



**7th Level, Teams**

# SOLO AGENT TO SOLO PLUS FIRST ASSISTANT THROUGH 4TH LEVEL

## Acknowledgments

This course is from a breakout session at KW Family Reunion 2015. Thank you to Rae Wayne and Jackie Ellis for presenting this topic.

## Notices

While Keller Williams Realty International (KWRI) has taken due care in the preparation of all course materials, we cannot guarantee their accuracy. KWRI makes no warranties either expressed or implied with regard to the information and programs presented in the course or in this manual.

This manual and any course it's used as a part of may contain hypothetical exercises that are designed to help you understand how Keller Williams Realty calculates profit sharing contributions and distributions under the MORE System, how Keller Williams Realty determines agents' compensation under the Keller Williams Compensation System, and how other aspects of a Keller Williams Market Center's financial results are determined and evaluated. Any exercises are entirely hypothetical. They are not intended to enable you to determine how much money you are likely to make as a Keller Williams Licensee or to predict the amount or range of sales or profits your Market Center is likely to achieve. KWRI therefore cautions you not to assume that the results of the exercises bear any relation to the financial performance you can expect as a Keller Williams Licensee and not to consider or rely on the results of the exercises in deciding whether to invest in a Keller Williams Market Center. If any part of this notice is unclear, please contact KWRI's legal department.

Materials based on the Recruit-Select-Train-Manage-Motivate™ (RSTMM™) system and the Winning Through Selection™ course have been licensed to Keller Williams Realty International by Corporate Consulting. KWRI has the exclusive right within the residential real estate industry to market and present material from RSTMM™, Winning Through Selection™, and any derivatives owned by or created in cooperation with Corporate Consulting.

Material excerpted from *The Millionaire Real Estate Agent* appears courtesy of The McGraw-Hill Companies. *The Millionaire Real Estate Agent* is copyright ©2003–2004 Rellek Publishing Partners, Ltd.

## Copyright notice

All materials are copyright © 2015 Keller Williams Realty, Inc.

No part of this publication and its associated materials may be reproduced or transmitted in any form or by any means without the prior permission of Keller Williams Realty International.

## Instructor: Presentation Requirements

### Lesson Outcome

In this course, you will learn how to successfully bring on an assistant, grow your team, manage the transition, and watch your business flourish.

### Timing

This is a one-hour training course. When planning for the timing, allow for 30%-50% of the time for activities. Activities will help the participants understand the purpose and value of the training.

### Suggested Activities for This Course:

- Discussions to have participants apply knowledge from course
- Review recruiting process
- Discuss different job descriptions and value

### Before the Training Event Preparation

1. Confirm the training dates, location, and number of participants.
2. Ensure you have the following materials:
  - a. Instructor Guide
  - b. PowerPoint Presentation
  - c. Participant Handouts (one printed copy per participant)
  - d. Attendance Sign-in Sheets
3. Ensure you have all reference and resource materials:
  - a. *The Millionaire Real Estate Agent* (MREA)
  - b. *Recruit-Select* (RSTLM)
4. Read and study the Instructor Guide. If using case studies or scenarios, review ahead of time and select the most appropriate cases studies or scenario for your audience. Familiarize yourself with the Participant Handout.
5. Read all reference materials. Take the time to mark or flag the pages referenced in the instructor notes for easy retrieval during the training.
6. Review audio from Family Reunion 2015 on this particular topic to gain further instructor insight on the content.

Solo Agent to Solo Plus First Assistant through 4th Level

7. Ensure the room is set up properly (i.e., tables and chairs are arranged to maximize interaction, projectors do not block participants' lines of sight, flip charts are convenient to you and visible to participants, etc.).
8. Test the equipment.

