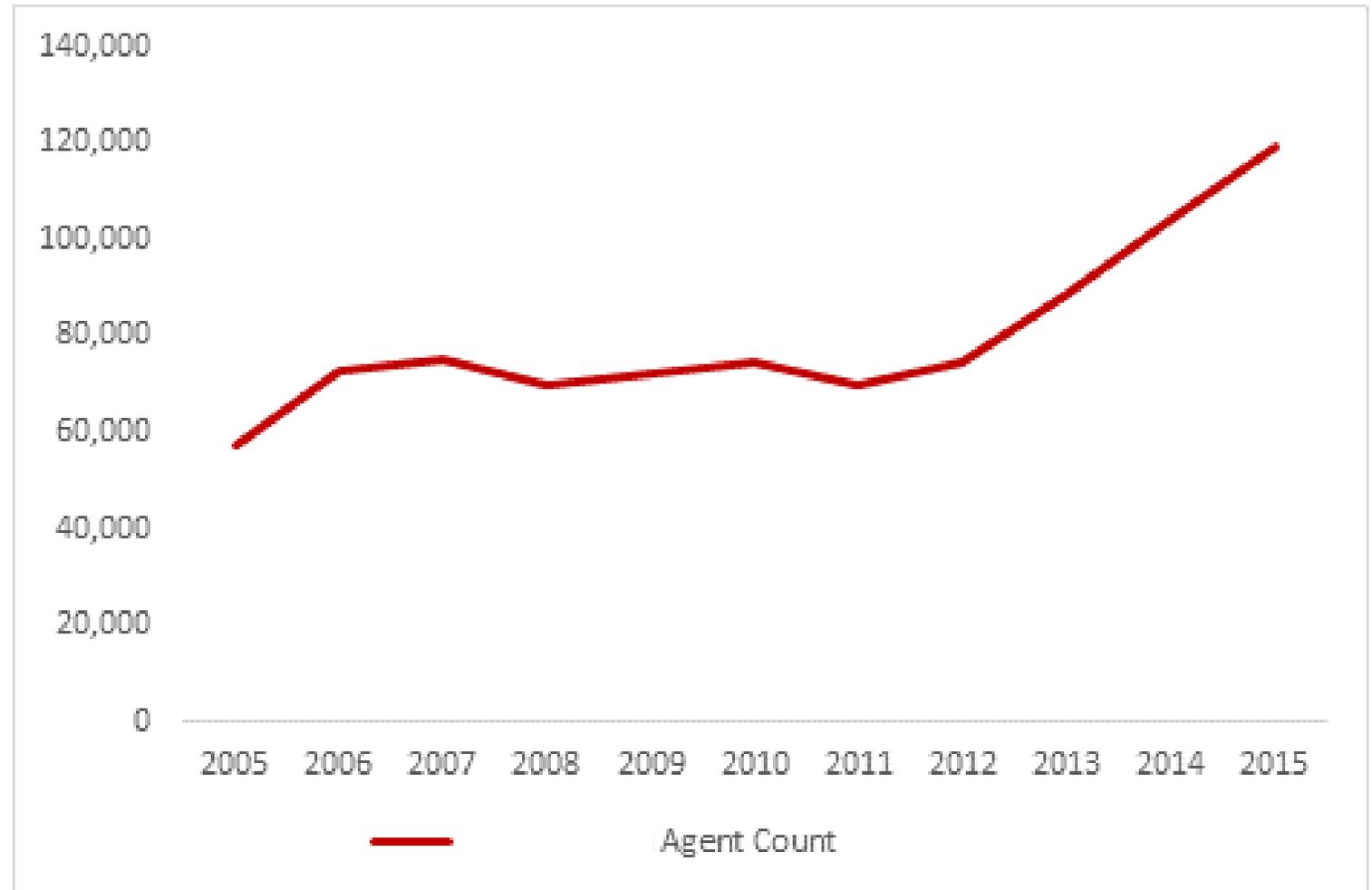
+120k

How many
home
buyers/sell
ers are in
the US
and CA?

KWRI Numbers (continued)

This is our IT challenge:

Building scalable systems to support our products, partners and vendors.



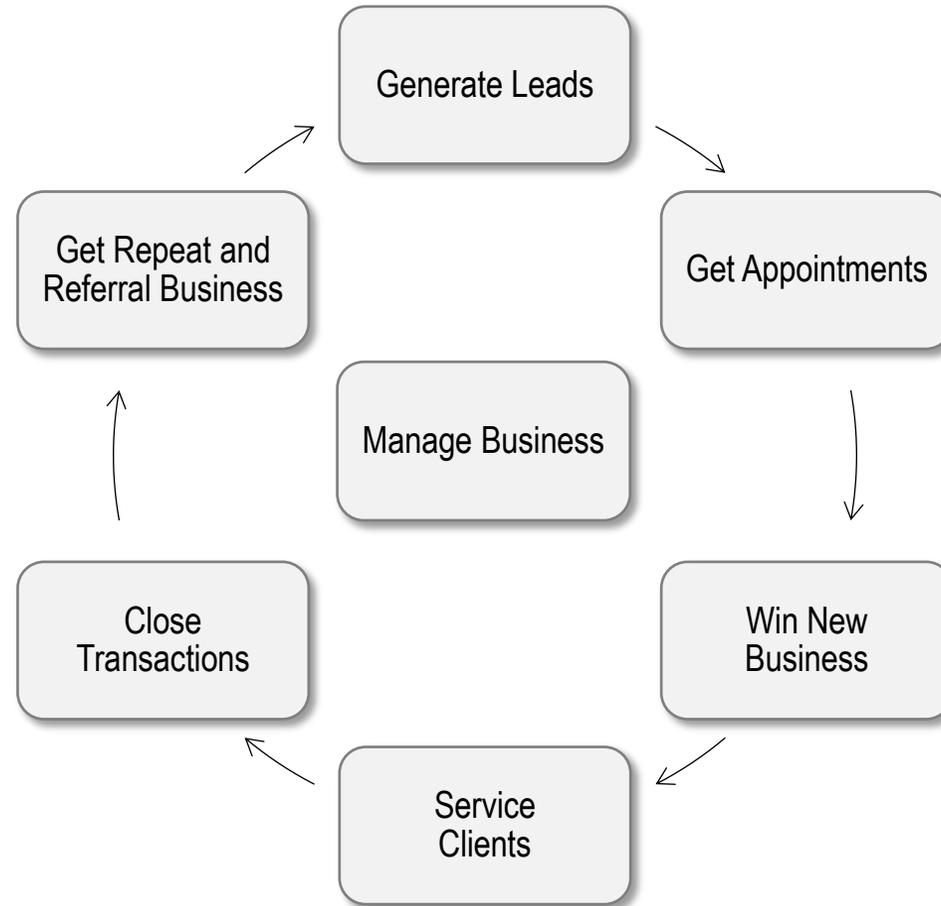
Current Real Estate: Who knew 10 years ago...



