

# KW TECH LAUNCH

with JONNY PUGLIA

Keller Williams Capital District

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**KW COMMAND - A Sneak Peak**

**MY REFERRALS**

**KELLE**

VISION  
**kw** KELLERWILLIAMS.  
CAPITAL DISTRICT

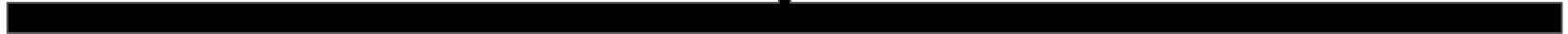
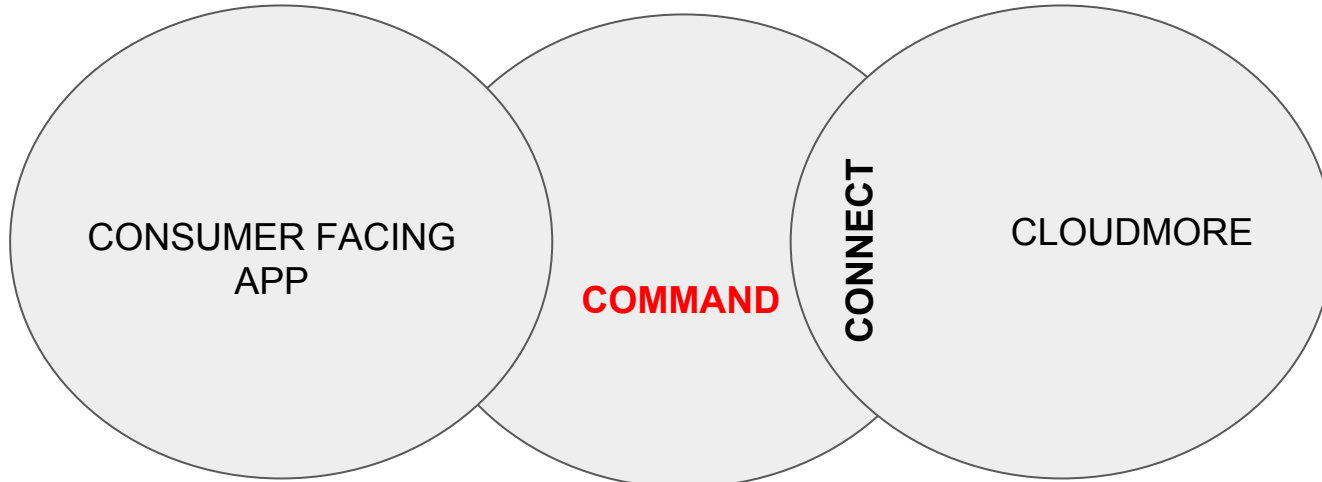
# AGENDA

- Where we are going? & what's to come?
- **KWCOMMAND** Review
- **KW REFERRALS** REVIEW & DEMO
- **KELLE** REVIEW & DEMO

**VIRTUAL CONSUMER**

**VIRTUAL AGENT**

**VIRTUAL MC**



hOMI

**KELLE**

**KELLER CLOUD**



# WHY DOES DATA MATTER?

## Keller Williams Data Pledge

*“We will always respect your data as your business and we will always allow you to take your data with you.”*

“Alone, your data is not enough.” But when added to the collective of the largest real estate company in the world, it creates powerful insights that cannot be matched.

# KW LABS

Designed to ensure that each component of the KW Technology Experience is designed by the agents, with direct input! Each product goes through FOUR stages, during each stage the added associates MUST approve the

- Each associate *should* SIGN-UP for LABS, via [KWConnect.com](https://KWConnect.com)  
Resources -> Technology -> LABS Dashboard (scroll all the way down)

## KW Technology

The screenshot shows a grid of technology resources. On the left is a sidebar titled 'OTHER RESOURCES' with links to Labs Dashboard, CGI Calculator, Listing & Productivity Tools, Profit Share 1099s / T4A, eEdge, Google Apps, Greensheet, KPA, KW Email, KW Mobile Search App, KW Technology Setup, KW Websites, and MC Recruiting Websites. The main content area features six cards: Keller Cloud (The Industry's Most Cohesive Platform), Labs Dashboard (Reimagining the Real Estate Experience, highlighted with a red border), Listing & Productivity Tools (Your dashboard to the most frequently used KW technologies), CGI Calculator (Designed for funding a BIG life), KW Mobile Search App (Your clients will say, "Woah! You have your own app?!"), and Technology Advice (Simplify Your KW Technology Experience!).