## During the Training Event

1. Arrive early. Give yourself plenty of time to get organized.
2. Circulate the Attendance Sign-in Sheet and be sure all participants sign-in.
3. Start on time and stay on track. Keep exercises within their time limits. End discussions when they cease to be productive. Lead participants away from digressions and tangents and back to the lesson.
4. If there are activities in the training, mentor participants during the activities. Walk among groups in class as they work on their activities, and answer questions and offer guidance as appropriate. Ensure participants are on track as they work. Give constructive feedback during the presentations and discussions.
5. Review Questions: Review the content of each lesson throughout the course to reinforce the learning outcomes for that lesson and to connect to upcoming material. As a general rule, review or discussion questions should be asked every 6–8 slides. Avoid YES or NO questions; use open-ended questions to draw participants into the material. Make sure all questions directly relate to and support the learning outcomes.
6. Cover the ground rules quickly with the class prior to starting the presentation.
  - a. Participate fully
  - b. Share responsibility for learning
  - c. Listen when others talk
  - d. Respect the opinions and attitudes of others
  - e. Turn off cell phones
7. Lesson Outcomes: At the beginning of each lesson, review that lesson's outcomes. Make sure participants are fully aware of the topics to be addressed in the lesson. At the end of each lesson, review the outcomes once again using review questions or an activity/exercise to ensure the outcomes were met.

## After the Training Event

Have participants complete a Course Evaluation. Online course evaluations can be found at [kwueval.com](http://kwueval.com).



# Solo Agent to Solo Plus First Assistant through 4th Level

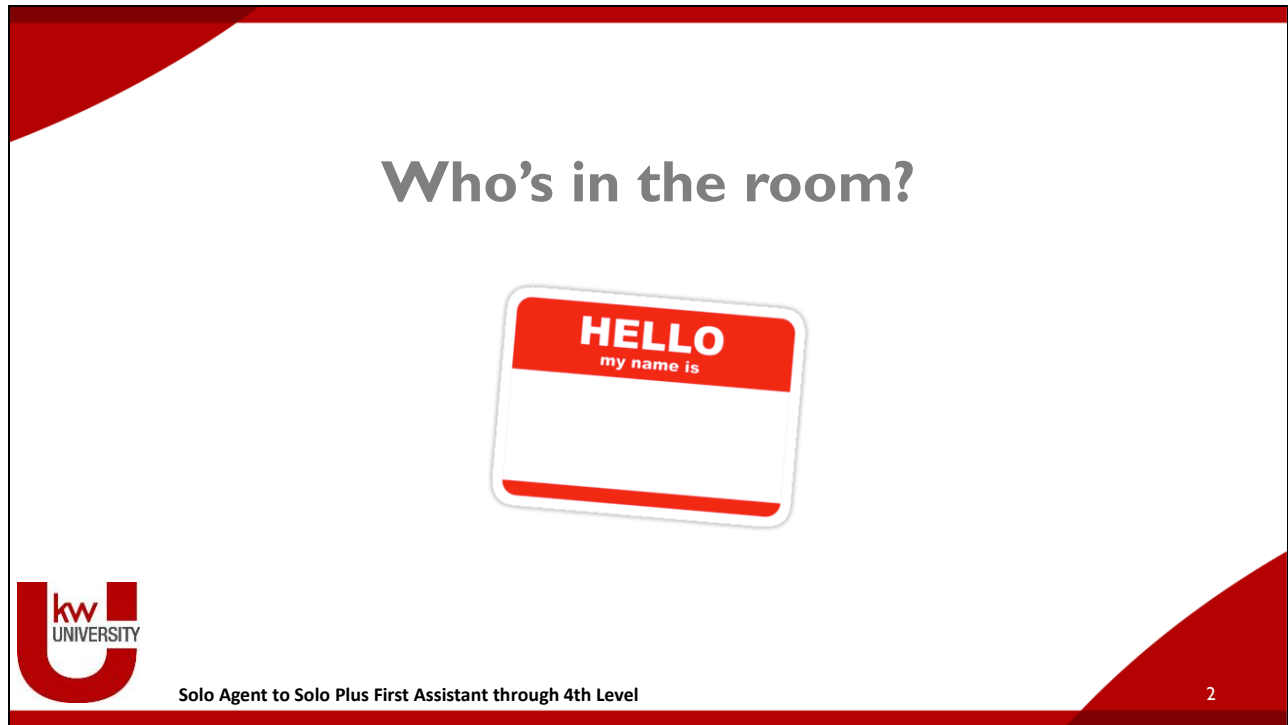
Learn how to successfully bring on an assistant, grow your team, manage the transition, and watch your business flourish.