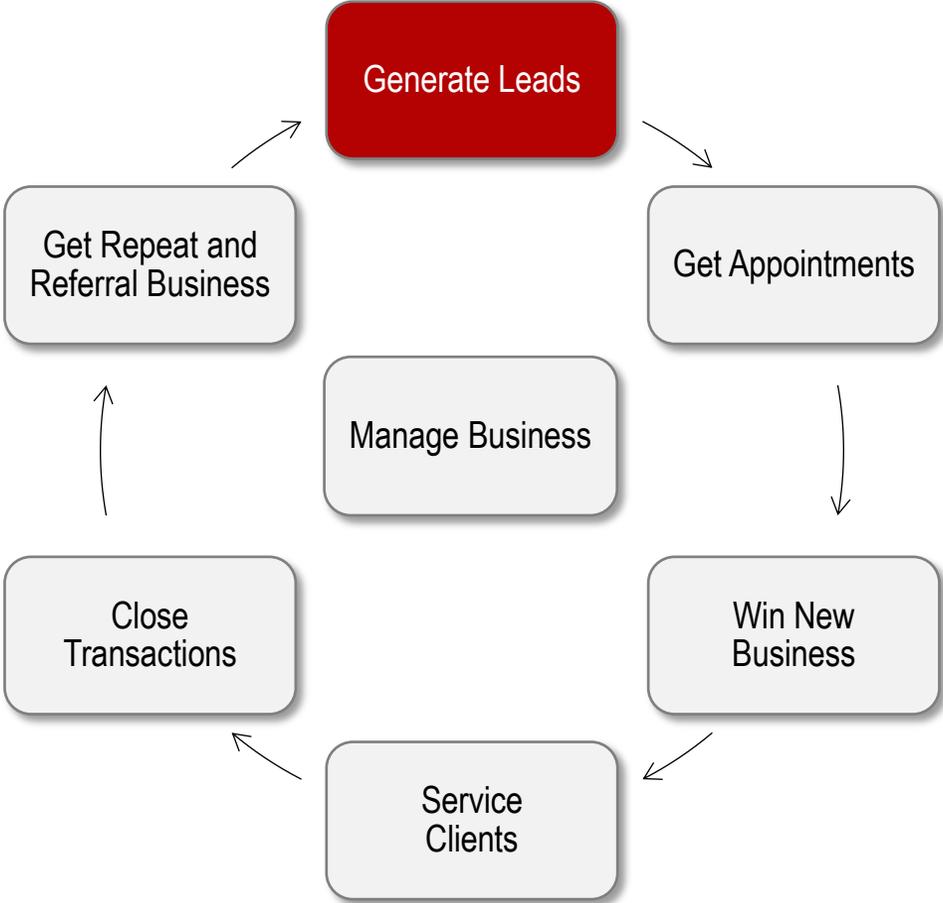
Vision: Future of Real Estate



Agent Focus on - Systems That Create Leverage

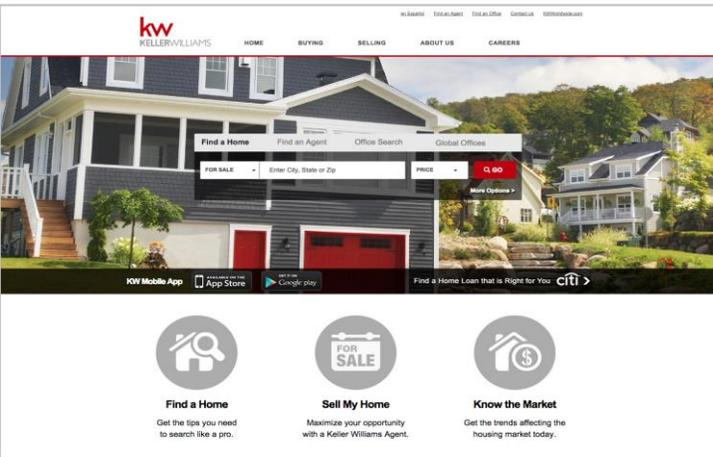
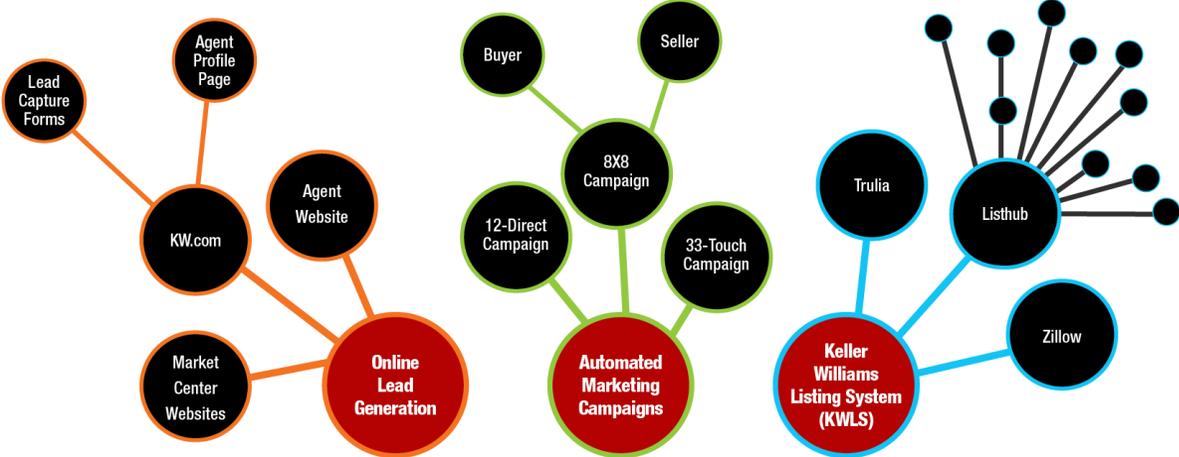