# KWCOMMAND

A smart task CRM (**C**ustomer **R**elationship **M**anager) designed by Agents, for Agents! Your all inclusive virtual agent platform that ties together EVERYTHING.

Going **FAR BEYOND** eEdge (your current platform)

**Menu/Apps Bar**

**Progress On What You Need To Do**

**What You Need To Do Today**

**Your Monthly Goals & Reminders**

**What's On Your Calendar**

**Team & Team Oriented**  
**Automatic Task Workflow**  
**Integrated With KELLE**

# INTEGRATIONS

Google (G-Suite)

Lead Capture Sites

Branded KW Website & Mobile App

Dotloop

Emailing Marketing (MailChimp / Contactually)

Social Media (Facebook)

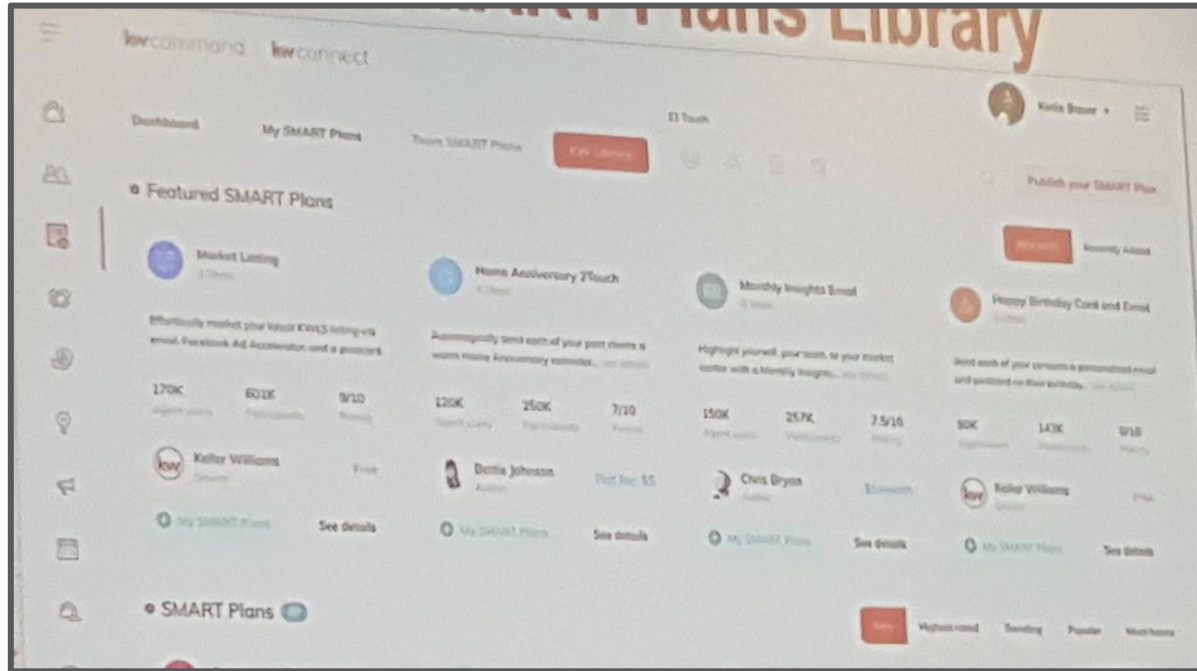
# CONTACT MANAGEMENT

The screenshot displays a web-based contact management interface. At the top, the logo 'kwcommand kwconnect' is visible. Below the logo, there are navigation tabs: 'Select saved filters', 'Last contacted', 'Groups', 'Company', 'Status', 'Modified', and 'Save filters'. A search bar with the placeholder text 'Search contacts' is present. The main content area is titled 'Contacts' with a count of 11. Below this, a table lists contact information. The table has columns for NAME, PHONE, EMAIL, LAST CONTACTED, and GROUPS. The contacts listed are Dennis Mendoza, Isabella Parks, Norman Wilkins, Nathan Rogers, and Elvira McCoy. Each contact entry includes a small profile icon, a name with a location indicator, a phone number, an email address, a last contacted date, and a group name. There are also small icons for editing and deleting each contact.