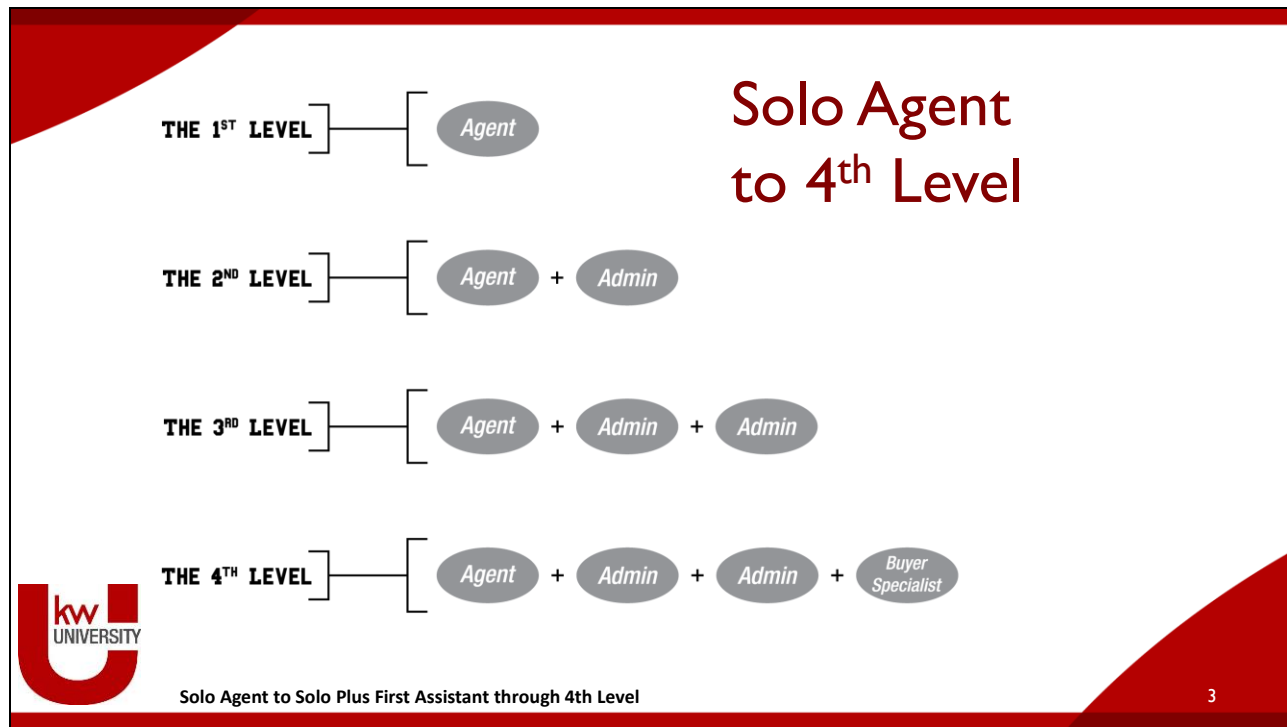
Solo Agent to Solo Plus First Assistant through 4th Level

Introduce the course – Solo Agent to Solo Plus First Assistant through 4th Level

In this course you will learn how to successfully bring on an assistant, grow your team, manage the transition, and watch your business flourish.

