KW's Path to Innovation

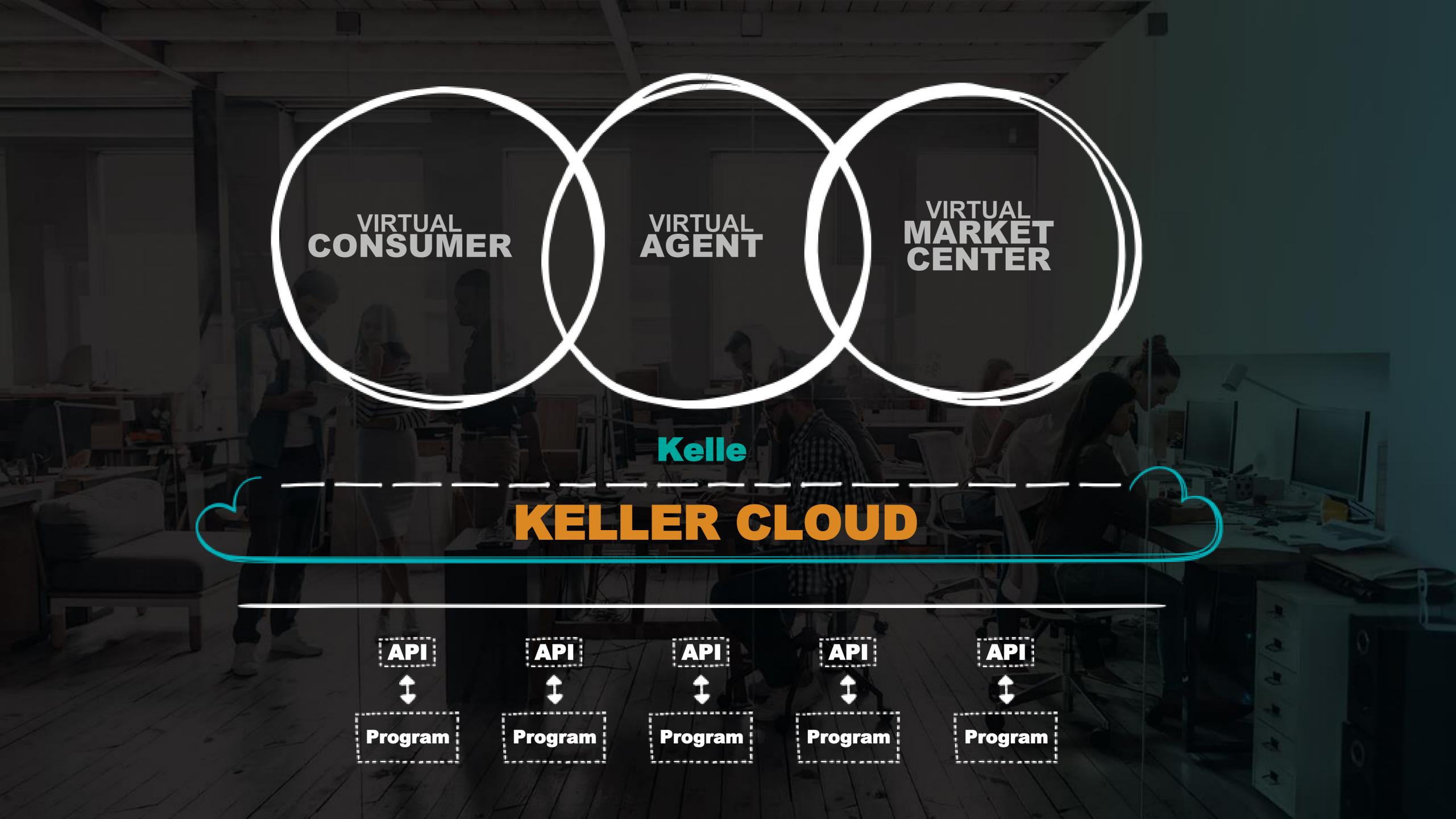


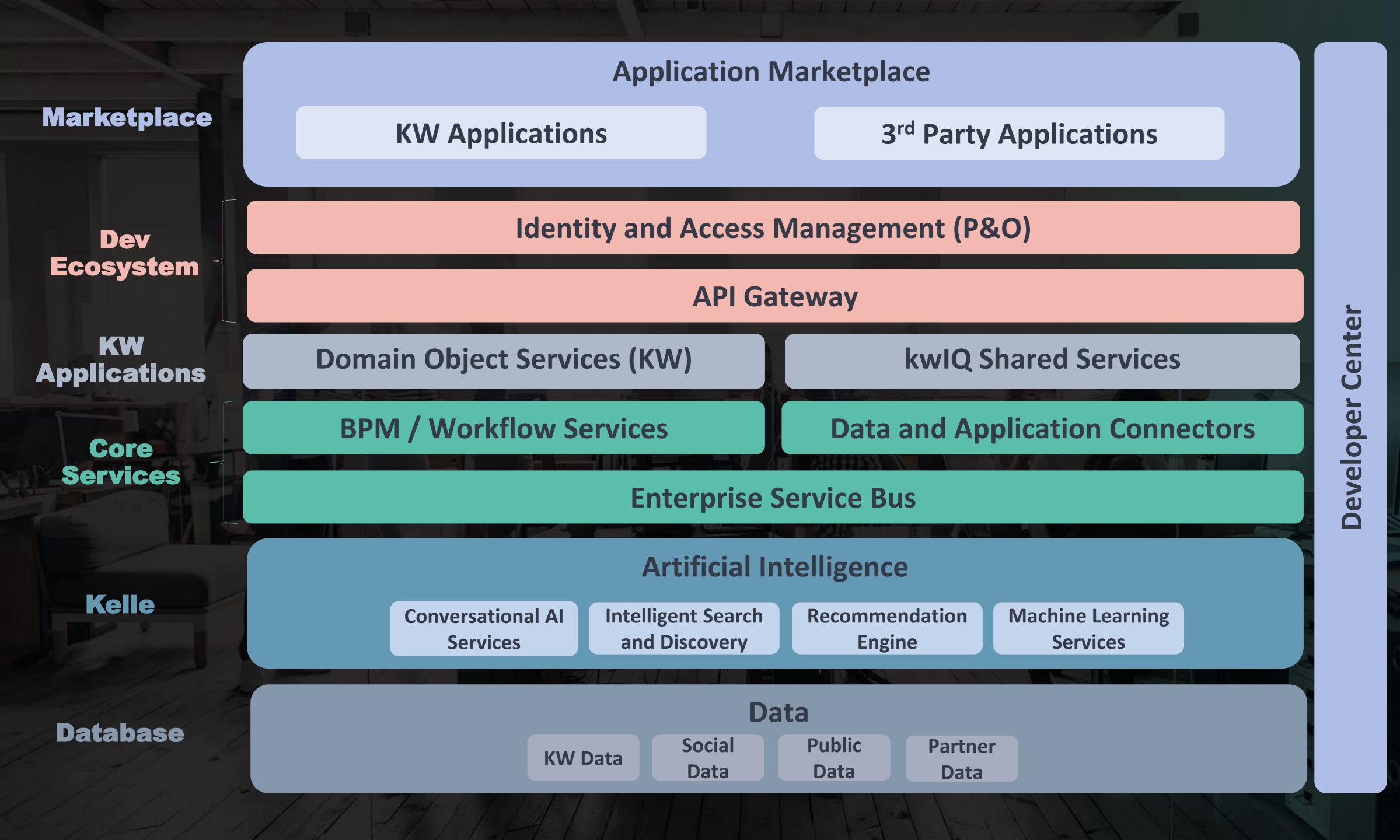
Adi Pavlovic Director of Innovation



Keller Cloud **Becoming a Platform Company**









Goal: Capture, secure, and consolidate <u>data</u> in order to generate <u>insights</u> that benefit agents, market centers, and the consumers they serve