Systems That Create Leverage



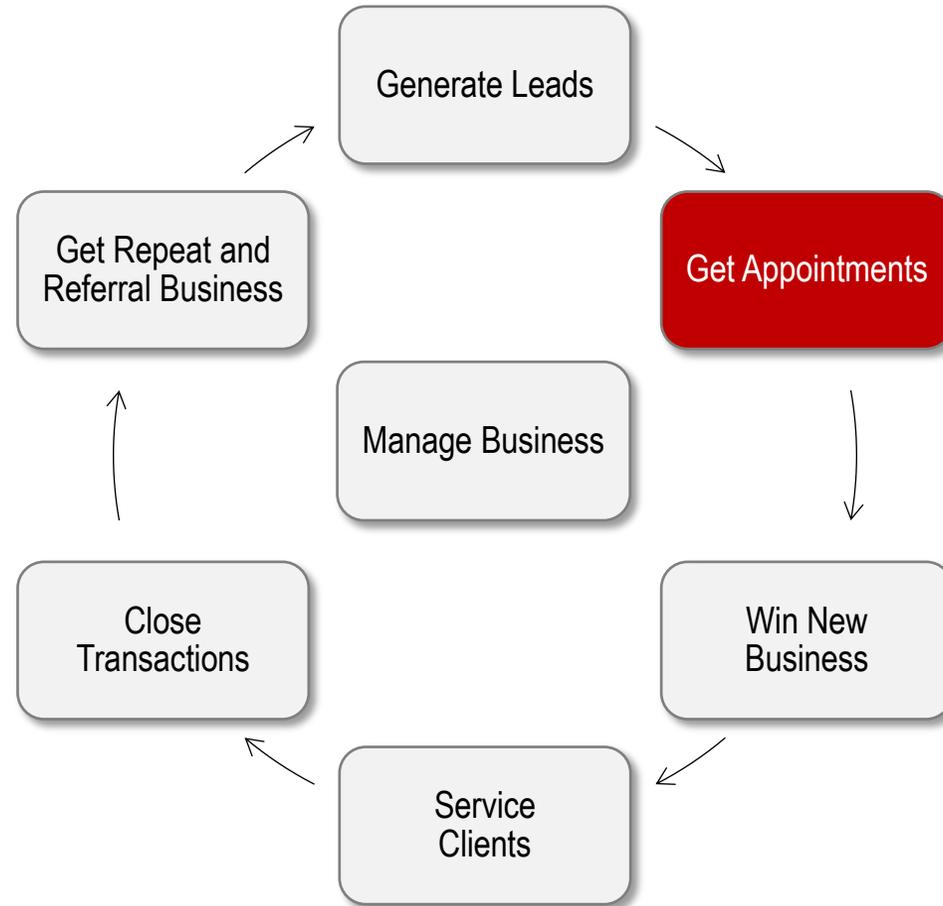
Systems That Create Leverage: Generating Leads

- Lead Generation Network
- Driving Leads to our Agents
- Agent websites
- Education



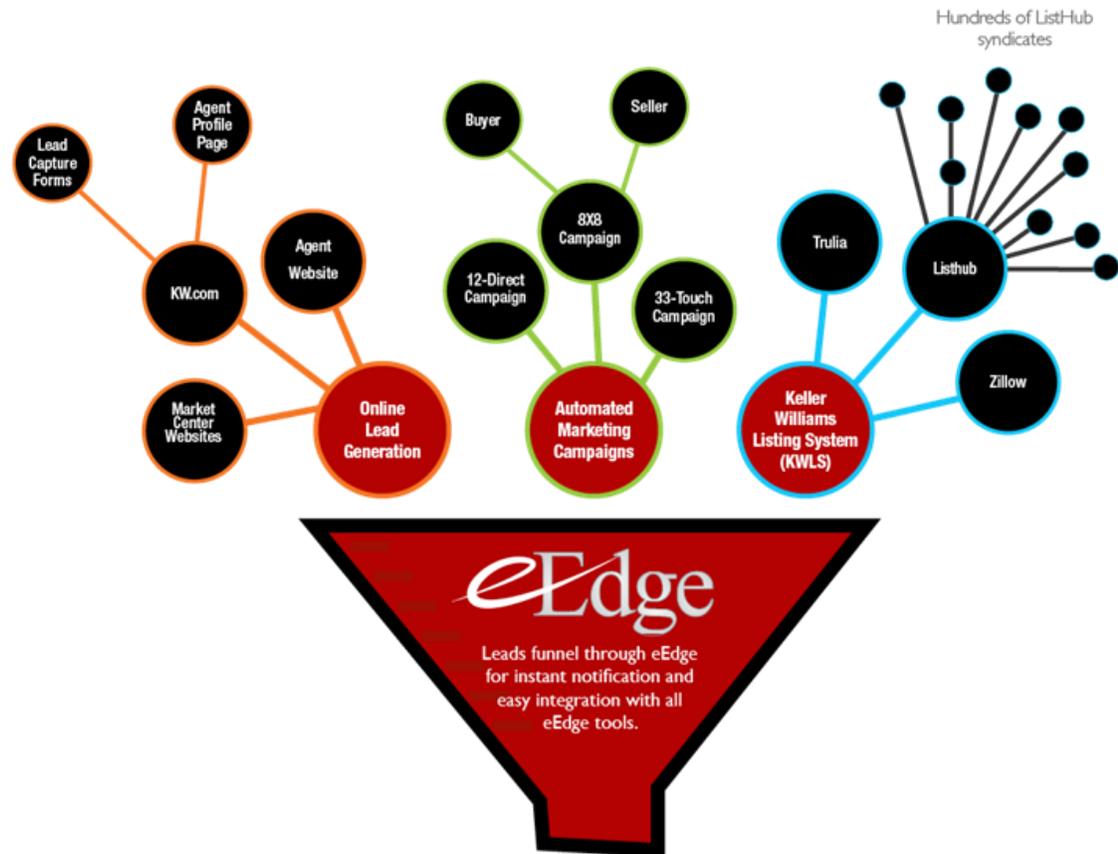
KW.com
 KWCommercial.com
 KWCanada.com
 KWLuxuryHomes.com
 Market Center Sites
 Agent Profile Pages
 featured on every site