NAME	PHONE	EMAIL	LAST CONTACTED	GROUPS
<b>Dennis Mendoza</b> Austin, TX	(609) 123-5652 2 phone calls 24 hours	mendoza@gmail.com 23 hours ago 24 hours	01/25/2017 10:15 AM 7 days ago	Team
<b>Isabella Parks</b> Austin, TX, TX	(609) 123-5652 1 phone call 24 hours	parks@gmail.com 4 hours ago 24 hours	01/24/2017 10:15 AM 7 days ago	Team
<b>Norman Wilkins</b> San Francisco, CA	(609) 123-5652 2 phone calls 24 hours	wilkins@gmail.com 23 hours ago 24 hours	01/23/2017 10:15 AM 7 days ago	Team
<b>Nathan Rogers</b> Austin, TX	(609) 123-5652 23 phone calls 24 hours	rogers@gmail.com 24 hours ago 24 hours	01/24/2017 10:15 AM 7 days ago	Team
<b>Elvira McCoy</b> Austin, TX	(609) 123-5652 4 phone calls 24 hours	mcroy@gmail.com 23 hours ago 24 hours	01/19/2017 10:15 AM 7 days ago	Team



# SMART PLANS



Plans developed by KW, Teams & Individual Associates that can be **shared** to whomever you would like. Higher caliber “campaigns”

