

GROW YOUR PROFIT SHARE TREE



What You Will Learn

Course	Topics
Grow Your Profit Share Tree	<ul style="list-style-type: none">■ Welcome■ You Will Need a Plan■ Why Profit Share?■ How Does It Work?■ Build Your Tree■ Build Your Plan■ Course Aha's

How Does It Work?

The Big Picture of Profit Share

1. An associate joins any Market Center in Keller Williams and names you as their sponsor.
2. In a particular month, as part of their split, they pay Company Dollar to their Market Center.
3. During that month, the Market Center is profitable.
4. On the 21st of the following month, some of the Market Center's profit is automatically deposited to your account.

Special Note: You are not getting a portion of the associate's commission. You are sharing in the owner's profits.

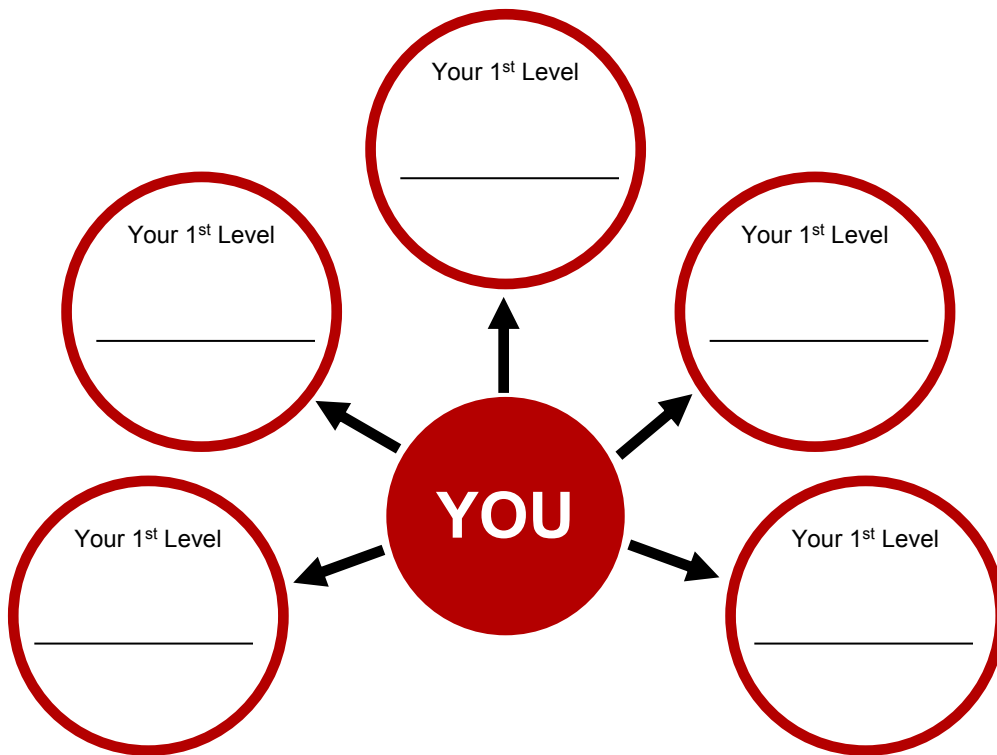
5. When you've been a Keller Williams associate for three years and a day, you are vested. When you are vested, you could leave Keller Williams and still receive Profit Share.
6. You can will your Profit Share to a beneficiary.

What about Growth Share?

Growth Share is the residual income paid to Keller Williams associates who help grow the company outside of the United States and Canada. Unlike the Profit Share model, the associates who participate enjoy a portion of their Region's bottom line, rather than that of the Market Center. Any Keller Williams associate can participate in and reap the rewards of both Growth Share and/or Profit Share.

Picture Your Tree Growing

Who do you know that you would love to work with? Quickly jot down a few names of people you've done deals with, know from the market, have heard of, or just think would be great real estate agents!



What would Profit Share do for you and your family?

What could you do for someone in need?

Profit Share is a gift—a gift that can make fresh, fulfilling opportunities possible in your life and in the lives of your loved ones. As you consider receiving the gift of Profit Share, you may want to consider giving a gift—an automatic monthly gift to KW Cares. KW Cares is a 501(c)(3) public charity that provides emergency financial assistance to KW family members who experience financial hardship due to sudden emergencies. Your gift need not be great to have a great impact. Go to kwrelief.org, click donate, and select a monthly option. Together, we can achieve more—and do more—for our KW family. See your MCA or kwrelief.org for more information.

Build Your Tree

To grow a massive Profit Share Tree, just build real relationships and refer. That's it. You're not a recruiter. That's the Team Leader's job. Your job is to look for opportunities to help someone succeed.



Relate

You never know who is ready for change. Your purposeful comment or connection could be the catalyst for positive transformation in someone's life in terms of which company they're with—or even which career they're in. Nearly anyone could be a potential member of your Profit Share Tree. And nearly everyone would benefit from the value and opportunity Keller Williams brings.

