KELLER WILLIAMS LISTING SYSTEM KVLS

Your Listing, Your Leads"



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AGENDA

- The Model: What Is The KWLS
- Functionality: How It Works, What Needs To Occur First
- Timing: When To Do It
- Optimizing: What To Do With Your Listings
- Benefits of Optimizing Your Listing On KWLS



THE MODEL

The Keller Williams Listing System (KWLS) is **the only Real Estate Syndicator**, out of all Real Estate Companies that allow for specialized optimization and direct feeds to numerous websites that display For Sale & For Rent/Lease Properties.

Allows for the Listing Agent (**YOU**) to be in control of your listing! This is extremely important because numerous online leads are generated on each listing on those "Syndicator" websites.

YOU control the photos, property details, & remarks

"YOUR LISTINGS, YOUR LEADS"

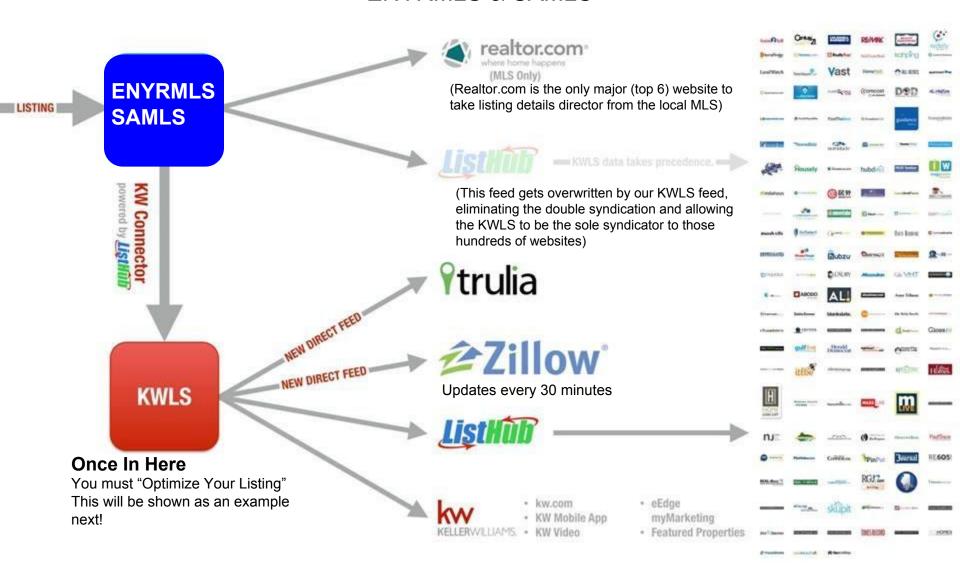






HOW IT WORKS

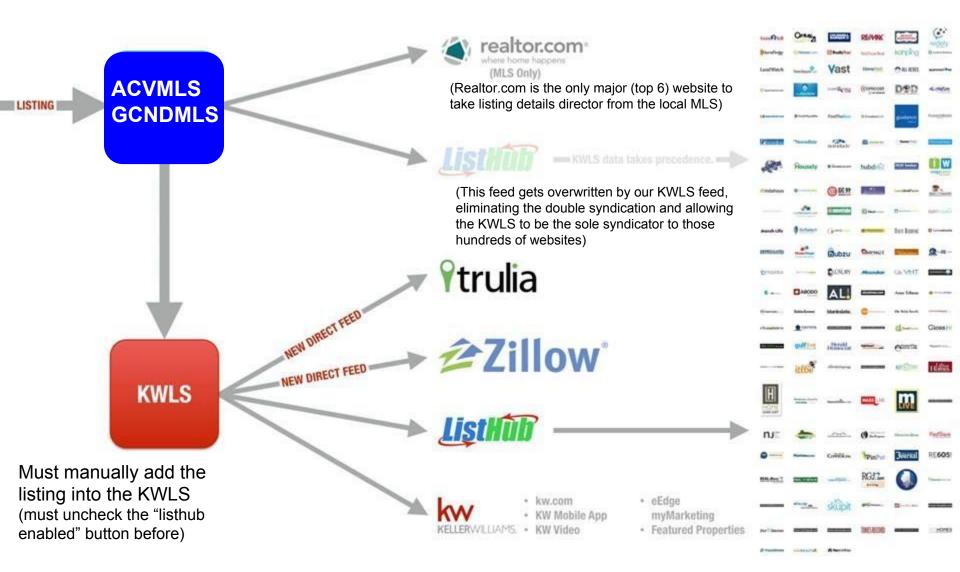
For Associates who belong to KW Connector MLS's ENYRMLS & SAMLS





