

kw SOUTHWEST
KELLERWILLIAMS. REALTY



Agent Orientation

Welcome to KWSW, !

Your Kellersversary will be celebrated every year on **June 1!**

Please follow the steps below and ensure all are completed:

1. **Tech Setup:** Now that you have your KW username and password, you are able to complete our Tech Setup by completing the questionnaire linked here: [Technology Questionnaire](#)
Enter KW Marketcenter Number: 25

Follow the link and complete the online form to setup and connect your [@kw.com](#) email, Website, App, Dotloop, DocuSign and Command.

---You will receive an email from Scott LeRoy Marketing with your personalized information 24-48 hours after you have completed and sent the form

---This will also generate 100 business cards (no picture) and name tag included with your sign up fee. Please allow 7-10 business for these to arrive at the office. The front desk will email you when they come in.

2. **HAR Set Up:** We will send your HAR/MLS application. It typically takes 24-72 hours to process. HAR will reach out to you via email to pay dues/fees.
 - Dues are prorated based on the month you join.
 - The HAR document you completed is attached for reference.
 - You will need to schedule, and take, **the mandatory HAR orientation within 60 days of becoming active with the brokerage.** Use the link below to schedule through HAR:
www.har.com/education/search?bill_type=2
 - **HAR main office: 713-629-1900**
3. **Review attached Agent Handbook**
4. **Trainings, Classes and Events**
 - Go to www.kws25.com --
 - o Calendar Tab
 - o Classes will be posted weekly
 - Look for the zoom link, or instruction if class is happening in the training room
 - You can also access a calendar through www.mykw.kw.com
 - o Login and click the "my office intranet link" on the main page
 - o Calibre classes normally run M/T/Th/F (11:30am, Zoom and in-person) or T/Th (6pm, Zoom only) and restart at the beginning of each month
 - o You can pick up your Calibre book from the front desk during business hours, or we can email a digital copy.
5. **Productivity Coaching (PC) Program**
 - Israel Flores runs our coaching program and will reach out in the next few days with additional information.
 - Israel will be your main point of contact for all things transaction, document and real estate related while enrolled in the PC Program. You can, of course, always reach out to any of the leadership team members as well.
 - atriumcoaching.com is a site specifically for those in our PC program. The library section (password: **atriumcoaching1**) is where you should start looking for videos/pre-recorded trainings, as well as additional resources for newer agents.
6. **Join our Facebook Pages:**
 - KWSW Closed Group
 - KWSWPC
7. **Headshot**
 - Get a headshot done! It should be a nice photo of you from mid waist and up. Norman, our Director of Technology, usually does headshot sessions the 1st and 3rd Thursday of the month. You can use the link below to book a time.
 - o <https://calendly.com/kwsouthwest/headshots>
 - Send your headshot to Barbara Herrera (barbara.herrera@kw.com) to put on the website. Also, send it to me so I can create a signature for your email.
 - o Include your preferred email, phone number and website (if you have one).
 - o View the video linked below to setup your email signature in gmail (your KW email uses a gmail platform) and to add your personalized IABS and Consumer Protection notice from HAR.
<https://drive.google.com/drive/folders/1QXF1Z9cG74mQ0xPCtUV6yEsW--hHglET?usp=sharing>

Please make it a point to:

- Read emails from office staff, including the daily "Today At KWSW"
- Open scans from scanner@kws.com
- Always email the office when you change any of your contact info (ph#, email, address...)

This is an email that you should have received after your on-boarding paperwork was processed. If you did not receive this email, please let me know.

Tech Set Up



Once you have done the tech set up with Scott LeRoy marketing (reference your Welcome email for a direct link), you will receive an email with your KW email address and a variety of passwords that you will need for our different KW systems.

Hello! Your KW Systems including the KW Intranet and KW Command are now up and running. Here are some usernames, passwords, and links to help you use all of your KW Technology tools to the fullest. We strongly recommend that you keep this email message for a minimum of 90 days:

SLM WEBSITE PASSWORD: 25

[CLICK HERE](#) to learn how to use our website

NOTES FROM YOUR ONBOARDING TEAM:

Please reply to this email with your professional biography and picture.



KW SYSTEMS USERNAME: [REDACTED]

KW SYSTEMS PASSWORD: [REDACTED]

Keller Cloud Login

G SUITE

KW EMAIL ADDRESS: [REDACTED]

KW EMAIL PASSWORD: [REDACTED]

WAS THE KW EMAIL ADDRESS FORWARDED TO AGENT'S PREFERRED BUSINESS EMAIL? No

There will be a TON of usernames, passwords and websites. You DO NOT need to use all of them right away. The most important, for now, are for the KW Systems. All the others, file away for a later date.