Look for other agents who have actively selling real estate and people who are not yet in real estate and are curious about it,

Linda McKissack recommends two great sources for building relationships:

1. Other agents you do deals with
2. Your past clients

What to Say

It's remarkably simple to build a real relationship by being sincere, honest, and yourself. All that you need to do is:

1. Start the conversation
2. Set up a time to meet
3. Look for opportunities to help
4. Refer them to the Team Leader

Start the Conversation

Linda McKissack uses two ways of starting a conversation with another agent:

1. Share a real compliment
2. Ask them for their input or expertise

Share a Real Compliment

Hi, (Agent Name), this is (Your Name). I just wanted to take a minute and thank you for your professionalism on the sale of 123 Main Street ...

Hi, (Agent Name), this is (Your Name). I love doing transactions with you. The way you handled that termite/mold/appraisal/etc. issue was awesome!

Hi, (Agent Name), this is (Your Name). I love doing transactions with you. You are awesome! You always call to ask for information/confirm appointments/negotiate/etc. ...

Ask Them for Their Input or Expertise

Hi, (Agent Name), this is (Your Name). I just wanted to take a minute and get your professional opinion or expertise on (insert topic)

Set Up a Time to Meet

When you meet face to face, whether it's for coffee, a training event, or a book club, you have an incredible opportunity to look for synergies between your business experiences. Keep the relationship first and foremost in your mind to create a welcome opportunity.

Meet with a co-op agent after a transaction has closed.

It was so much fun doing that transaction with you. I really liked the way you handled ...

(Agent Name), can we go meet for coffee next Tuesday? I just want to get to know you. And I have a small gift of appreciation I'd like to give you. Is that okay? How about Tuesday at 10:00 a.m.?

If you've never done a deal.

Hi, (Agent Name), this is (Your Name).

It was so much fun (talking with you at that seminar).

(Agent Name), can we go meet for coffee next Tuesday? I'd just like to get to know you and talk shop. Is that okay? How about Tuesday at 10:00 a.m.?

Invite them to an event.

Hi, (Agent Name), this is (Your Name).

Thanks for taking my call. Today I'm calling about business. Do you have a minute?

Great. Look, I called you because you were great to work with on our deal, and there are going to be about 10,000 Realtors in Austin, Texas for an event called Mega Camp. I knew you would be an agent that would enjoy networking, as well as hearing the latest compelling research on real estate. Top agents from across the United States and Canada will be interviewed and will share their marketing ideas, scripts, dialogues, and more.

I have heard that the agents who attend increase their income on average two times what they are currently doing. Are you interested?

Come from Contribution

Share an item like the following:

1. CGI business consulting session with your Team Leader
2. CGI Four Conversations flier to help the other agent track the key metrics in their business
3. Insights from your Market Center Team Meeting on timely business strategies
4. Agent Trend Worksheet to help the other agent track their business's growth
5. GPS Worksheet
6. 4-1-1 Worksheet
7. *The ONE Thing*
8. *The Millionaire Real Estate Agent*
9. *The Millionaire Real Estate Investor*
10. *SHIFT*

What else?

Refer Them to the Team Leader

Suggesting a meeting with your Team Leader (or any Team Leader in the Keller Williams system) can be a natural development in the relationship-building conversation.

Mo Anderson points out you do not need to learn multiple referral scripts, you can just use “The Script.”

I love doing transactions with you. You are awesome! I told my Team Leader just the other day how great you are. He/She will be calling you to thank you for the way you do business. Will you promise me you will take his/her call?

You can be short and to the point.

My Team Leader could tell you more about that.
I’ll have him/her follow up with you.

How does my Team Leader receive referrals?

Objections

If an agent objects, just clarify you're not recruiting.

I don't intend to recruit you! I hope you aren't disappointed! My Team Leader and I just wanted to thank you for ...

What Not to Say

1. Never say anything negative about someone else's company.
2. Never say anything negative about someone else's broker.
3. Never say anything negative about what you think they might be experiencing.

Activity

1. Find a partner.
2. Decide who will be the Keller Williams agent and who will be the co-op agent from a recent deal.
3. Role-play a meeting in which the Keller Williams agent builds the relationship, looks for opportunities to help, and refers to the Team Leader.
4. After a few minutes, switch roles.
5. Be prepared to share your insights.

BUILD YOUR PLAN

What would passive income do for you and your family?

How many people do you want in your first level? _____

What activities will you engage in regularly to achieve this goal?

What activities will you engage in TODAY to begin achieving this goal?

How will you stay on track to achieve your goals over time?

1. KW MAPS Group Coaching, Profit Share Mastery: mapscoaching.kw.com/PSM
2. _____
3. _____

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The Keller William Profit Share Program is not an earnings claim or a guarantee of earnings.
Calculations to determine Profit Share contain many variables and your results may vary.