Systems That Create Leverage

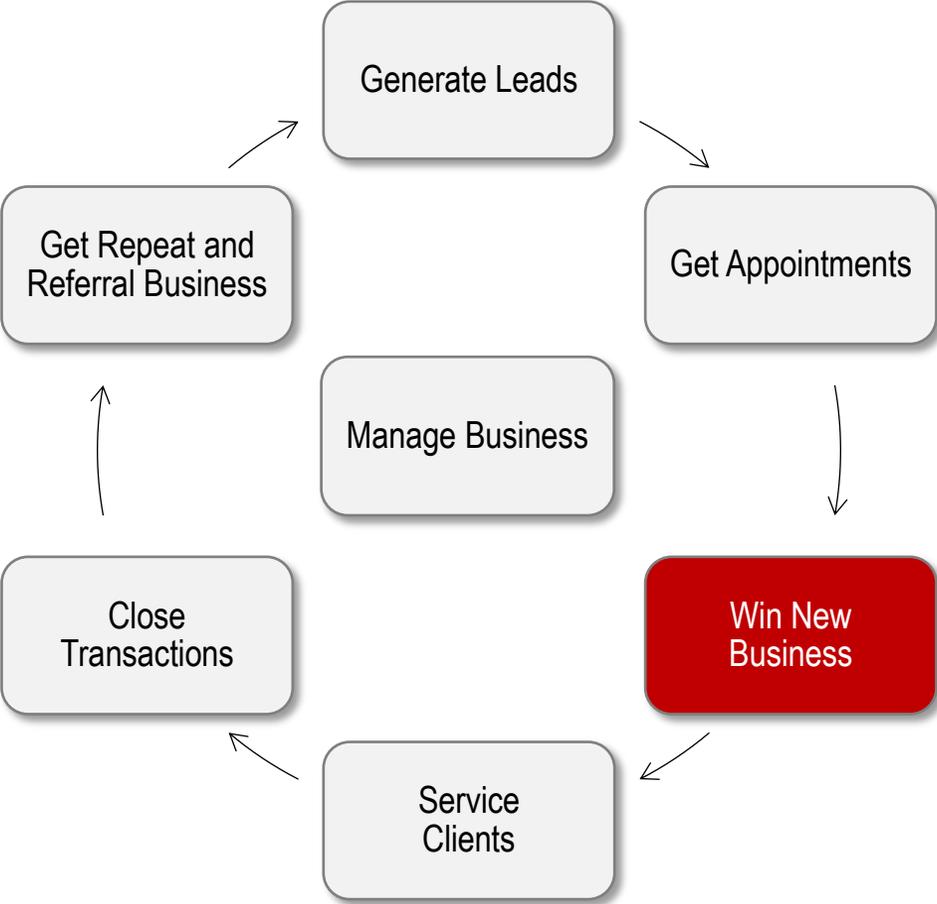


Systems That Create Leverage: Get Appointments

- Collection of Leads
- Mobile
- Marketing
 - Building Relationships
 - Converting Buyer/Seller leads
 - Creating Brand Awareness (12)
 - Customization of Marketing Pieces to match Agent Brand
 - Leveraging Technology Into Marketing Strategies
- Education

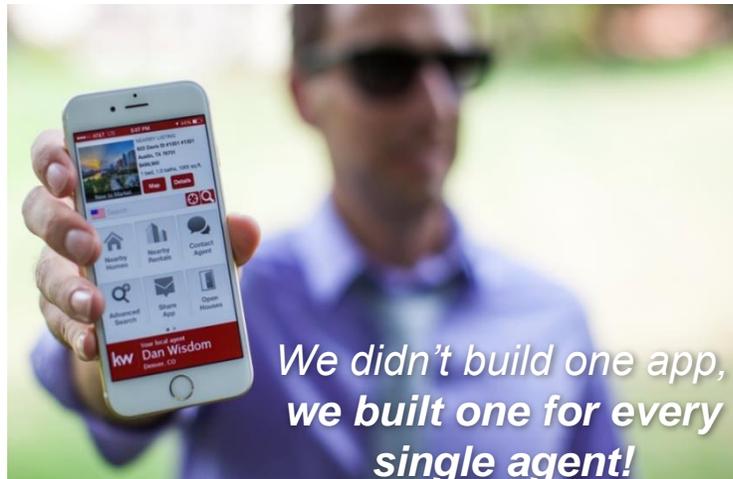


Systems That Create Leverage



Systems That Create Leverage: Win New Business

- Buyer and Listing Presentation Materials
- Mobile Listing Search Apps
- Education



kw
KELLERWILLIAMS

YOUR GUIDE TO BUYING YOUR HOME

Closing 101

Prepare for it
Closing day marks the end of your home-buying process and the beginning of your new life! To make sure your closing goes smoothly, you should bring the following:

- A certified check for closing costs and down payment. Make the check payable to yourself; you will then endorse it to the title company at closing
- An insurance binder and paid receipt
- Photo IDs
- Social Security numbers
- Addresses for the past 10 years

Own it
Transfer of title moves ownership of the property from the seller to you. The two events that make this happen are:

Delivery of the buyer's funds
This is the check or wire funds provided by your lender in the amount of the loan.