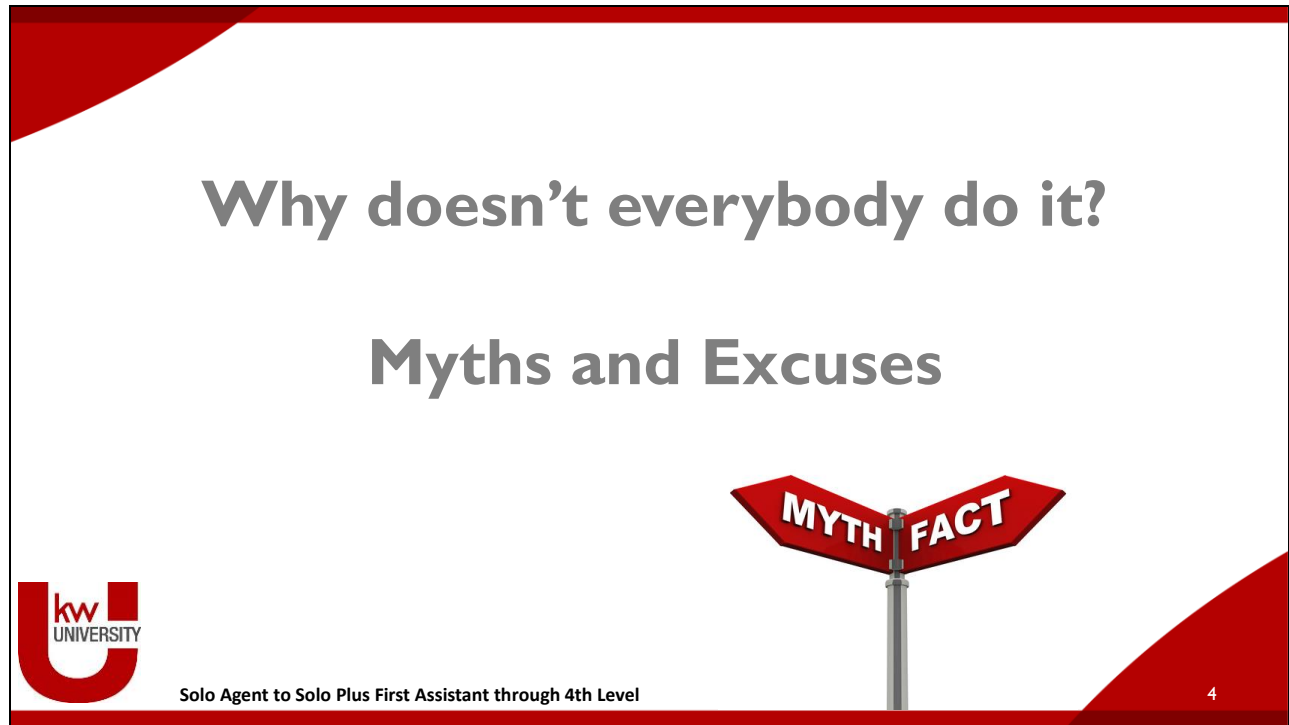


- Raise your hand if you are:
- An Individual/Sole Agent... working strictly by yourself
- An Agent working with 1 assistant
- An Agent that's progressed to hiring a BA or SA
- A valuable Teammate – either admin or a salesperson working on a team?





Here are the first four levels of business development as outlined in The Millionaire Real Estate Agent.

In the course today, we will discuss how to move from the 1<sup>st</sup> level to the 4<sup>th</sup> level and beyond. We will also discuss the benefits of moving from solo agent to the 4<sup>th</sup> level and beyond.



**Why doesn't everybody do it?**

**Myths and Excuses**

Solo Agent to Solo Plus First Assistant through 4th Level

4


**1<sup>st</sup> Level: Become a Success Yourself**

- Part Time vs. Full Time?
- Structure / Discipline / Consistent Schedule
- Education / Involvement / Participation
- Understand The Four Models of MREA



**Myth**  
I'm doing fine on my own.

**Truth**  
You will hit a ceiling.  
There are only 24 hours in a day.  
Nobody is great at doing everything.

 Solo Agent to Solo Plus First Assistant through 4th Level 5

There's nothing wrong with working on your own, and you can have a great career and make good income.

If you are in this session today, it's because you are looking to do more.

The slide features a red header and footer. The main content area is white with a red diagonal stripe in the top-left corner. The title is in a large, grey, sans-serif font. Below the title is a bulleted list of five points. In the bottom-left corner is the Keller Williams University logo, which consists of a red 'U' with 'kw' and 'UNIVERSITY' inside it. In the bottom-right corner is a small red circle with the number '6' inside it.

## “I’m doing fine on my own ...”

- You like doing administrative work.
- You only want to do what you can personally handle yourself.
- You like to be in control of everything.
- You don’t like taking a break or a vacation.
- You don’t want to earn more than what one person can handle.

**kw**  
UNIVERSITY

Solo Agent to Solo Plus First Assistant through 4th Level

6

**Ask:**

So, how many of you feel that you are doing fine on your own?

**Action:**

Click through bullet points

**Ask:**

How many of the bullet points do you agree with? Who does not like taking vacations? Who does not want to earn more?

Solo Agent	With a Team
• Use all your time	• Free up time
• Limited profit	• Unlimited profit
• You focus on every aspect of the business	• You focus on sales and growth
• Declining customer service	• Increased customer service
• No time to build your business	• Time to build your business
• Stress and risk of burnout	• Stability and longevity



Solo Agent to Solo Plus First Assistant through 4th Level

7

To review, building a team will, amongst other things:

- Save you time.
- Generate more profit.
- Improve your customer service.