KWUEval.com

Please Take a Moment to Fill out a Quick Survey

1. Select Market Center Training
2. Name of Course:
Grow Your Profit Share Tree
3. Instructor Not in Drop-down?
JAY CERMAK



Hey Kelle "KWU Eval"



Thank You

I am applying to become a
KWU Approved Trainer



think like a CEO

PODCAST

WITH GARY KELLER
& JAY PAPASAN



Monthly Profit Share

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1996													0
1997	6,693	36,016	83,795	63,047	122,301	110,307	151,486	118,529	137,669	92,404	67,368	66,760	1,056,373
1998	36,287	55,581	139,996	169,652	204,935	262,658	285,304	189,880	158,753	124,927	141,438	115,022	1,884,433
1999	64,274	119,963	213,931	276,067	290,568	453,418	347,869	281,731	204,114	159,672	144,684	163,204	2,719,495
2000	34,531	143,805	348,046	274,137	476,190	553,685	395,328	413,485	249,250	224,204	180,834	127,164	3,420,659
2001	82,747	169,651	397,264	430,715	607,109	616,331	519,488	489,465	277,431	200,898	246,088	242,955	4,280,142
2002	185,068	276,875	477,411	536,248	765,432	666,660	777,805	724,495	449,215	544,776	411,474	497,031	6,312,491
2003	291,499	409,182	833,923	1,022,548	1,351,873	1,547,840	1,777,393	1,758,515	1,267,778	1,224,148	779,519	1,065,003	13,329,222
2004	556,910	698,385	1,883,094	2,361,366	2,844,918	3,881,973	3,638,870	3,332,334	2,494,076	2,187,740	2,125,975	2,406,472	28,412,112
2005	1,279,331	1,776,192	3,777,639	4,356,764	5,160,272	6,519,801	5,444,797	6,000,374	4,409,913	3,443,856	3,104,054	3,200,727	48,473,720
2006	1,589,615	2,654,360	5,035,865	4,723,883	6,502,092	7,263,857	5,401,876	5,602,040	3,848,826	3,618,742	3,007,543	3,048,997	52,297,696
2007	2,140,008	2,669,775	4,616,709	4,532,906	6,272,673	6,452,909	5,243,413	4,576,256	2,195,078	2,006,671	1,791,180	1,512,780	44,010,358
2008	953,325	1,475,964	2,410,063	3,261,507	4,241,516	4,568,957	4,190,922	3,405,925	2,370,251	1,663,556	793,996	1,169,307	30,505,288
2009	379,257	639,979	1,482,505	2,013,377	2,867,936	4,586,024	4,803,890	3,541,519	3,240,114	3,419,272	2,910,088	2,373,504	32,257,465
2010	695,325	1,005,174	3,301,741	4,394,711	5,558,852	6,556,650	2,829,608	2,657,902	2,093,002	1,537,717	1,618,429	2,322,619	34,571,728
2011	824,486	1,177,038	2,901,723	3,562,934	4,404,554	5,964,112	4,720,006	4,883,441	2,938,101	2,419,483	2,115,324	2,418,117	38,329,319
2012	1,231,723	2,039,527	3,888,871	4,999,825	6,646,614	7,536,969	6,523,781	6,773,592	3,755,443	4,205,030	3,750,075	3,980,455	55,331,906
2013	2,121,879	2,749,652	5,407,162	7,577,191	10,182,064	10,283,501	10,162,739	9,297,615	5,650,023	5,694,299	4,010,027	5,052,106	78,188,257
2014	2,642,248	3,310,152	6,314,959	8,975,351	11,629,238	12,905,446	12,652,816	10,625,008	7,991,354	8,020,463	5,473,767	7,543,998	98,084,800
2015	3,375,541	4,759,175	10,030,760	12,783,597	14,694,823	18,308,537	16,567,891	13,118,356	10,715,786	9,440,826	6,151,625	9,867,670	129,814,588
2016	5,013,216	6,260,034	12,390,828	14,328,549	18,415,354	21,140,538	16,048,899	16,066,956	12,406,183	10,990,632	10,052,828	11,330,649	154,444,665
2017	6,214,558	7,367,467	15,416,205	15,758,374	21,692,622	23,215,155	17,961,571	18,467,518	13,117,855	12,708,209	11,491,794	11,272,720	174,684,050
2018	6,935,013	8,050,898	15,585,754	17,031,744	21,995,622	22,138,089	18,670,365	17,743,440	10,873,510	12,010,904	10,089,911	9,369,690	170,494,939
2019	5,834,539	7,438,386	13,345,812	17,303,391	21,768,808	19,561,840	19,288,051	17,075,301	12,247,029	12,512,578	9,615,816	11,212,746	167,204,298
													1,370,108,004

Earners

> \$500	79,568
> \$1,000	65,366
> \$5,000	32,345
> \$10,000	20,706
> \$50,000	4,428
> \$100,000	2,020
> \$500,000	239
> \$1,000,000	84

Here's is the Keller Williams Monthly Profit Share since 1997 till the end of 2019 we have given back \$167,204,298 Million in Profit Share in 2019 and over \$1,370,108,004 BILLION since profit share started! WOW!

Here are the # of Earners for Lifetime Amounts! Over 84 Millionaires because of Profit Share! Where are you in this slide?