Delivery of the deed
A deed is the document that transfers ownership of real estate. The deed names the seller and buyer, gives a legal description of the property, and contains the notarized signatures of the seller and witnesses.

At the end of closing, the deed will be taken and recorded at the county clerk's office. It will be sent to you after processing.



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KELLERWILLIAMS

A GUIDE TO SELLING YOUR HOME

Price Competitively – The First 30 Days Are Critical

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.

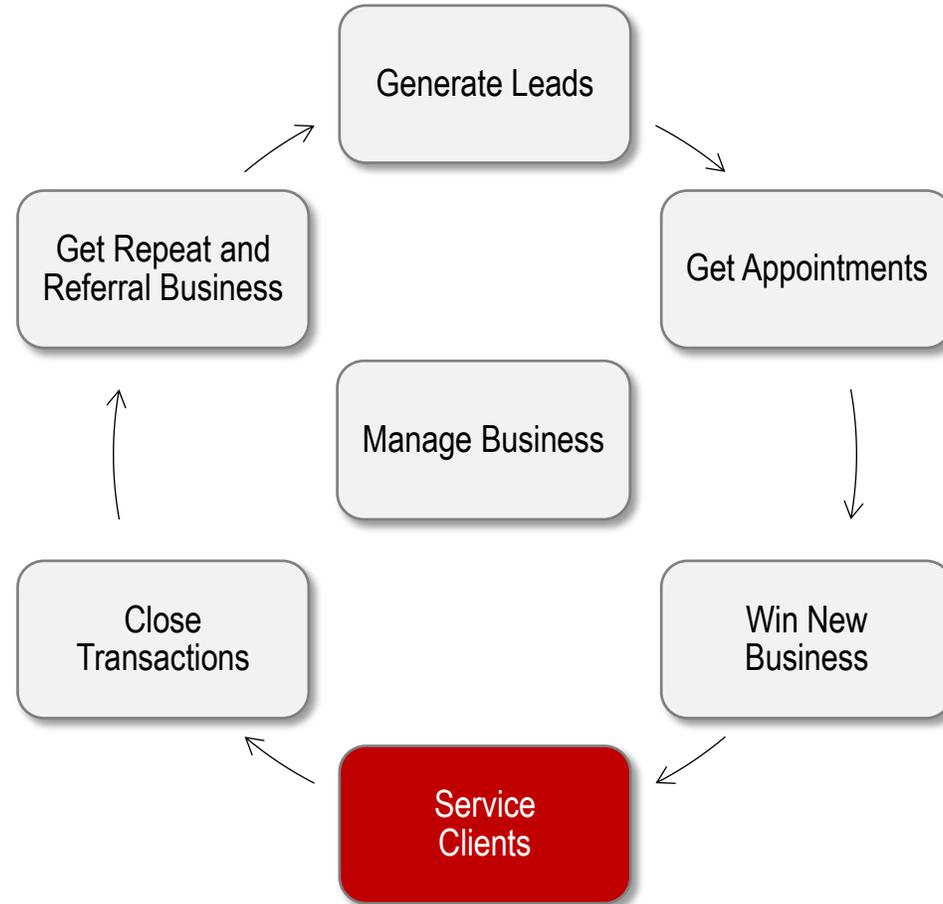
Activity Level

When most offers are received.

