

KELLER WILLIAMS

Welcome

AGENT PRESENTATION

Don't tell me the sky is the limit when there's footprints
on the moon! - Paul Brandt



MEET YOUR TEAM



MEET THE COACH!



Angela Moser

607.244.0907

angelamoser@kw.com

BOOK YOUR APPOINTMENT FOR NEXT STEPS!



Briana Riera

607.621.0058

briera@kw.com

LEADERSHIP



Stefan Marikovics
Operating Principal
Wealth Building
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Angela Moser
Productivity Coach
New Agents
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ALC



Associate Leadership Council

Built on the philosophy that people matter most, our associates have a strong voice in guiding the business through their local Associate Leadership Council (ALC). Comprised of top agents and management, the ALC meets on a monthly basis to direct decisions on how their local office operates.



Angela Moser

angelamoser@kw.com

Culture



Linda Flynn

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Wealth



Cher Brundage

cherb@kw.com

Career Development



Anthony Heath

anthony@paperbirchproperties.com

Marketing + Tech



Sarah Broach

sarahbroach@kw.com

Growth



Rich Santos

richardsantos@kw.com

Education

Productivity Coaching

FOR NEWLY LICENSED AGENTS

Newly Licensed Agents at Keller Williams are enrolled in our PC group! This program is designed to assist new agents in developing a strong skill set in the real estate business.



ANGELA MOSER

607-244-0907

angelamoser@kw.com

EDUCATION

Market Center Calendar

Daily trainings in person and on Google Meet!

Group Classes

Twice a month in person

One on One's

Individual focused coaching on you

PC Google Chat:

For on-the-go answers to your questions

Commissions will be paid at a 60/40 split for the first 7 transactions. Agents may elect to stay in coaching after 7 and earn 65% of their commission. As you learn you will get to earn! Leads are provided in this group.

Culture

Whether it's serving each other, serving our communities, or serving our planet, a culture of doing more than just selling real estate defines us as a company.



**Our culture of caring is based
on *family helping family***

REDDAY



On May 9th 2024 Keller Williams Realty Upstate NY Properties partnered with the SPCA, Delaware Opportunities, Birdsong Community Gardens, and Habitat for Humanity! Our company was able to volunteer and help animals in need, build affordable housing, and connect with the community in ways that they need and appreciate.



We are so glad you are part of the KW family! KW Cares is a charity created by and for Keller Williams Associates and their families during times of hardship. Sudden emergencies happen, and this fund is put in place to ensure that everyone in our KW family feels supported, safe and valued. This charity is the heart of Keller Williams culture in action – finding and serving the higher purpose of business through charitable giving in the market centers and communities where Keller Williams associates live and work. If you, or an immediate family member, is in financial need due to any of the below, or other sudden emergencies, please contact your Market Center Leadership to discuss the grant application process.