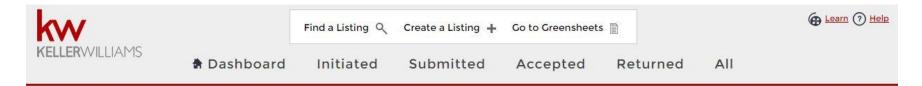
HOW IT WORKS

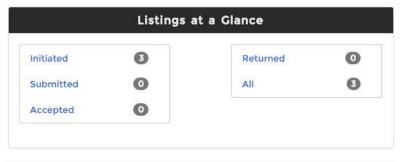
For Associates who DO NOT belong to KW Connector MLS's ACVMLS & GCNDMLS

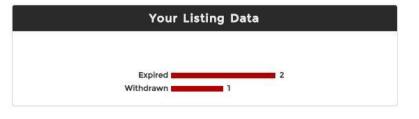


PREREQUISITES

- Successfully Joined A Multiple Listing Services
- Your received an email from your Leadership
 (acknowledging your IDX was approved)
- You Have one or more current listings
- Your ListHub Enabled Button is Checked (see below)



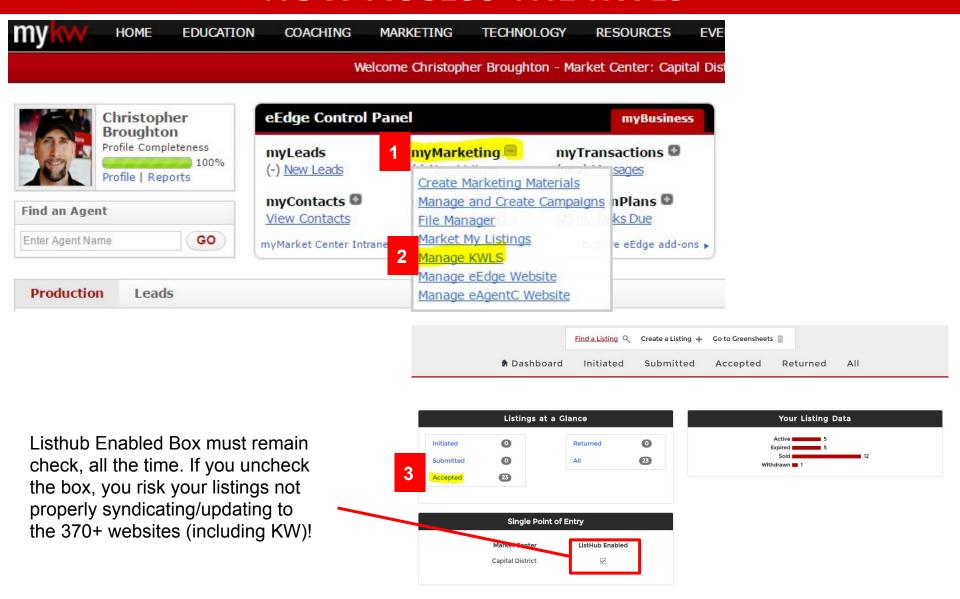






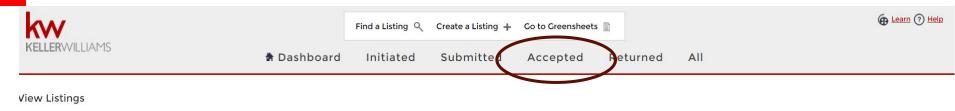


HOW ACCESS THE KWLS



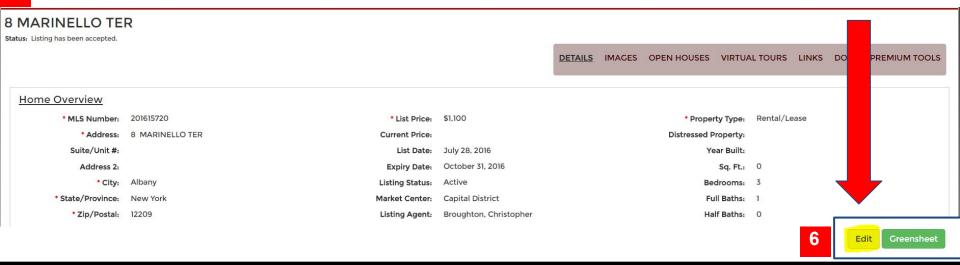


4 Choose the MLS Number/Listing Address that you are looking to "Optimize":



MLS	Agent	Address	City	<u>State</u>	Listing Status	KWLS Status
201615720	Broughton, Christopher	8 MARINELLO TER	Albany	NY	Active	Accepted
201609301	Broughton, Christopher	104 SERAF LA	Guilderland	NY	Active	Accepted
201608673	Broughton, Christopher	15 MORELAND AV	Albany	NY	Active	Accepted
201605012	Broughton, Christopher	108 ADAMS ST	Troy	NY	Sold	Accepted
201604757	Broughton, Christopher	76 GLENRIDGE RD	Glenville	NY	Sold	Accepted

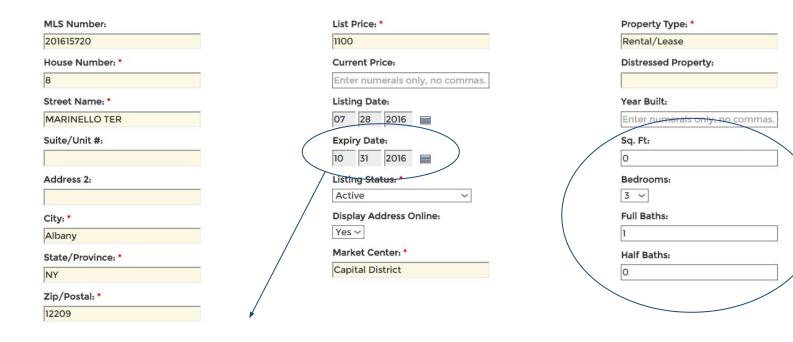
In order to "Optimize Your Listing" you need to scroll down when you get to this section and click "edit":





Now everything will become unlocked, with the exception of the address details, focus on these sections in order to successfully "optimize" your listing, lets start with the "Home Overview Section":

Home Overview



Expiry Date:

Can only extend out for 179 days or less. If you listing expires longer than 179 days, do not worry! The KWLS will automatically move the date for you, after each day.

If you are not with a KW Connector MLS, you must manually correct this, the KWLS will notify you when your listing is set to expire within a week of that date.

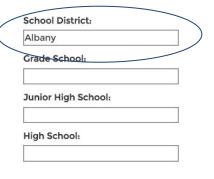


Now everything will become unlocked, with the exception of the address details, focus on these sections in order to successfully "optimize" your listing, lets start with the "Property Description & School Information":

Property Description

Description: Here is where you can alter and add more to your "remarks". The KWLS allows up to 1000 characters. Don't forget to check the box! This will shut off all other syndicators of your listing, with the exception of you! Remarkable and well cared for rental unit. Beautiful hard-wood trim. Newer carpet. Recently painted. Second floor walk-up. Easy on-street parking in desirable area. Huge 3 bedroom, 1 bath unit with bonus room, and huge front and back porch overlooking gardens. Incredibly clean unit. W&D hookup in kit. w/ Range and full-size refrigerator. Fantastic neighborhood a short walk away from restaurants, shops and Spectrum Check box to lock the description field