1 2 3 4 5 6 7 8 9 10 11 12 13

kw weeks on market

Systems That Create Leverage

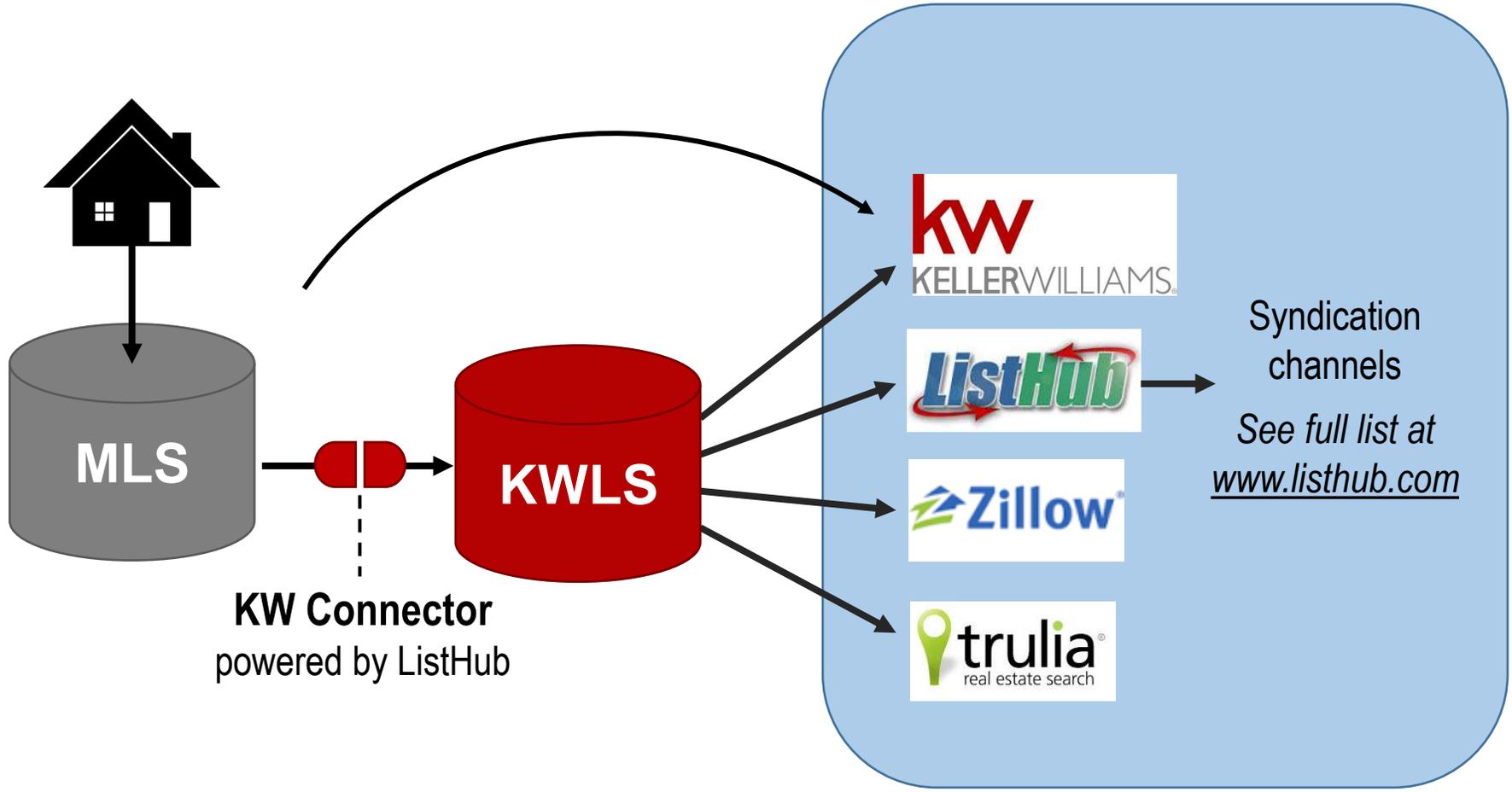


Systems That Create Leverage: Service Clients

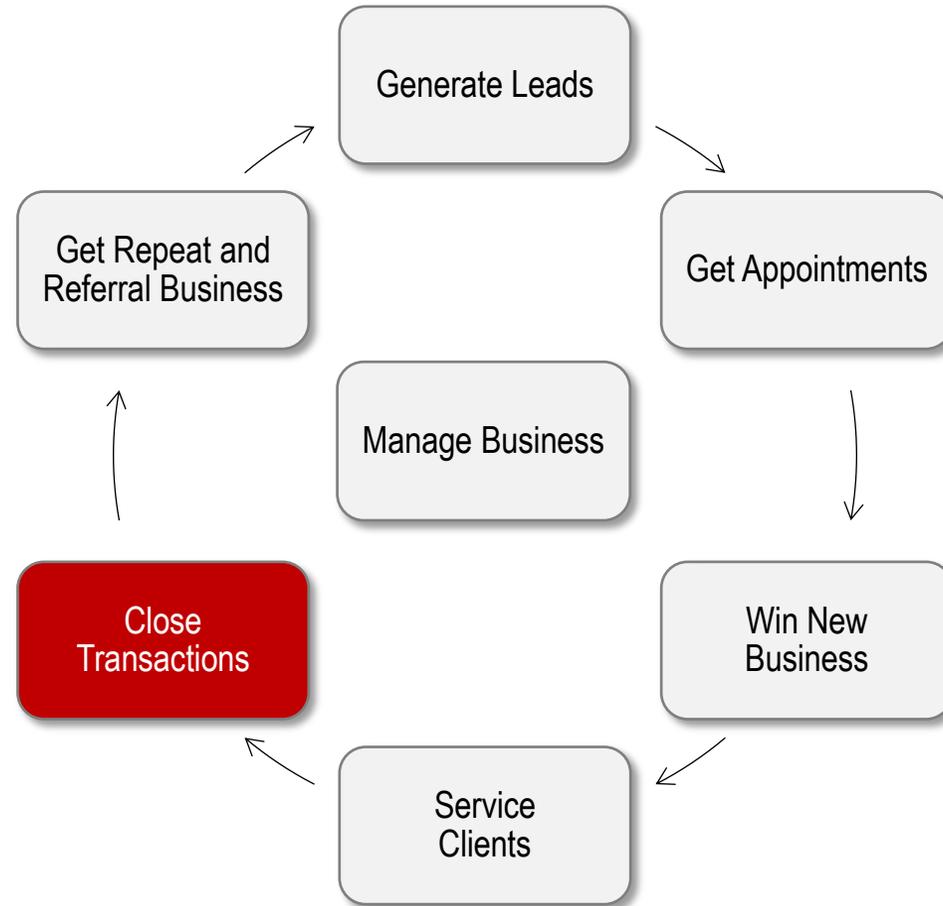
- IDX Property Search
- KWLS
- Single Property Websites
- My Listings, My Leads
- Marketing
- kwVideo
- Education

Systems That Create Leverage: Service Clients

KWLS



Systems That Create Leverage



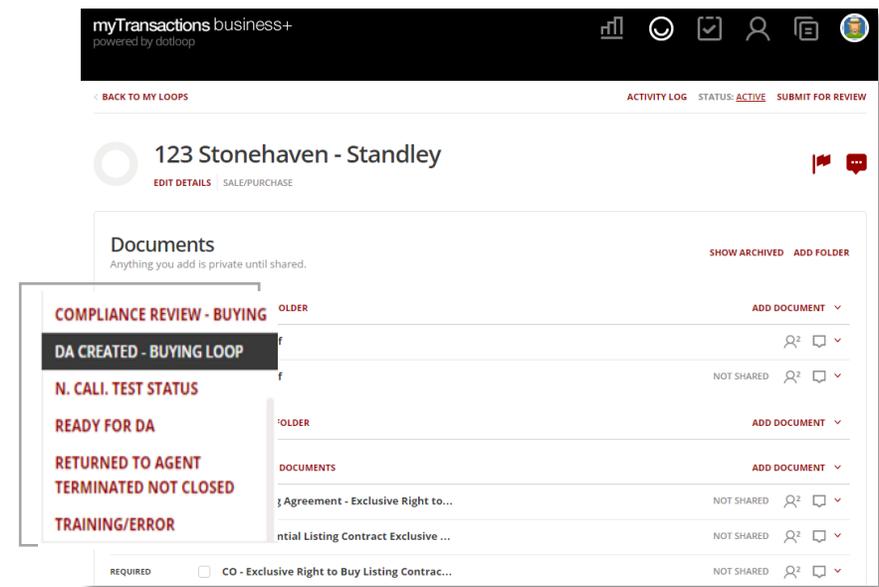
Systems That Create Leverage: Close Transactions

Providing a streamlined compliance tool that has security in mind.