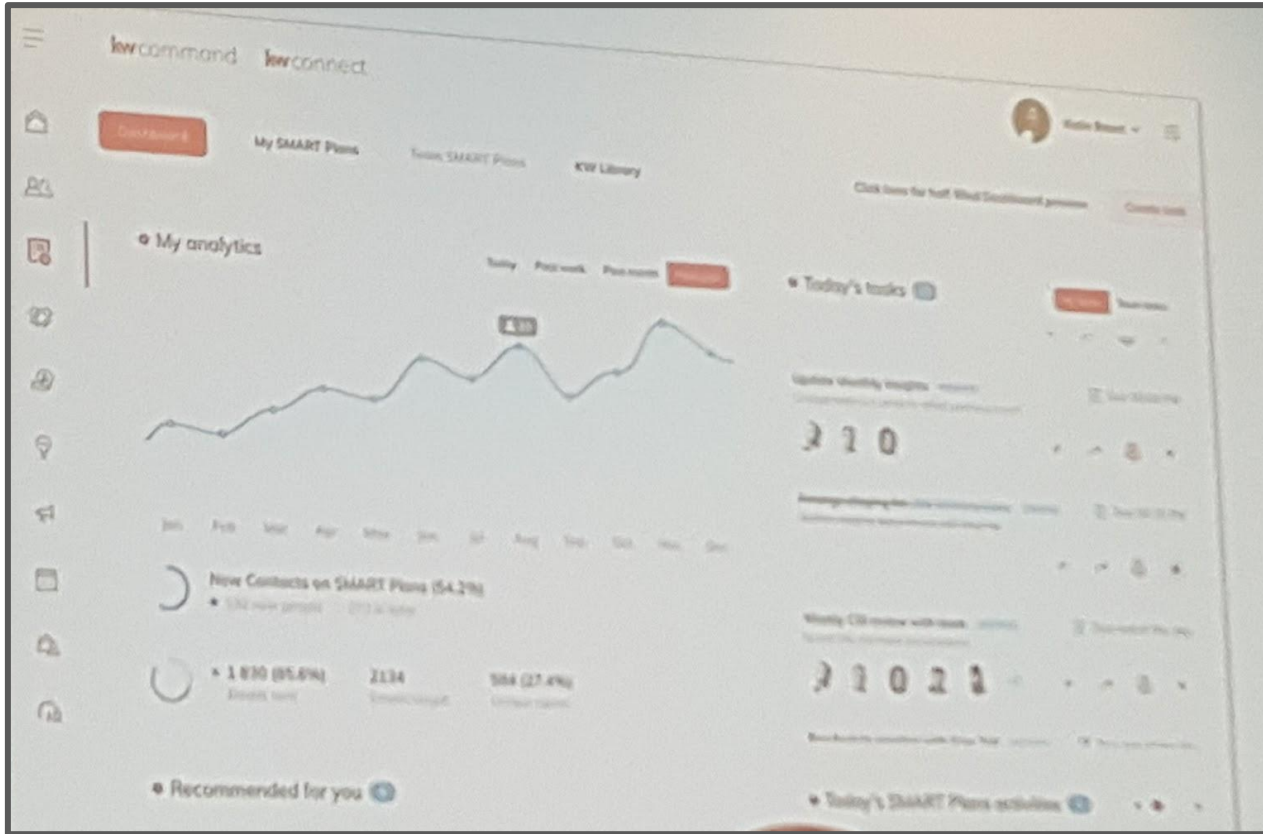
# CONTACT DETAILS

The image shows a CRM interface with the following elements:

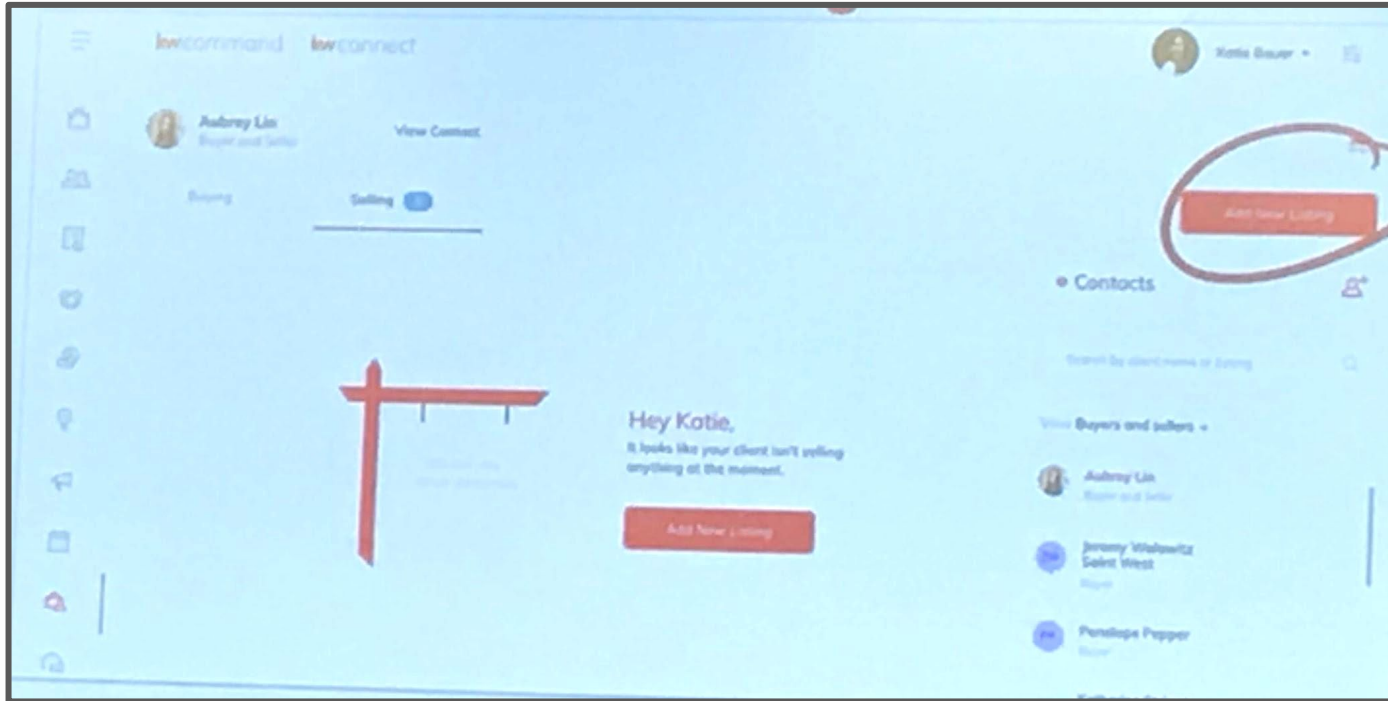
- Header:** Pipeline, kwcommand, kwconnect, and a user profile for Keith Brown.
- Left Sidebar:** Pipeline navigation icons.
- Contact Information:**
  - Name:** Dennis Mendoza
  - Location:** Austin, Texas
  - Phone:** (609) 123-9952
  - Email:** mendozad@gmail.com
  - Website:** Bs.com/dennismendozad17
  - Status:** Connected
- Timeline:** A vertical list of events:
  - February 27th, 6:00 am - 6:00 pm: Happy Birthday SMART Plan
  - February 27th, 12:00 pm - 12:00 pm: Listing Presentation
  - Today, 4:30 pm: Message left for Dennis Mendozad
  - February 6th, 2:30 pm - 2:30 pm: Meeting with Dennis
- Opportunities:** A table with columns for amount and status.