Please keep this email. Bookmark it!

HAR

- Login to Realtor/Pro account
 - My Account
 - Membership Card (NRDS number)
 - Information About Brokerage Services (IABS)
 - Links for personalized IABS and Consumer Protection Notice
 - Required for emails and social media
 - Billing
 - MLS quarterly payments
 - HAR annual fees (cannot set up autopay)
 - Training
 - Real Estate Course Finder
 - Orientation - required within 60 days the first time you apply for membership
 - Code of Ethics - must be taken once every three year cycle
 - Matrix (MLS Training)
 - Additional Courses Available Through HAR
 - www.har.com/education/search?bill_type=2
 - (free, also where you can find the required HAR orientation and matrix classes)
 - www.har.com/education/courses
 - (lists all available classes)
- Register for SUPRA access

Office Websites

kws25.com

Keller Williams Intranet

- Main: www.mykw.kw.com
 - Access to education, marketing and technology resources
- Office specific intranet can be accessed through the main webpage

The screenshot shows the mykw intranet interface. At the top, there is a navigation bar with links for HOME, EDUCATION, KW MAPS COACHING, MARKETING, and TECH. Below this, a red banner displays a welcome message: "Welcome Sydney Kelley - Market Center: Houston S". The main content area features a user profile for Sydney Kelley, including a profile picture, name, and a "Profile Completeness" progress bar at 85%. There are buttons for "Profile | Reports" and "Command Login". A red button labeled "My Referrals" is also visible. Below the profile, there is a section for "Access My Reports" with a red button. At the bottom, there is a navigation bar with "kw|NOW", "myMarket Center News", and "myMarket Center Intranet". A blue arrow points from "myMarket Center News" to "myMarket Center Intranet". Below the navigation bar, a message states: "Market Center News is unavailable at this time." Below this message, there is a text block: "This will take you to the office calendar, as well as a notification and announcement board."

Link available on
kswsw25.com

M-F 8:30-11:30am
11:30am-2:30pm
2:30-5:30pm

Sat: 9-11:30am
11:30am-2:30pm
2:30-5pm

Sun: 12-2:30pm
2:30-5pm

KW Southwest Property Desk Sign Up

This form must be submitted by the 25th of month.

To be eligible for Property Desk, you must:

1. Complete all Calibre training (for PC agents).
2. Attended 2 Team Meetings the month of sign up.
3. Attended 2 classes or trainings the month of sign up (Calibre counts).
4. Attend monthly Risk Management class (If unable to attend via Zoom, request the recording from Norman or Sydney).

Expectation/Requirements:

1. All calls that are transferred to you must be serviced. If you are unable to take the call, it will be transferred to another agent.
2. Find your own replacement. They must be on the current month's Property Desk list. The front desk must know who is replacing you. This is your responsibility. Call, or email, the front desk at frontdesk@kswsw.com. **If you do not find your replacement you will be disqualified next month.**
3. **No shows will be replaced and disqualified the next month.**
4. Agent must be CURRENT on agent bill.

By submitting this form, you acknowledge that you have meet the eligibility requirements and understand the expectations.

sydneykelley@kw.com [Switch account](#)



* Required

Email *

Your email

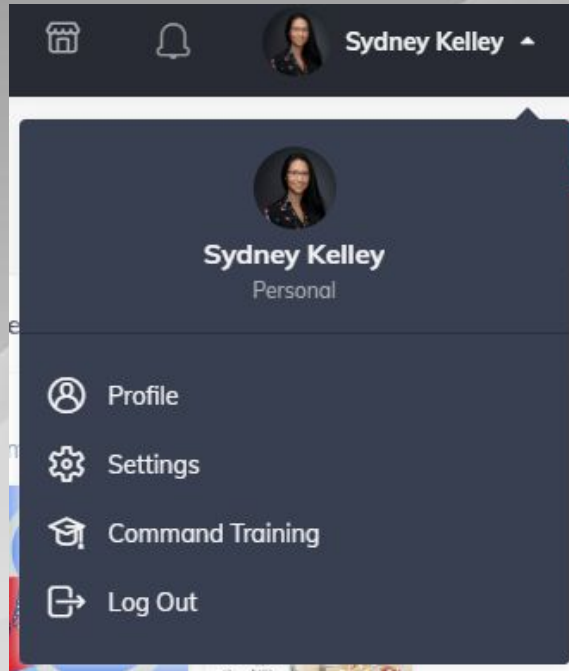
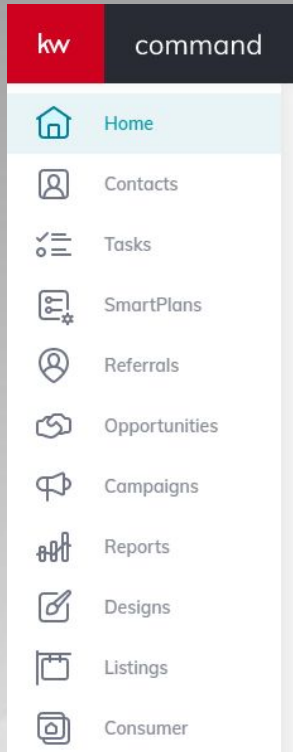
For the Month of: *