**To learn more about RED day, visit:
headquarters.kw.com/red-day**

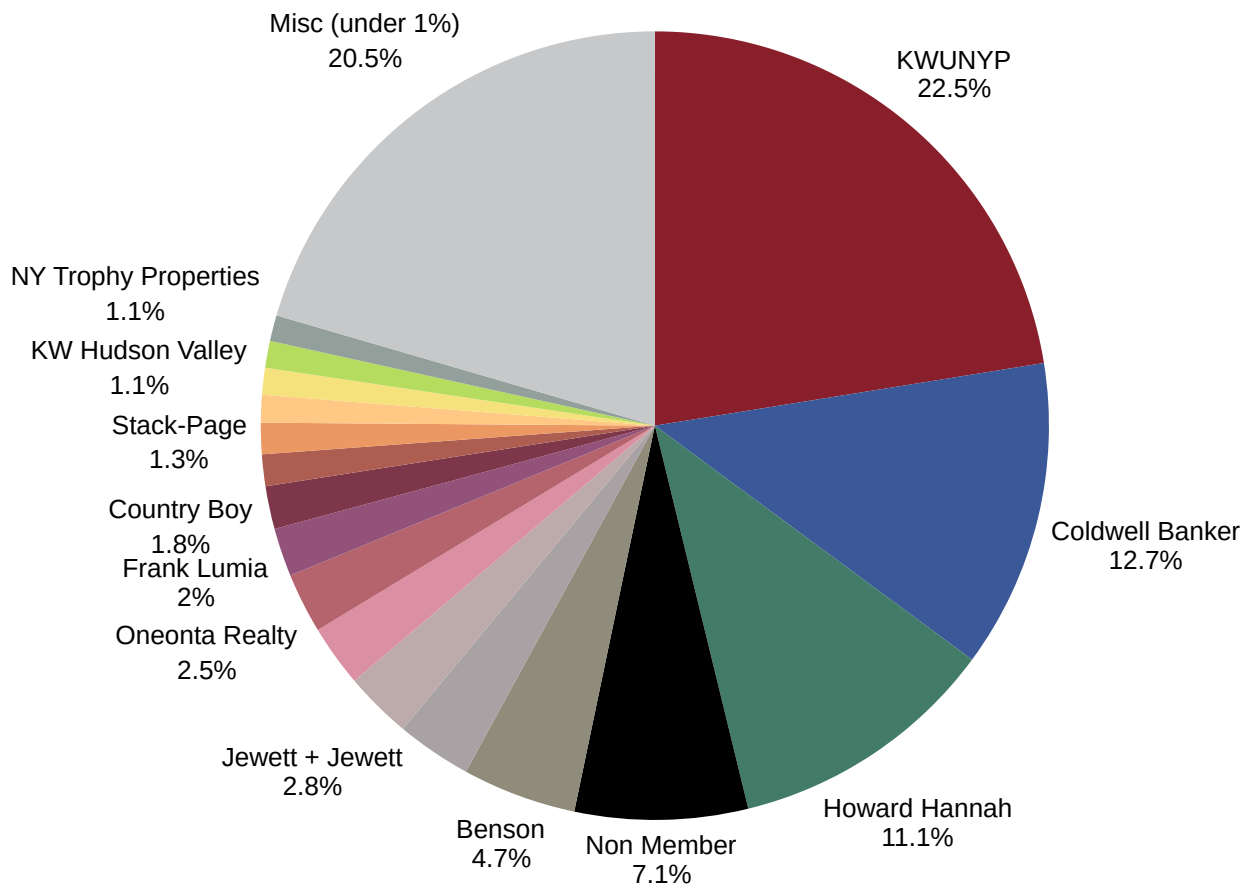
**[Check out the 2024 KW Cares Report!](https://kwcares.com)
kwcares.com**

Why Choose Keller Williams Upstate NY Properties?

Competitive Advantage

#1 in ODBR MLS

1 IN EVERY 4.4 HOMES IS SOLD BY KW!



Industry Insider

- Facilitator, negotiator, teacher, cheerleader, confidant- a good agent wears all the hats. Our experience at Keller Williams has led us to hone the skills needed to develop relationships of value that make us the #1 brokerage of choice!

Local Expert

- Aside from knowing this market inside and out, being involved in the community has shown what makes us unique. The personalities and the places, the new and the established, the good and the opportunity, all brings KW closer to the people who matter, setting us at the front of the market!

Tech Enabled

- Based on customer and agent feedback gathered from all over the world, we developed a suite of leading edge, customer-centric tools that work harder than anything in the industry, setting us ahead of the pack!

5

CONTINENTS

55+

REGIONS

320+

MARKET CENTER LOCATIONS

KW WORLDWIDE REGIONS

- As of February 2024

Keller Williams is the largest real estate franchise in the world – home to more real estate professionals than any other company. As of February 2024, master franchise agreements have been awarded across 55+ regions outside of the United States and Canada.

- Albania
- Argentina
- Aruba
- Belize
- Bermuda
- Bolivia
- Bonaire
- Cambodia
- Colombia
- Costa Rica
- Curaçao
- Cyprus
- Czech Republic
- Dehli NCR, India
- Dominican Republic
- Dubai, UAE
- France
- French Polynesia
- Germany
- Greece
- Guyana
- Honduras
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Luxembourg
- Malaysia
- Mexico
- Monaco
- Mongolia
- Nicaragua
- Northern Cyprus
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- São Paulo, Brazil
- Saudi Arabia
- Serbia
- Sint Maarten
- Slovenia
- Southern Africa
- Spain
- Suriname
- Switzerland
- Thailand
- Turkey
- Turks and Caicos
- United Kingdom
- Uruguay
- Vietnam

FAST COMPANY

**#1 MOST INNOVATIVE
REAL ESTATE COMPANY**

INMAN

**MOST INNOVATIVE
REAL ESTATE TECHNOLOGY**

OUTPACING THE COMPETITION

WITH \$1M+ TRANSACTIONS

\$332B IN VOLUME

**WINNER OF
NAR HACKATHON**

TRAINING MAGAZINE

**TRAINING TOP 10
HALL OF FAME**

NEWSWEEK

**#1 CUSTOMER
SERVICE**

CAREER BLISS

HAPPIEST COMPANY

SWANEPOEL MEGA 1000

COMPRISED 30

PERCENT OF LIST

180K ASSOCIATED SUPPORTED

\$45M+ GRANTS AWARDED

AND 4K+ FAMILIES HELPED

THROUGH KW CARES



KW

#1 IN REAL ESTATE

AGENT COUNT, CLOSED
UNITS, AND CLOSED SALE
VOLUME IN THE U.S.