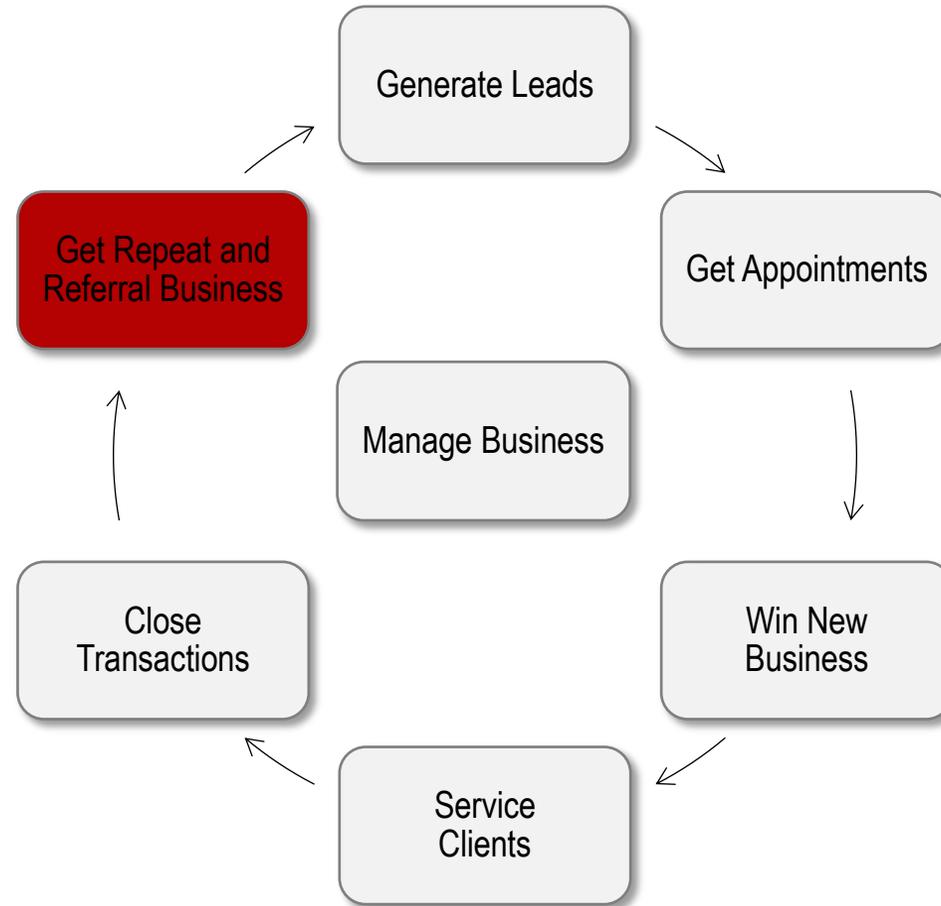
Compliance Then



Compliance Now



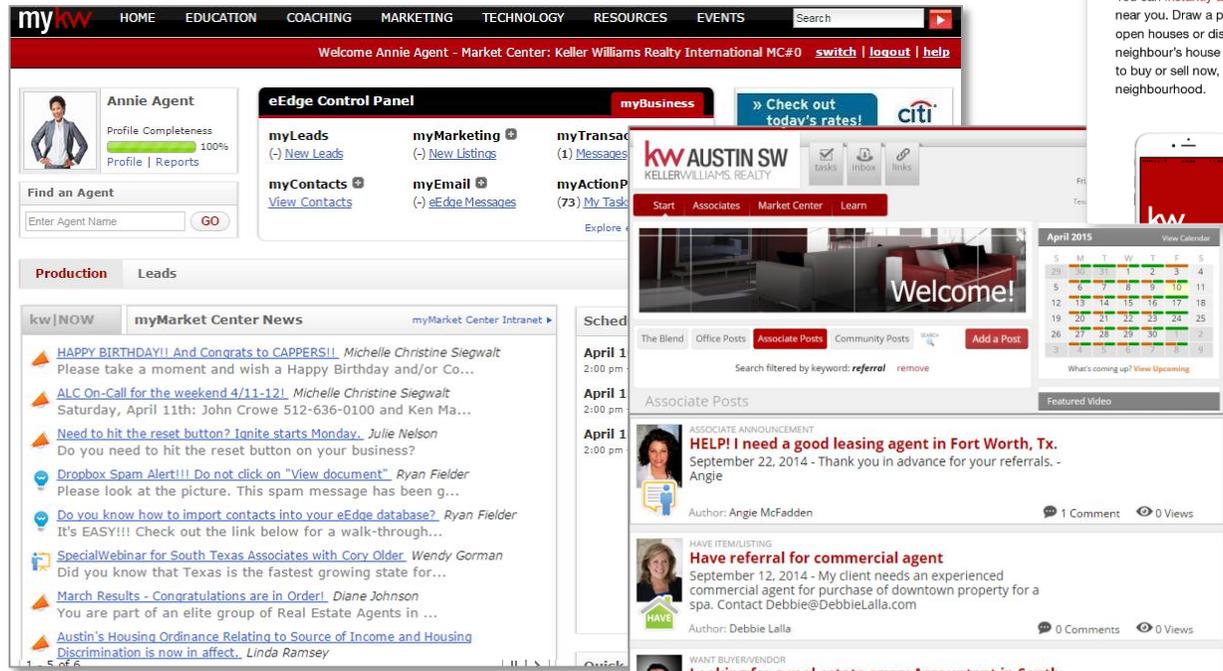
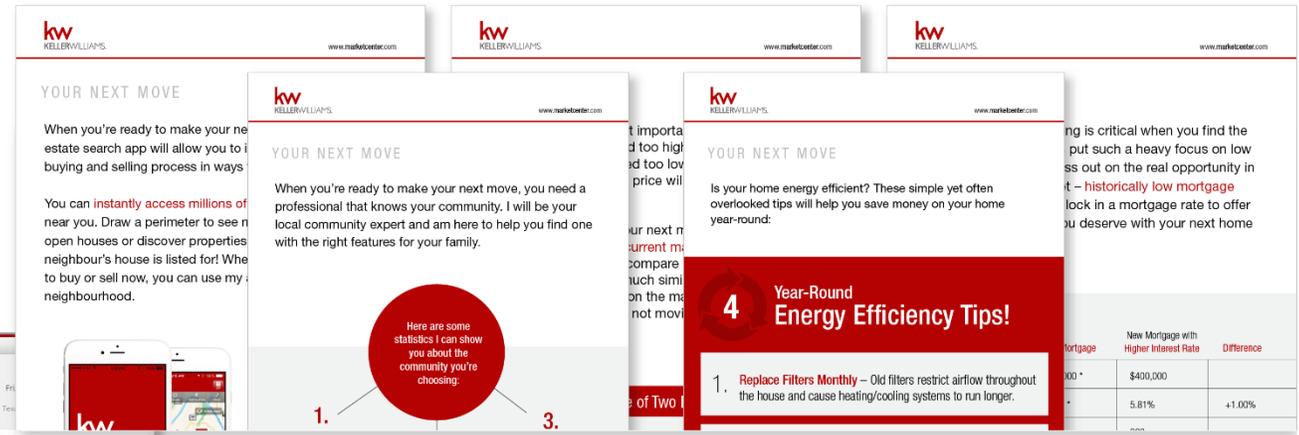
Systems That Create Leverage