Amount	Status
\$300,000	Listing
\$9,000	Listing
- SMART Plans:** A section with options like Market Listing, Dropping, and Add to SMART Plan.

# KEY METRICS TO TRACK

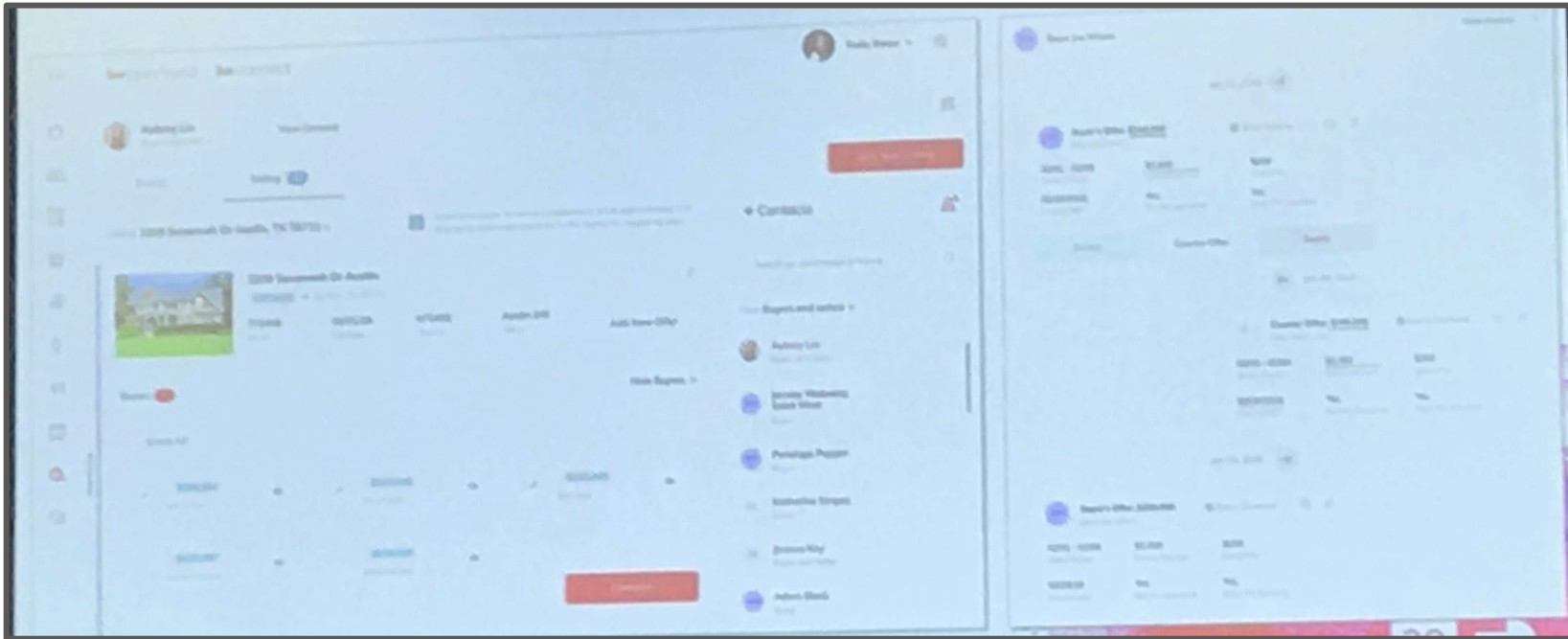


# \*OFFER MANAGEMENT



Manage your listings and clients automatically by entering KEY data that can be used to benefit the transaction. All **data** will then be compiled into the Keller Cloud to then be used for your benefit when presenting offers to your future clients.