Do you like free time, better customer service, and profit? Let's take a moment to practice what Mo Anderson says, "Say Profit like you love it!"


**Activity:**

Have the participants say "profit" like you love it a few times. Recommend profit to those sitting around you.

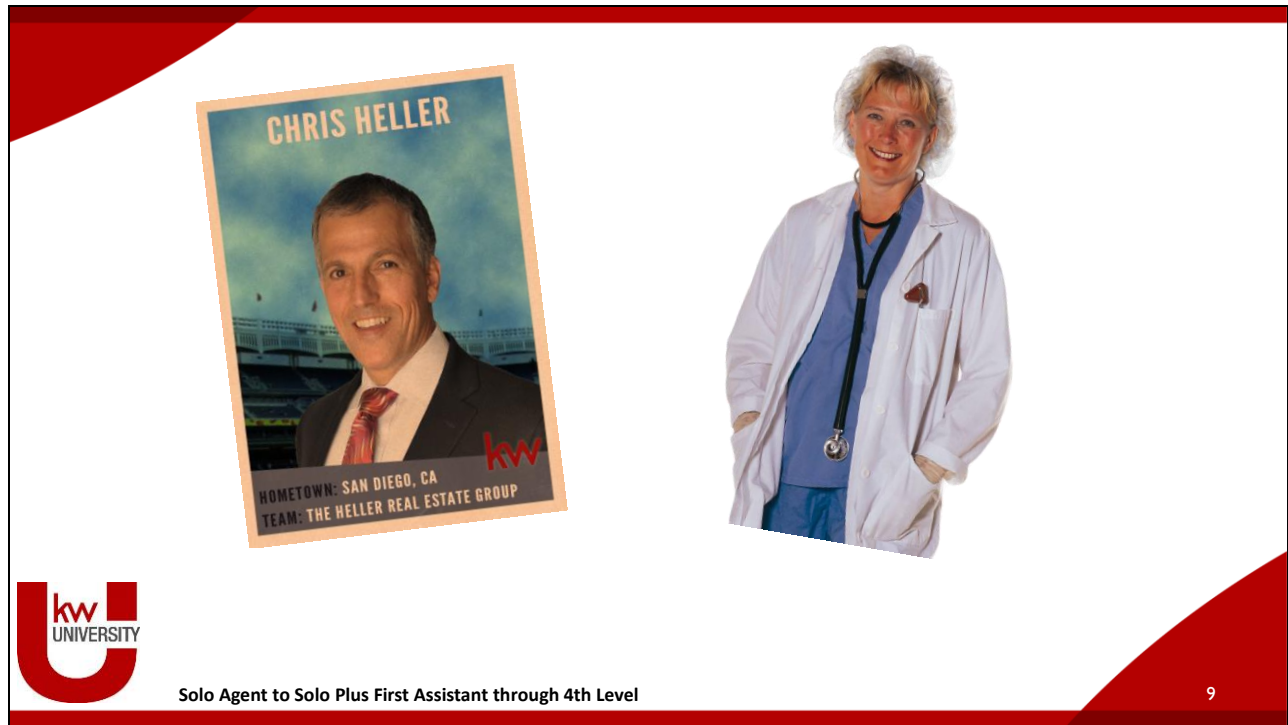
**Instructor:** This is a good time to take any questions you have about the Team Vision?

Myth
My customers won't like it.

Truth
The opposite is true. Your customers will like working with a specialized team.

 Solo Agent to Solo Plus First Assistant through 4th Level 8

There's nothing wrong with working on your own, and you can have a great career and make good income.  
If you are in this session today, it's because you are looking to do more.



Chris Heller says:

Consider a Doctor working solo.

Then the Doctor got an office and was able to do more business and help more people.

Then the Doctor hired a nurse and was able to do more business and help many people.

Then the Doctor hired a receptionist, then a lab tech, etc., and was able to do much more business and help many more people.

“If the Doctor was doing all of those tasks by herself, how effective would the Doctor be?” – Chris Heller, KW Worldwide

**Myth**

I can't possibly hire anyone until  
I have better systems in place.

**Truth**

Systemization and organization  
are not your strengths.

**kw**  
UNIVERSITY

Solo Agent to Solo Plus First Assistant through 4th Level

10

It has been noted, that generally, Salespeople are not particularly talented at creating and implementing systems.

Why not hire someone that has this strength?