LABS Innovation through collaboration

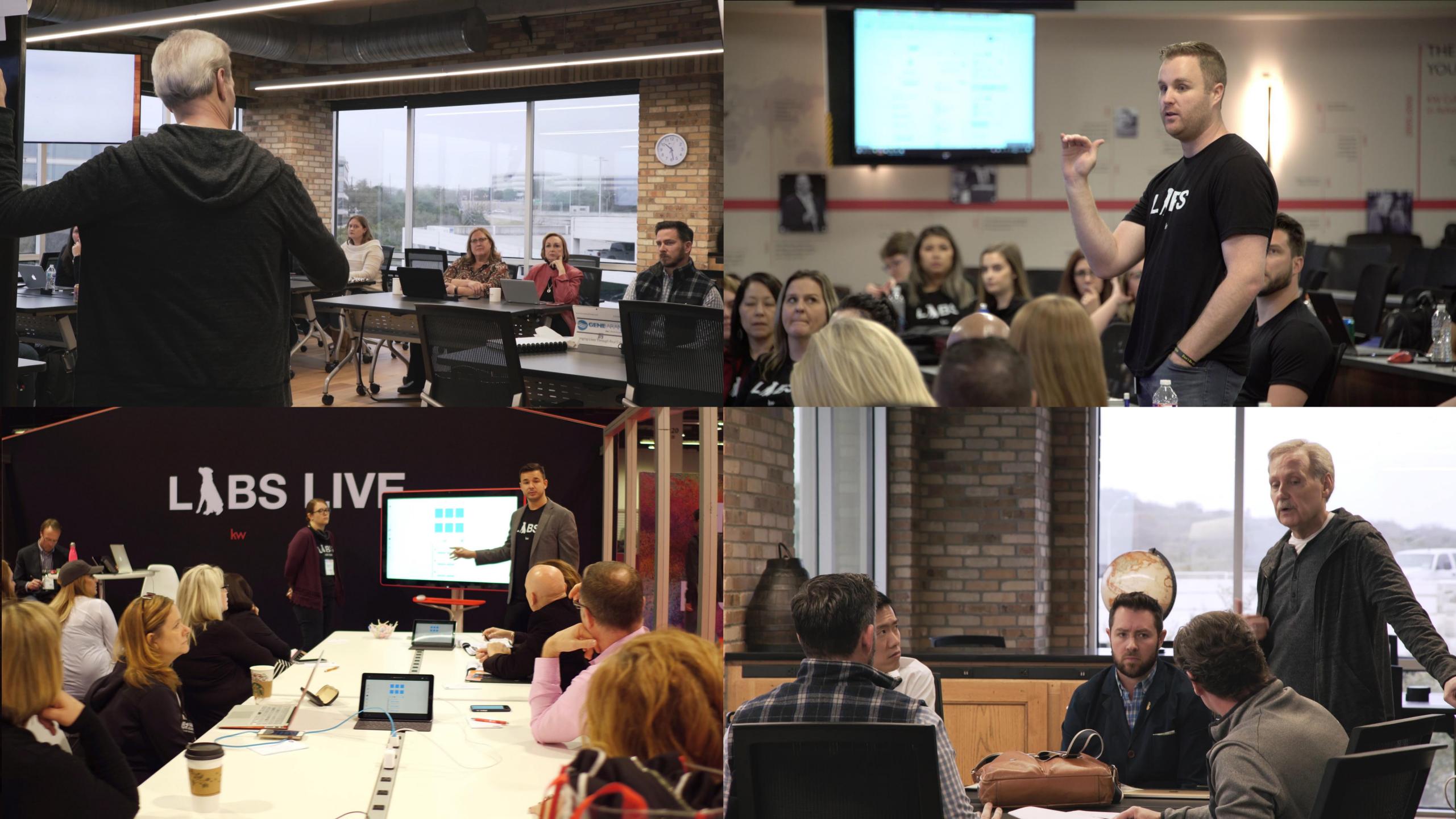






"We are rewriting the rules of real estate. The journey begins with technology that is designed by agents, for agents."