ONE OF THE WORLD'S LARGEST,
MOST PROFITABLE REFERRAL
NETWORKS

INDEED
**#1 WORKPLACE
CULTURE**

FORBES
ONE OF THE WORLD'S
**BEST EMPLOYERS
FOR WOMEN**

REAL TRENDS 500
COMPRISED
34 PERCENT OF LIST

RISMEDIA POWER BROKER 1000
**324 FIRMS RANKED,
916+ TRANSACTIONS,
AND \$272B IN VOLUME**

**GIVING BACK
TO THE COMMUNITY
THROUGH RED DAY**

TRAINING + EDUCATION

Find and Fund Your Big Why

Keller Williams University provides an industry-leading curriculum addressing every aspect of success in real estate. These courses are available in local real estate offices across North America and on-demand via KWConnect.



Watch our agents talk about Bold!



Embark on a life-changing transformation during the seven-week journey of BOLD

- Group setting
- Weekly in-person meetings
- Exclusive scripts and resources



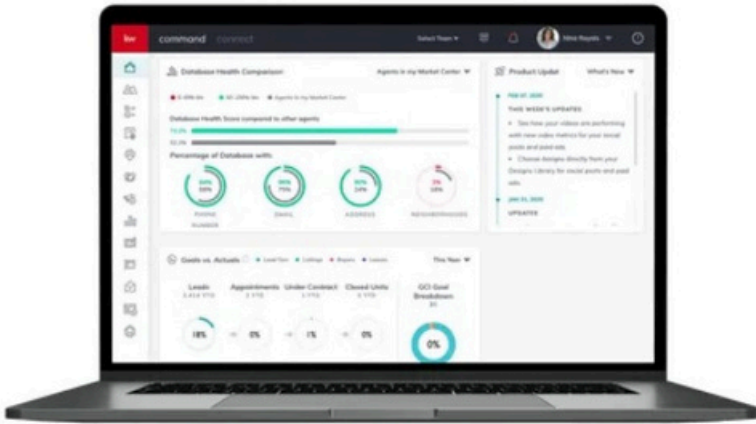
Our annual family reunion gives you access to the greatest minds in real estate including insights from our founder, Gary Keller. Click [HERE](#) for an inside look!



Between the breakouts, workshops, and industry-shaping insights, our annual Mega Camp is guaranteed to have you leave with a notebook full of ideas and a heart full of excitement.

COMMAND TECHNOLOGY

Watch →



Command Your Database

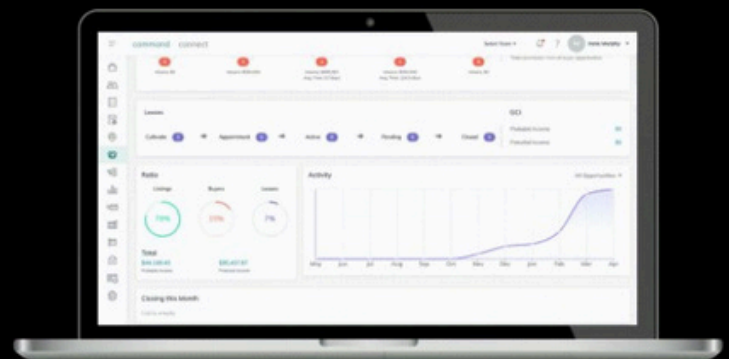
Do what you do best and automate the rest.

Easily group and organize your contacts for timely, automated follow-up and lead generation, then use SmartPlans to design specific (automatic) communication plans for contacts. Hard at work, even when you're not, SmartPlans lets you save your energy for what's most important.

Command Your Transactions

Manage your entire book of business with an easy-to-use, drag-and-drop dashboard.