Even the most successful salespeople have their weaknesses.

You do need to be aware of, and open about, your weaknesses. When you know where you'll need support, you can build your team accordingly. Don't hire people who are just like you. Instead, bring in people who complement your skills by excelling where you struggle. If you fail to do this, you'll end up spending a lot of your time working in your weak areas, experiencing a ton of stress in day-to-day operations as a result.

- Reference (<http://www.entrepreneur.com/article/236303>)

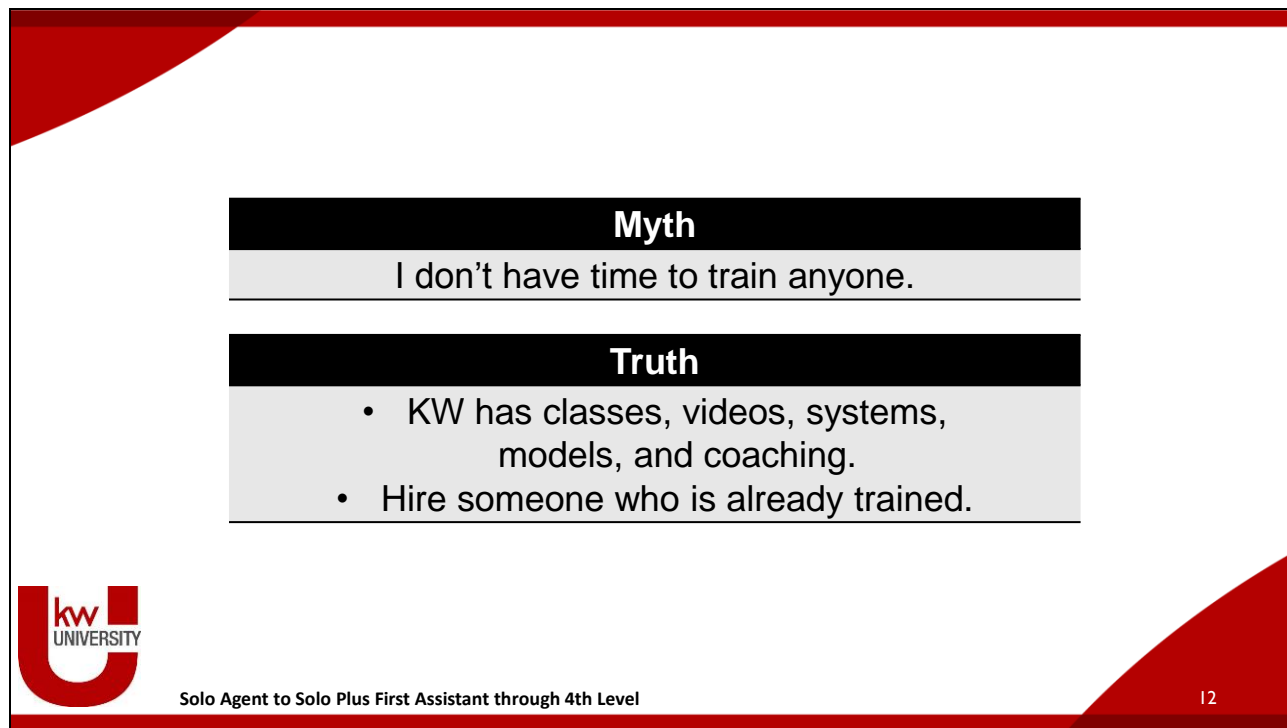
“The best way to put systems in place is to hire a person with the skills to document and later implement your systems ... hiring a person, specifically administrative help, comes before the full development of systems and tools.”



Solo Agent to Solo Plus First Assistant through 4th Level


11

- - *The Millionaire Real Estate Agent*, p. 160



Myth
I don't have time to train anyone.

Truth
<ul style="list-style-type: none"><li>• KW has classes, videos, systems, models, and coaching.</li><li>• Hire someone who is already trained.</li></ul>

 Solo Agent to Solo Plus First Assistant through 4th Level 12

Training helps you get the most of the investment you have made in recruiting and hiring.

You will get the best results from people if you do two things: train and consult them.

Check out the offerings for KWU.

