

Your technology TO DO LIST:

The first 30 days





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Innovation with purpose.
Technology with an edge.

To succeed in real estate, you've got to stay on the cutting edge. And in today's market, that means using the Internet and other technologies to maximize your productivity.

eAgentC, Keller Williams Realty's own technology group, empowers you with profit-boosting tools. At this point you have already gone to KW.com and set up your account. Now, it is time to customize and maximize your eAgentC experience. This guide will show you the top six things you need to do in the next 30 days to drive your business using KW technology.

Update your referral profile

Get your name in front of 73,000+ agents for free!

You can create your own profile in the exclusive KW Referral Directory. By adding your professional designations, service areas and specialties, your fellow KW agents can find you when they need to make a referral.

 **mykw** to do:

1. Go to www.kw.com and login to mykw at the bottom of the page.
2. Enter the Referral Center on mykw.kw.com (on the right hand side).
3. Click on "Search."
4. Click "Edit Your Referral Profile."
5. Add your referral information and save.



Get familiar with KW email

Brand yourself as a KW agent.

By signing up for a KW.com email address, you have the opportunity to brand yourself as a Keller Williams Realty agent. Once you have a KW email account, customize the look to reflect your brand by adding signatures, stationary and more!



mykw to do:

1. Go to www.kw.com and login to mykw.
2. Click on “Webmail” under “Additional Resources” just below your profile picture.
3. Create your personalized signature for outgoing email.
4. You can also check your KW email directly at <http://webmail.kw.com>.

Customize your agent Website

Position yourself as the premier expert for finding real estate in your community.

eAgentC's best-in-class Websites allow you to create your own personalized Internet presence. Simple to set-up and easy to customize, our agent Websites are built with IDX capabilities to help you capture strong Internet leads.

mykw to do:

1. Go to www.kw.com and login to mykw.
2. Click on "Technology" and then "Agent Websites."
3. Review the following: agent Website administration tool, manual, instructional videos, online classes, support, SEO checklist.
4. Click on "Agent Website Admin Tool."
5. Set up IDX in step 4.1.
6. Choose your KW Website template in step 2.1.
7. Upload your photos in step 1.3.
8. Write a home page message in step 1.5.

features:

- eAgentC IDX Solutions are powered by WolfNet® Technologies. Don't be the last one to get all your area listings up on your Website property search. Add it today!
- eAgentC Blogs are powered by Top Producer®. You can now create and update your own personal real estate blog, further positioning you as a local real estate expert, and optimize your searchability online.
- Add local market information directly on your personal Website with TruliaStats, another great way to increase your visibility online!
- Send leads directly from your Website to Top Producer contact management system.

Explore the KWLS

Optimize your listings online.

The Keller Williams Listing System (KWLS) allows you to market your listings online when you want, where you want. By entering your listings into the KWLS, your properties receive free international exposure on the Web through KW.com, market center Websites, your eAgentC agent Website, and all our 250+ listing partners.

features:

- Be sure to add the marketing benefits of the KWLS to your listing presentation. Potential sellers should know about the extra exposure their listing will get by working with you, including placement on national real estate search engines Google, Trulia, AOL, Cyberhomes and more.
- Through a relationship with ListHub.net, listings you enter into the MLS can now be fed to the KWLS and out to our listing partner Websites automatically.

mykw to do:

1. Go to www.kw.com and login to mykw.
2. Scroll over “Technology” and click on “KWLS.”
3. If your listings are in the system, review those that have been automatically posted into the KWLS.
4. If your listings are not yet in the system, click on “Create a Listing” for immediate online exposure.



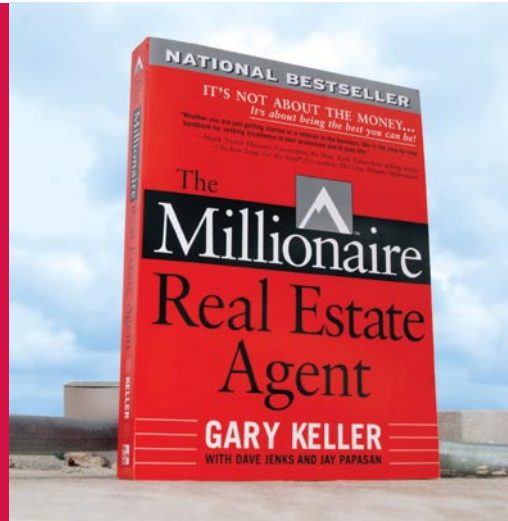
Cultivate and convert your leads

Put an end to your marketing madness.

The custom Keller Williams edition of Top Producer®8i is designed to help you execute the lead generation principles outlined in *The Millionaire Real Estate Agent* (MREA). This enhanced edition of Top Producer is integrated with all the other KW technology tools to capture leads from your Website and automatically launch marketing campaigns from a library of more than 400 peices! We also bring you training from Keller Williams University to help you put it all together.

 **mykw** to do:

1. Upgrade your Top Producer to the Keller Williams version by calling 1-866-459-7891 at no charge.
2. Explore the MREA marketing materials on mykw or in your KW communications library on Top Producer.



Get to know mykw

Check out the central hub for all of Keller Williams education, resources and technology.

mykw.kw.com is the intranet for Keller Williams associates, where you will find access to information on education, coaching, marketing, technology and events. You will also find resources section for support that includes manuals, documents, user guides, tech support and our public knowledge base.

mykw to do:

1. Go to www.kw.com and login to mykw.
2. In mykw.kw.com, scroll over the headings for each section (Education, Coaching, Marketing, Technology, Resources and Events).



Go to www.kw.com to get started using your Keller Williams technology tools.



*Got questions? You can visit us online at
<http://answers.kw.com> or email us at support@kw.com.*



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