Systems That Create Leverage: Get Repeat & Referral Business

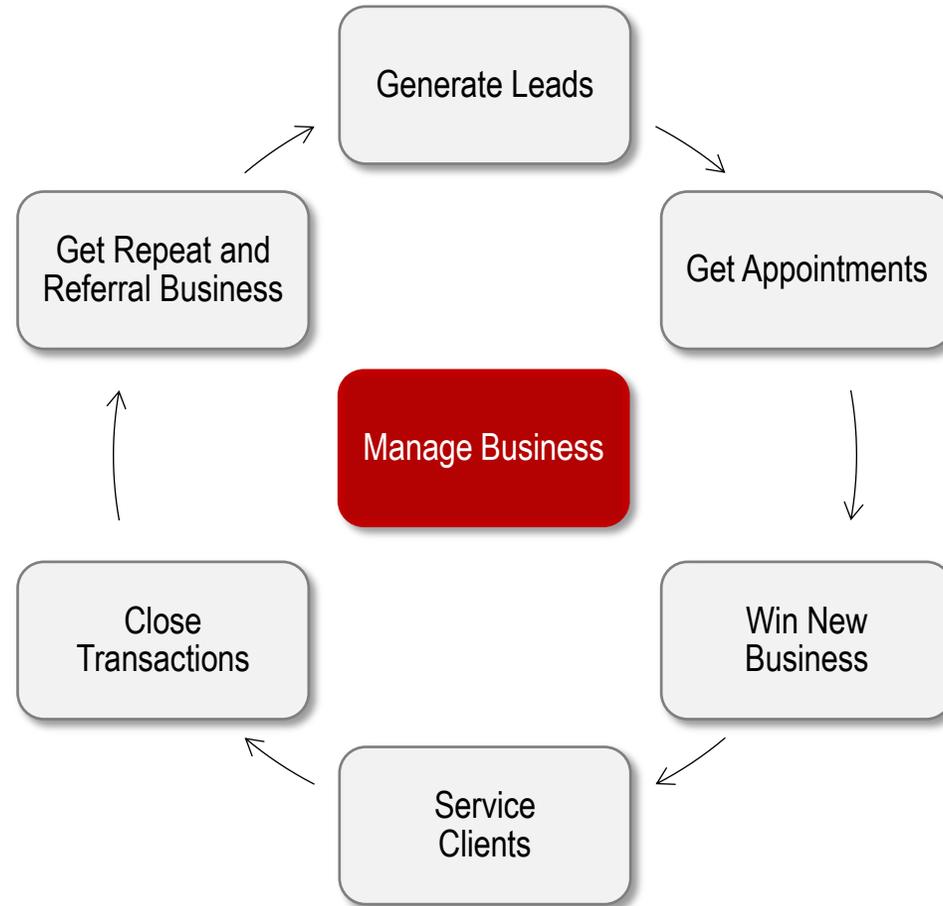
Campaigns for Year-Round Contact

- Marketing Campaigns



- Agent to Agent Referral Systems

Systems That Create Leverage



Systems That Create Leverage: Manage Business

- Agents Business – Email, business apps, and collaboration tools
- Team tools – Lead Generation, Contact Management, Accountability, Team Management, Business Reporting, Coaching
- Leadership training and tools
 - Retention and Recruiting, building a business
- Technical support
- Training – online, webinars, onsite instructor lead courses

Standards at KWRI

- We strongly believe in standards and systems – Business Systems and Product Systems
- This is how we have successfully grown our business
- This makes adopting Data Standards a “no brainer”
- We view this as a way to manage another process – the process of using data for our business – internally and with our partners

RESO Standards at KWRI

As we increase the amount of data that we push into Data Warehouses (usage metrics, saved searches, favorites, etc.) – the need to reduce the difficulty of managing any of our data feeds is essential. Our feeds include:

- +10 Outbound vendor listing feeds
- +5 Outbound Agent and Org data feeds
- 24 recently deprecated data feeds (volatility of business)
- +20 MLS feeds

RESO Standards at KWRI (continued)

KWRI recognizes

- The need (and benefit) of updating all relevant feeds
- That work is also needed at an infrastructure level to support this effort
- This is a long game - we do not expect industry change to stop

RESO participation (new members)

- Workgroups: Data Dictionary, Internet Tracking, R&D, Transport
- RESO Board

A Closing Note

An observation:



VS



RESO (in the US)

Creating workable standards

World Standards

Standards challenged