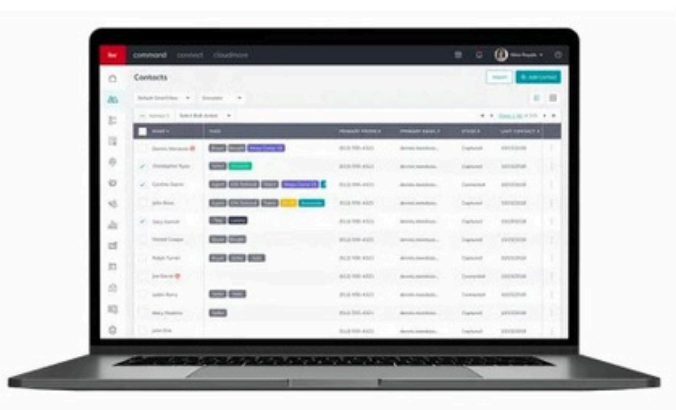
Where simplification meets organization. Opportunities allows you to view your appointments, listings, deals, and projected revenue in one place. From streamlined document management to compliance review and more, see the road ahead and keep tabs on your cash flow.



Command Your Day

Understand what you have to do at a glance, all while keeping tabs on how each activity drives your big-picture goals.

Set specific goals around listings, commissions, and profit. Then, turn your to-do list into action items by creating contact-specific tasks that are visible across Command.



“★★★★★ – Command deftly delivers on Keller Williams' commitment to technology.”

SAMPLE CALENDAR

MARCH 2025

*Listing month
Camify Seller Training*

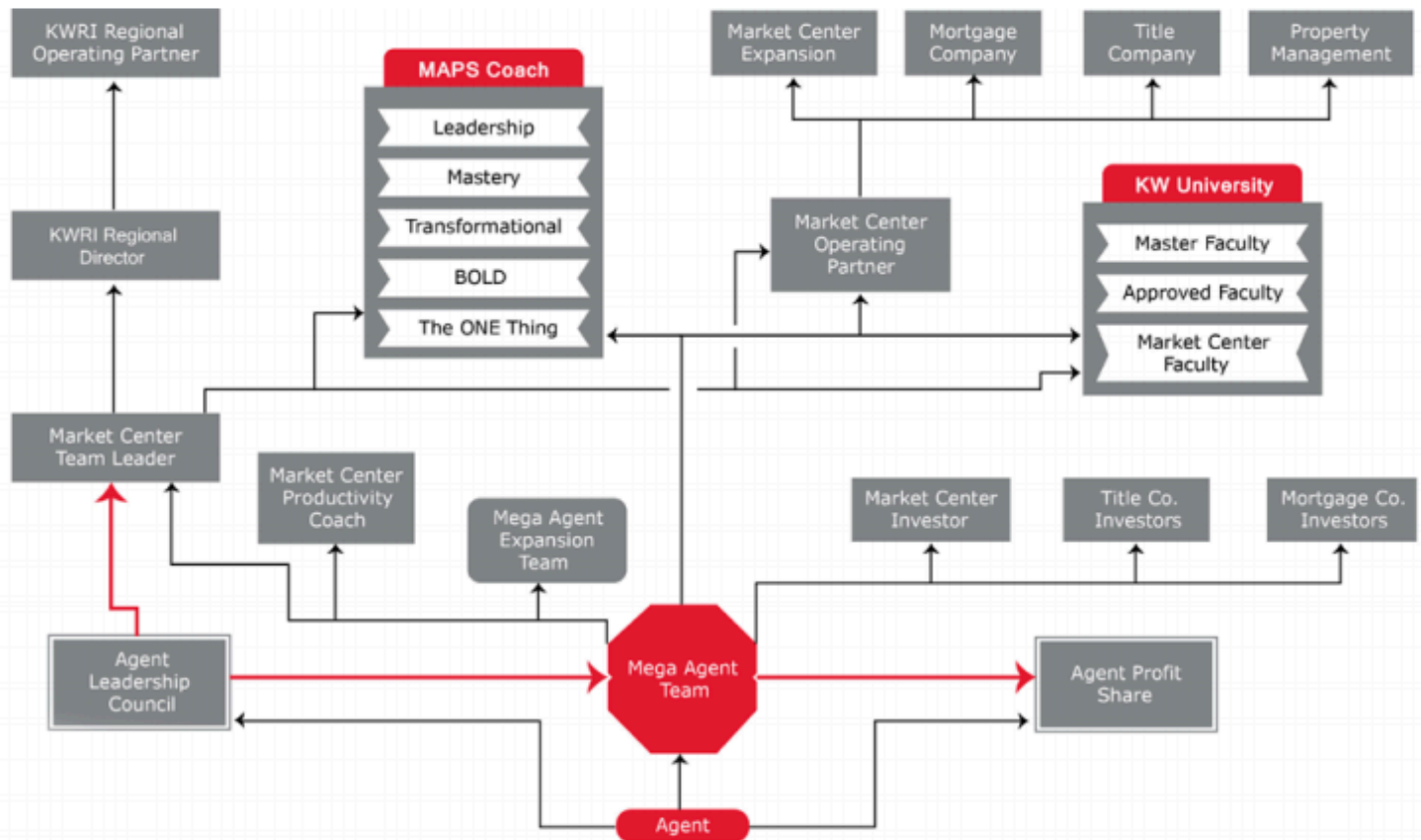
kw UPSTATE
NY PROPERTIES
KELLERWILLIAMS. REALTY