- Gary Keller



5 Phases of Labs

Ideation

Incubation









Limited **Availability**

General **Availability**

FEATURE COMPLETENESS

50%

75%

100%



Labs Dashboard



Incubation	••••	Controlled Introduction
KWCommand Contact Management		KWConnect Groups and Notifications
Current Users: 638		Current Market Centers: 12
Current Feature Focus:		Current Feature Focus:
 Contact Entry 		 Team Groups
Google Integration		Market Center Groups
 Search Filters 		 Special Interest Groups
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KWCommand Offer Management		KWCommand Facebook Ad Accelerator
Current Users: 164		Current Users: 1183
Current Feature Focus:		Current Feature Focus:
Offer and Data Management		 Ad Creation
 Market Trends and Insights 		 Listing Import
<u></u>		 Instant Ads
-		 Ad Spend Calculator Promote Your Posts
		• Promote rour Posts
		ی چ
		Mobile Home Search App: Canada Version
		Current Users: 30
		Current Feature Focus:
		 Integration of Listings from Additional CA MLS (Centris
		TREB)French-Canadian Language
		Version

- Canadian Currency
- CA-specific geography

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Limited Availability

General Availability

Kelle v1.4

Current Feature Focus:

- Touch ID (iOS)
- Fingerprint Authentication (Android)
- Manage KWCommand contacts with groups
- Manage and Explore CGI Goals and Progress
- KWConnect search enhancements

Referrals

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Current Feature Focus:

- Profile Page Updates Opt-in to Referrals
- Add Agents to Your Referral Network

FrontDoor International (Excludes US and Canada)

Current Feature Focus:

- Transactions
- Transmittal workflows
- Dashboard/ReportsTranslation management
- CGI



Labs Process

Mastermind



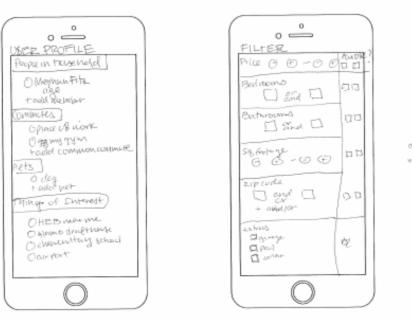


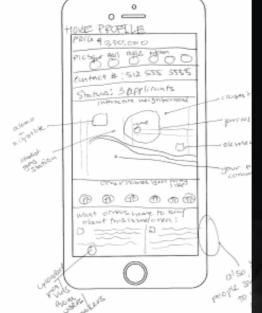
7307 Broken Arrow Ln, Aus TX 78745

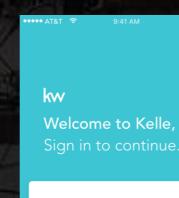


Enter a messag

Collaboration







Password • • • • • • • • • • • •





	100%		
••• KW		41 AM	100%
	к	Celle	(
		View	reminders
Here a today	re your reminder	rs for	
Remin			÷
	Follow-up Aubrey Lin Feb 23 at 8:23an	1	
	Review Listing Chris Johnson Feb 23 at 3:00pn		or 3925 Ca
	Add more det Anna Smith Feb 24 at 10:15a		ict

User Testing



Feedback	х
Send us your comments or suggestions	
	//
🖉 Upload files	
Attach a screenshot	
Send	

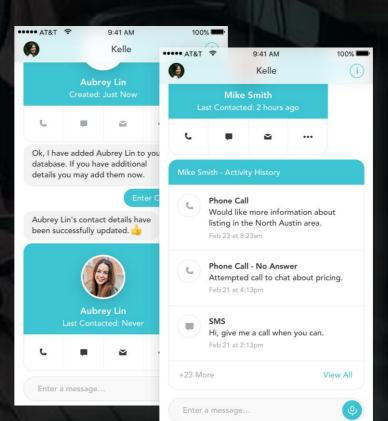
Repeating events that happen today and on repeat are showing later dates by one two months. at 8 Feb 2018 7:36 💻

> hank for that screenshot and information. Can you please confirm if those dates that Kelle is providing is at or around the time the original re-occurring event was created? ditional information is greatly appreciated

Rose Mary, at 8 Feb 2018 15:37 🕫 🖂

Iteration

• •) 0;







TECHNOLOGY BUILT BY AGENTS, FOR AGENTS