# \*OFFER MANAGEMENT



# \*OFFER MANAGEMENT

	Jim Wilson	Gary Flynn	Ben Cain	Susan Vaughn	Carly Massey
Offer Price	\$340,000	\$337,000	\$325,000	\$335,000	\$339,500
Option Period	02/01 - 02/06	02/03 - 02/10	02/22 - 02/29	02/14 - 02/21	02/10 - 02/17
Closing Date	03/20/2018	03/17/2018	03/01/2018	04/01/2018	03/22/2018
Pre-approved	✓	✓	✓	✓	✓
Pre-qualified	✓	✓	✓	✓	✓
Summary	Highest net to seller, biggest risk.	Strong overall contract.	Long shot offer, not worth considering.	Clean, quick cash offer. Quick close.	Good backup offer.
Pros	Highest price, standard contingencies, strong financing.	Standard contingencies, quick appraisal.	Sold Financing.	Cash offer, no contingencies, quick close.	Second highest net with no contingencies.
Cons	Has home to sell.	None	Low offer, unrealistic expectations.	Could leave \$5-7k on the table.	None

Back [Email offer comparison](#)

How great will it feel to present an offer comparison list to your clients with ONE CLICK of a button?!

Allowing them to easily find their perfect offer, that best suits them.

*What happens if we take this one step further...*

- If we offer \$2,000 more on asking price, in this area and price point we have a 90% chance of getting an accepted offer





# KELLE

## Your Personal Assistant & AI

with JONNY PUGLIA

Keller Williams Capital District

[KWCDTECH.COM/KELLE](https://KWCDTECH.COM/KELLE)