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
PRODUCTIVITY COACHING <i>with Angela Moser</i> IN PERSON SATURDAY 8TH 10AM THURSDAY 27TH 10AM GOOGLE MEET LINK PC RECORDED CLASSES PC RESOURCES PIVOT SHIFT AHEAD FACEBOOK GROUP DAILY SCRIPT PRACTICE FACEBOOK GROUP	3 <i>Price a house like an Appraiser</i> RICH RANIERI 12PM 10 DAYLIGHT SAVINGS 17 HAPPY ST PATRICK'S DAY	4 CULTURE COMMITTEE ANGELA MOSER 10:30AM 11 SELLER OBJECTION HANDLING JESSICA MILETO 12PM <i>Train the Presenter</i> ALBANY 9-5PM REGISTER HERE 18 MARKET YOUR LISTING REBEKAH ABDALLAH 1PM	5 ASH WEDNESDAY VANQUISH DOCUSIGN + COMMAND AARON VANDUSEN 2PM 12 <i>Train the Presenter</i> ALBANY 9-5PM REGISTER HERE 19 ALC MEETING 10:30 TEAM MEETING ONEONTA 12PM 26 <i>Property Previews</i> ONEONTA 12:30 <i>Mortgage Muck</i> JEREMY CARTER 5:30PM	6 <i>Social Media Workshop</i> PRESTON KINCAID 5:30PM <i>Broker Hour 11am</i> 13 MARCH! 20 FIRST DAY OF SPRING <i>Social Media Workshop</i> PRESTON KINCAID 5:30PM <i>Broker Hour 11am</i> 27 <i>PC In Person</i> WITH ANGELA AT 10AM	7 <i>Lucky to be in Business with you!</i> POTLUCK SIDE HUSTLE 12-2PM 14 DOCUSIGN 101 SCOTT LE ROY AT 1PM 21 DOCUSIGN 101 SCOTT LE ROY AT 1PM 28
KW TECHNOLOGY <i>with Scott Le Roy</i> LIVE TRAININGS MONDAY THRU FRIDAY 1PM TRAINING VIDEOS COMMAND + DOCUSIGN YOUTUBE ONEONTA'S RECORDED CLASSES IGNITE PLAYLIST	24 31 MARKET MONDAY SELLER'S EDITION RICH SANTOS + JESSICA MILETO 2PM	April 1st <i>Career Night!</i> TRAINING ROOM 5:30	20 25 FAMILY REUNION <i>Resources</i> LINK TO DRIVE LINK TO COMMAND	GRB KINCAID HOME INSPECTION	

Each Agent has a choice of Education and Support

- Productivity Coaching
- Market Center Calendar Classes
- One on One Coaching
- Mentorship
- Team Building

Keller Williams Opportunity Map



From Agent careers to employment opportunities, KW is a global entity, locally owned, with growth potential for everyone.

Watch



kw

Profit Share

EVERY MONTH A PORTION OF OUR
COMPANY'S PROFIT IS DISTRIBUTED BACK TO
THE AGENT'S WHO HAVE HELPED US GROW.

The seven levels
each have a certain percentage
that is calculated against the
market center profit to determine
profit share owed.

Level 1:	50%
Level 2:	10%
Level 3:	5%
Level 4:	5%
Level 5:	7.5%
Level 6:	10%
Level 7:	12.5%

We paid
our agents

WATCH ME!