Productivity Coaching (PC) Program

ATRIUM COACHING
Real Estate Productivity Coaching

- www.atriumcoaching.com
 - Market Center Pages:
 - Southwest: atriumresource
- Who is your coach?
 - Israel Flores and Gary Steuernagel

Command



Additional Resources/Training:

Nimesh's YouTube Command Basics

<https://bit.ly/nimeshkw>

Scott LeRoy Marketing

<https://www.youtube.com/@ScottLeRoyMarketing>

KWConnect

<https://www.kwconnect.com/page/command-your-business>

Is Your Advertising Legal?

Texas Real Estate Commission (TREC) Requires:

- Identify yourself as a **REALTOR®**
- Include your **full office address** on print materials
- Identify your broker: **Keller Williams Realty (all 3 words)**
- The words Keller Williams Realty logo must be ***at least half as large as*** the largest contact item
- TREC ***does not*** consider the 'KW' to be identification of your broker

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Keller Williams Realty Requires:

- Use of an official logo
- Each office is independently owned & operated (this should appear underneath the logo)
- Equal Housing Symbol



Business Cards, Mailers, Yard Signs, Etc.

- Include contact info: phone, email & website
- ****The KW Realty Logo must appear on the same side as any contact info****
- Include ALL TREC & KW requirements (listed above)
- Include photo, if desired

Branding

- Any personal branding using a different or creative name, DBAs or original logo designs must be approved by the office. All appropriate paperwork will be filed.

Nicknames

- If you will be doing business under a name that is different than your legal name, there is a required form to submit to TREC. Please reach out to Sydney or Norman (not required for common derivatives such as David to Dave or Daniel to Danny)

TREC Form Requirements (Email Signature, Agent Website and Facebook Business Page)

- Personalized IABS
- Consumer Protection Notice
- Both can be found in your HAR.com portal

EXAMPLE OF A COMPLIANT SIGNATURE:

Texas law requires all license holders to provide the Information About Brokerage Services form to prospective clients.

CLICK ON THE LINK BELOW, READ AND AGREE TO INFORMATION PROVIDED.

[Texas Real Estate Commission Information About Brokerage Services](#)

[Texas Real Estate Commission Consumer Protection Notice](#)



Notice: This email message, alone or in combination with other emails, is not intended to create a contract between or among any persons, by offer, acceptance or otherwise.

The sender of this email insists on strict compliance with the statute of frauds, and the sender and any party represented by the sender do not consent to conduct transactions by electronic means, in accordance with § 322.005 of the Texas Electronic Transaction Act.

Only an attached, faxed, or otherwise complete written document including valid manual and/or electronic signatures (such as DocuSign or DotLoop) affixed by all parties to the transaction that otherwise qualifies as an enforceable legal contract will be sufficient to create a contract.

- The links must be ABOVE all contact info and any sort of sign-off (in the body of the email!)
- Font size requirements:
 - "Texas Real Estate Commission Consumer Protection Notice", in at least 10 point font; or
 - "TREC Consumer Protection Notice", in at least 12 point font.
 - The IABS must be filled out with the KW SWMC office info, broker info, and your personal info
- In your actual signature, please include:
 - Full office name: Keller Williams Realty Southwest
 - Your office address with city and state
- **This signature will need to be manually installed across all platforms.** Please keep in mind that if you send emails anywhere other than the specific platform where you first installed these links (such as Gmail in a Web Browser), they **WILL NOT** automatically transfer over. You need to manually copy/paste them into the following common devices/programs:
 - Outlook
 - Apple Mail
 - Mobile phone email apps
- TREC requires all agents provide the forms on business websites and on social media platforms

Mandatory Risk Management Class

By

Marilyn O'Neil

Check your market center calendar monthly for class date/time.

Ask Norman Anything

Wednesdays @ 12:30pm in person or Zoom

Command!

DocuSign

normanlew@kw.com

Sydney Kelley

sydneykelley@kw.com