School & Area Information





Cross Street:

Delaware Avenue

Map URL:
i.e. https://google.com/maps

Latitude:

42.6417565

Longitude:

-73.7825855

Click here to get GPS coordinates

*Anytime you plan to ADD or REMOVE remarks from the MLS, you must go on here and do the same

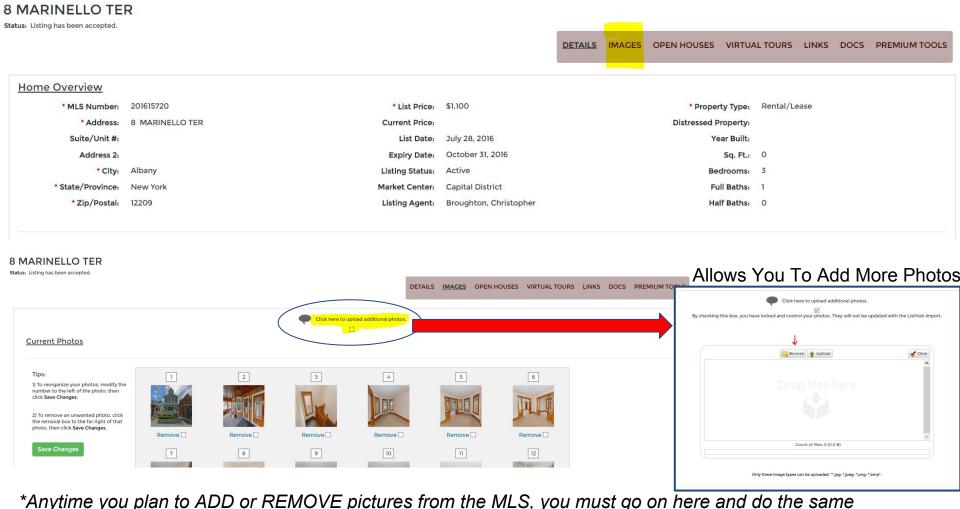


Now everything will become unlocked, with the exception of the address details, focus on these sections in order to successfully "optimize" your listing, let's start with the "Additional Features":

<u>Additional Features</u>				
	Stories:		Style:	Central Air:
	0			Wall Unit(s) A/C
(Lot Size:		Design Details:	Heating:
	0.0			Hot Water,Radiator
	Car Garage:		Basement Details:	Utilities:
	HOA Dues:		Master Bed Details:	Water District:
	N 4586			
	Annual Taxes:		Rec Room Details:	Rooms:
	Enter numerals only, no comma	as.		Dining Rooms:
	Interior Features:		Dining Room Details:	Living Rooms:
	Exterior Features:		Living Room Details:	Fireplaces: 0 V
Green Home Information				
	Indoor Air Quality:	No ~		Energy Efficient: No V
	Water Conservation:	No V		Green Building Cert: No V
Luxury Listings				
	Luxury Home:	No V More Information		9 Back Save

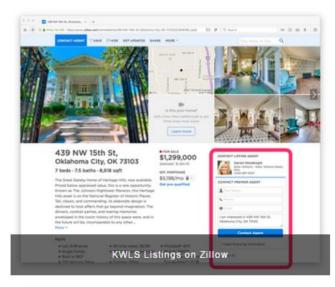


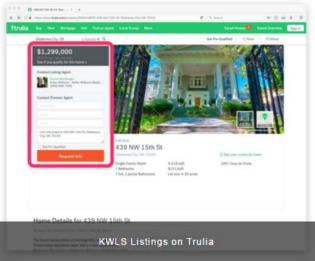
That will send you back to the Listing's Overview Page; there is ONE more item to address BEFORE closing out of the KWLS - click the "image" button:

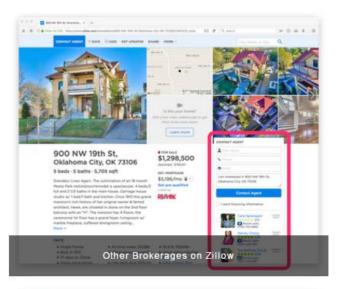


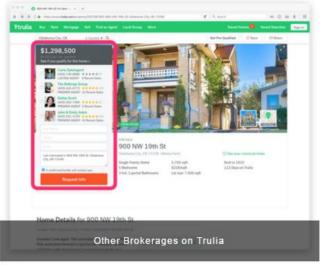
CAPITAL DISTRICT KELLERWILLIAMS

THE BENEFITS





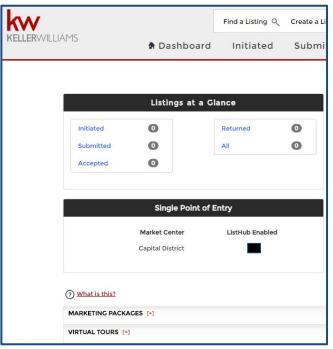






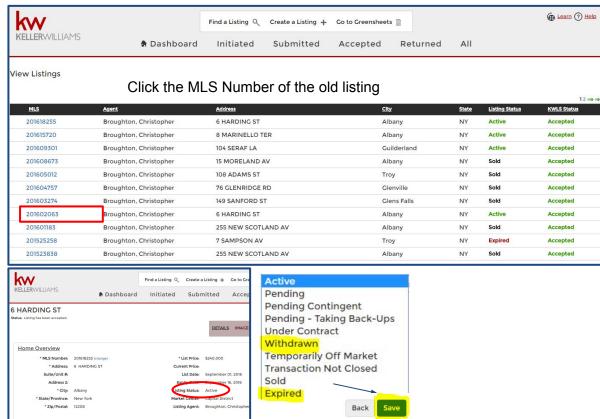
RE-LISTING THE SAME PROPERTY

If you re-list on the MLS the same property (ie. the listing has a new MLS number) you MUST perform the following to avoid any challenges:



FYI:

Make sure you nurture your listings in the KWLS and maintain the listing's "Status"

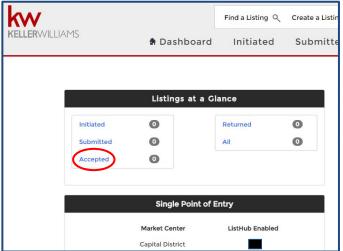


Make sure the "Status" is entered as "expired" or "withdrawn" (this should be already done)



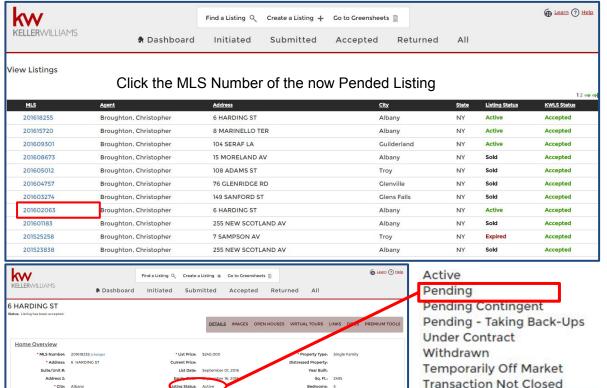
PENDING A LISTING

Once your listing has received an Escrow/Deposit Check, you may now change the status of that listing:



FYI:

You may choose to keep your listing "Status" as Active if you choose to leave it as that.
Pending status listings will most likely now show on those websites.



Full Baths:

Half Baths.