Agents at Keller Williams Upstate NY Properties have earned:

\$838,795

in Profit Share since 2014

Agents at Keller Williams Upstate NY Properties have earned:

\$96,668

in Profit Share just in 2024



COMMISSION BREAKDOWN



Productivity Coaching/New Agent

Commission % of Sales Price	3%	\$4500
KWRI Royalty (6% with \$3,000 Cap) KWUNYP Company Dollar (30% with \$21,000 Cap)	36%	-\$1620
Productivity Coaching (10% for 7 Transactions)	10%	-\$450
Net to Agent	54%	\$2430

Solo Agent

Commission % of Sales Price	3%	\$4500
KWRI Royalty (6% with \$3,000 Cap) KWUNYP Company Dollar (30% with \$21,000 Cap)	36%	-\$1620
Net to Agent	64%	\$2880
Transaction Fee After \$21,000 Cap (up to 4 per month)	\$50	

AFTER \$50,0000 GROSS COMMISSION - AGENT PAYS NO ROYALTY

AFTER \$70,0000 GROSS COMMISSION - AGENT IS PAID 100%

Market Center Administrator

A handwritten signature in black ink that reads 'Katrina Van Zandt'.

COMMISSION BREAKDOWN



Agent on a Team

Part 1

Commission % of Sales Price	3%	\$4500
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Team Split (30-50%)	50%	-\$2250
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KWRI Royalty (6% with \$3,000 Cap)	36%	-\$810
KWUNYP Company Dollar (30% with \$10,500 Cap)		

Net to Agent		\$1440
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Solo Agent

Commission % of Sales Price	3%	\$4500
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KWRI Royalty (6% with \$3,000 Cap)	36%	-\$1620
KWUNYP Company Dollar (30% with \$21,000 Cap)		

Net to Agent	64%	\$2880
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Transaction Fee After \$21,000 Cap (up to 4 per month)	\$50	
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AFTER \$50,0000 GROSS COMMISSION - AGENT PAYS NO ROYALTY

AFTER \$70,0000 GROSS COMMISSION - AGENT IS PAID 100%

Market Center Administrator

Katrina Van Zandt

Start Your **Business**

kw UPSTATE
NY PROPERTIES
KELLER WILLIAMS REALTY

Initial **Investment**

Dept. of State New Agent Application -or-
Transfer License Fee

KW Initial Set Up Cost

*30 60 90 Onboarding Playbook, Google Drive, The MREA Book,
Marketing Tools, KW gift!

\$845

\$65.00

\$20.00

\$185.00

Revolving Costs - **Yearly**

ODBR Dues (prorated) + New Agent Fee (one time)

Profit Share Direct Deposit (Annually in January)

\$329 + \$100

\$25.00

Revolving Costs - **Quarterly**

ODBR MLS

\$140.00

KW | UNYP **Monthly**

Errors & Omissions Insurance:

\$15.00

Google Business Suite

\$ 5.00

Associate Tech Fee, Includes:

\$65.00

- ✓ KWLS - Online Listing Syndication Worldwide
- ✓ KW Marketplace with Digital Integrations
- ✓ Global Referral System
- ✓ Branded Consumer App
- ✓ Command Mobile App
- ✓ Website With IDX Capability and Lead Capture
- ✓ Our Proprietary CRM - Command
- ✓ Listing Management and Marketing Tools
- ✓ AI Integration, Email Campaigns
- ✓ Leverage with Google and Facebook Platforms

Monthly \$85.00

Personal Business **Expenses**

Business Cards

VistaPrint 100 cards \$26

Private Office (optional)

\$200

Signs

\$50-\$150

KWUpstateNY.com



Real Agent Perks

BENEFITS

A Healthy Future Starts with a Plan



Medical, Dental, and Vision in One

Pay one monthly premium and access three lines of coverage in one plan. Options for sole proprietors and guaranteed-issue limited plans!



Health Savings Account

Tax-free when you add funds to it and tax-free when you use it on qualified medical, dental, vision, and more for yourself and your dependents.



Disability Income Insurance

You'll also have access to long-term disability coverage to help build a secure future. In the event you become sick or injured, disability income insurance can replace a portion your income, protect your lifestyle, and avoid the financial burden of healthcare cost.



Worksite Voluntary Benefits

Short-term disability, hospital indemnity, accident, and critical illness coverages help keep your finances secure in the event of a major incident.



Term Life

Easily obtain coverage, which is portable and will protect your family and lifestyle.

Take the first step:
realagentperks.com 

MEET KW UPSTATE NY PROPERTIES!



Follow us on Social Media



Facebook Business Page

facebook.com/KWUpstateNYProperties



Instagram Business Page

[@kwupstateny](https://www.instagram.com/kwupstateny)



Subscribe to YouTube

[@kellerwilliamsupstatenypro4286](https://www.youtube.com/@kellerwilliamsupstatenypro4286)



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