**kw.** KELLERWILLIAMS.  
CAPITAL DISTRICT

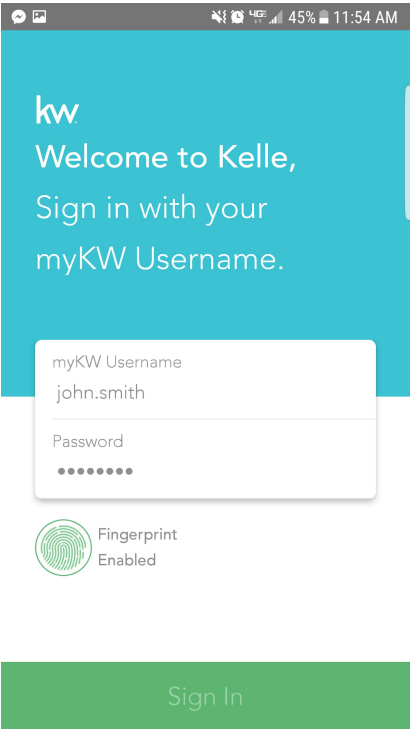


# DOWNLOADING & ACCESSING KELLE

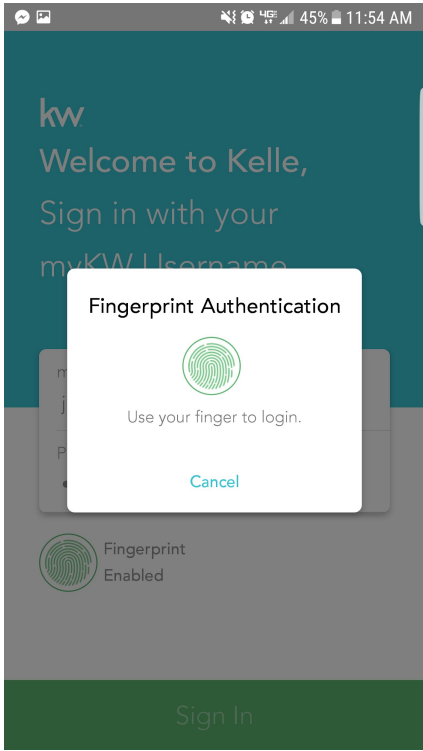


The screenshot shows the Google Play Store page for the "Kelle" app. At the top, the status bar shows a green background with icons for messages, signal strength, 4G LTE, 45% battery, and the time 11:53 AM. Below the status bar is a search bar with a back arrow on the left, the text "kelle", and a microphone icon on the right. The app listing features a blue square icon with "kw" in white. To the right of the icon, the text reads "Kelle", "Keller Williams Realty International (KWRI)", "Everyone", and "4.4 ★ (27 👤) • 5 thousand ↓". Below the listing is a horizontal scroll of six app preview images. At the bottom of the page are two large green buttons: "UNINSTALL" on the left and "OPEN" on the right.

# DOWNLOADING & ACCESSING KELLE

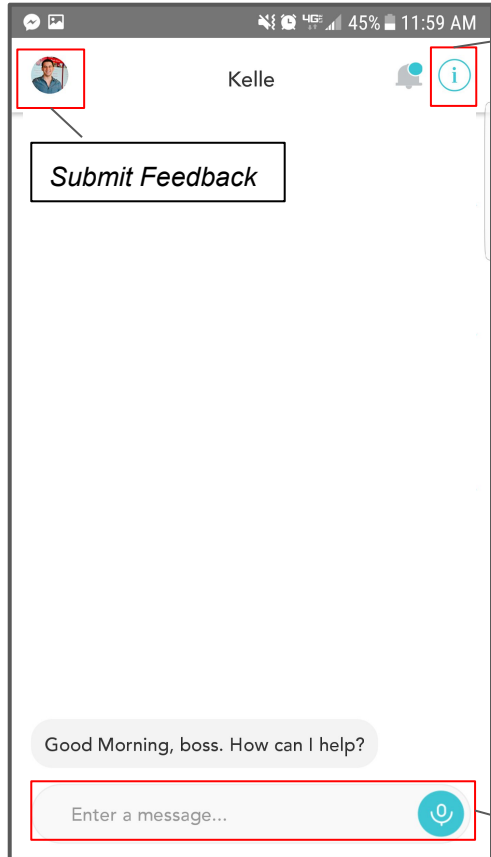


Use your myKW Log-In

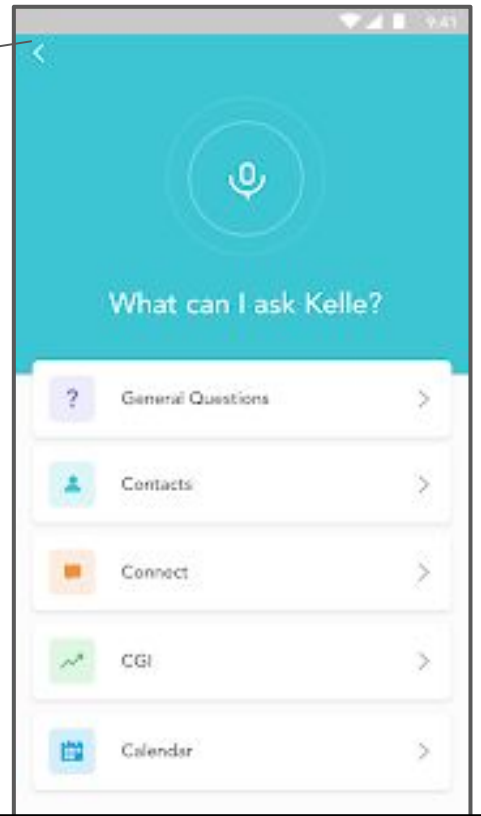


Available, the next time you sign-in

# OPERATING KELLE



Type or Voice your commands and questions



Click on each subject to see what specific questions are available to ask

**DEMOING KELLE...**



# QUESTIONS?

**KW Support** 512.306.7191 / [Support@kw.com](mailto:Support@kw.com)

[Kwconnect.com](https://kwconnect.com) (myKW log-in required)

**Technology Appointments:** [Kwcdtech.youcanbook.me](https://kwcdtech.youcanbook.me)

[kwcdtech.com/kw-technology](https://kwcdtech.com/kw-technology) (password required)