Once a listing is set as "Pending" the expiration date does not automatically move forward



Sold

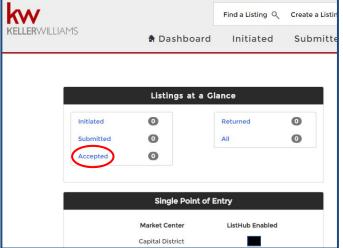
Expired

CLOSING A LISTING

Once your listing has received a Closing Check, you may now change the status of that listing:

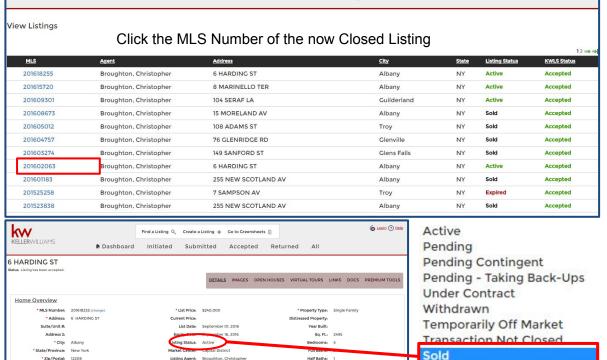
♠ Dashboard

Initiated



FYI:

You must set the status to "SOLD" in order to guarantee that it will be reported as such



Find a Listing Q Create a Listing + Go to Greensheets

Accepted

Submitted

Once you complete and submit a greensheet the status in the KWLS will show as "Sold"

kW

KELLERWILLIAMS



Learn (?) Help

All

Expired

Returned

KWLS Guide

A Guide To Successfully Maintaining Your Listings

ACTIVE LISTINGS

- JUST LISTED optimize your listing within the first 48 hours, after your listing is LIVE on the MLS
- **EDITING LISTING ON MLS** whenever you add "images" or "remarks" to the MLS, copy/paste those changes onto the KWLS, as long as you want interested buyers to see those changes.
- OPEN HOUSE after adding your Open House onto the MLS, add it to the KWLS; in the "Open House" tab. once inside the KWLS profile of that listing.
- EXPIRING / WITHDRAWALS you must go into your KWLS, make sure it has the correct "status" and
 is set as "Expired" or "Withdrew"

PENDING LISTINGS

- PENDING once you pended your listing on the MLS, make sure it is labeled on the KWLS too.
- * You may force a "pending" listing to maintain an "active" status. This will keep the listing on Zillow/Trulia. Just be aware that you must change this status once your listing closes, or it will maintain "active" even after it sells.

SOLD LISTINGS

- CLOSED once the pending property has successfully closed and it is labeled "sold"make sure it is labeled on the KWLS too.
- CLAIMING SOLDS don't forget to claim your listings on your FREE Zillow/Trulia accounts.

FIRST LISTING

- Slight Delay from when your listing will appear on the KWLS (24 hours at most)
- Contact your Leadership as soon as you make your first listing live on the MLS

Changes made on the KWLS will most likely update overnight, various exceptions. Zillow - updates every 30 minutes (MC's that are "FasterIsBetter")

SUPPORT OR INQUIRES ON KWLS

CONTACT KW SUPPORT:

- Your Listing Is Not Correct On Zillow or Trulia
- Your Active Listing Is Not In The KWLS
 - Remember to make sure your listing is "Optimized" on the KWLS

512-306-7191 or Support@kw.com

eEdge MastermInd Group:

www.facebook.com/groups/eEdgeMastermind

KWCDTech.YouCanBook.me for MORE Market Center Support KWConnect.com, search KWCD, scroll down and view my videos



QUESTIONS, COMMENTS & CONCERNS?



THANK YOU FOR ATTENDED!!

DON'T FORGET TO EVALUATE ME: www.KWUEval.com

KWCD Associates Only:
KWCD TECH SUPPORT PAGE
KWCDTech.YouCanBook.Me
Email Me

<u>Jpug@kw.com</u> (<12 business hours)

Call Me

518-724-5922

For training outside normal office hours, email YourRedTrainer@gmail.com

NON KWCD Associates

In-Person / Virtual Training Inquires: YourRedTrainer@gmail.com