**Reference:**  
MREA pg. 164

Other opportunities to grow yourself (and your team members) will include:

- Keller Williams University (Six Personal Perspectives, Profit Sharing, Quantum Leap, Lead Generation, and many more. Visit [mykw.kw.com](http://mykw.kw.com) and explore under the “education” tab to learn more)
- KW Events (Family Reunion, Master Minds, Mega Camp, RED Day)

**Ask:** Who attends these classes and events? What other courses and training opportunities can you think of for yourself and your new team mates? (Answers should include KW books, events, growth calls, community pages on Facebook, etc.)

**Future Action Item:** Compile a list of ideas for training and events that you might leverage.





**Myth**

My clients will only work with me.

**Truth**

Your clients aren't loyal to you, they are loyal to the standards you represent.

 Solo Agent to Solo Plus First Assistant through 4th Level 13


- There's nothing wrong with working on your own, and you can have a great career and make good income.
- If you are in this session today, it's because you are looking to do more.

**Myth**

It would take too much time and effort,  
and I will lose my freedom.

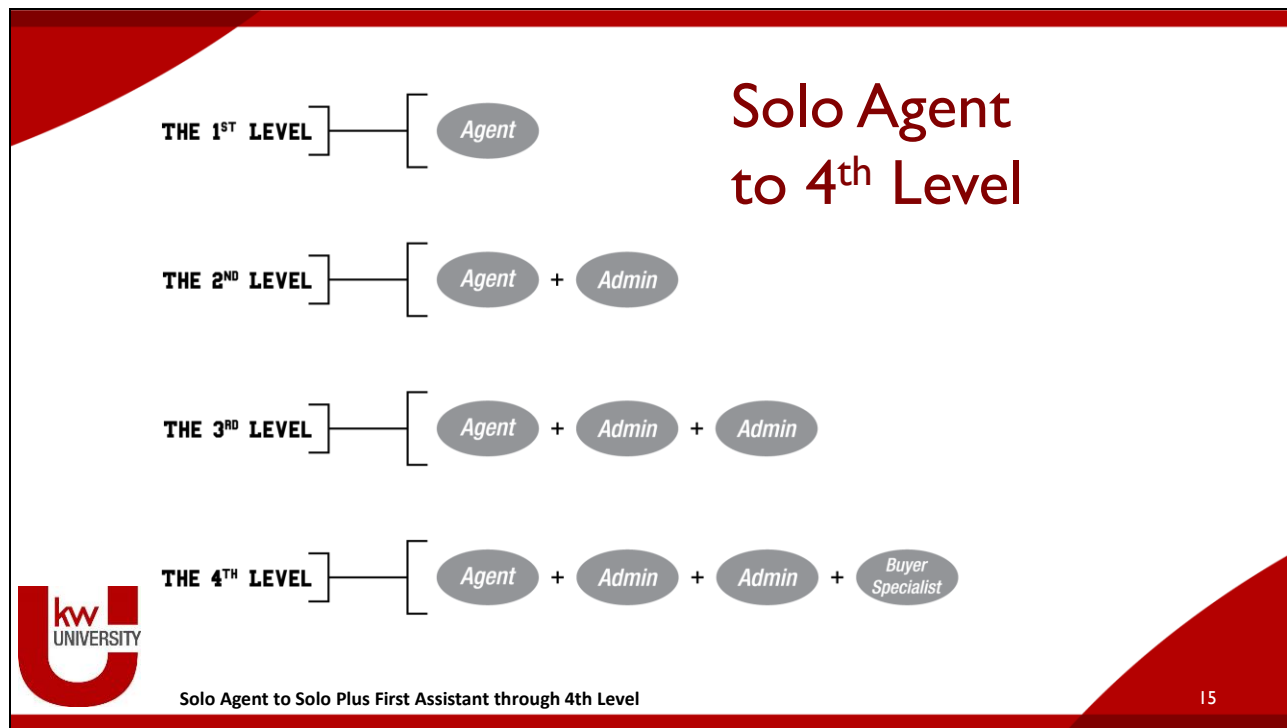
**Truth**

You will actually gain freedom and flexibility.

 Solo Agent to Solo Plus First Assistant through 4th Level 14

It would take too much time and effort. I would lose my freedom.

- Time and effort are not the deciding factors in success.
- Effective planning and execution are more important than time or effort. You will gain freedom, as well as other advantages.



Now that we have discussed some of the myths, you can see the importance of a team.

- As with all KW models, this model was built upon the experience of many great agents that came before you.

## 1st Level – Become a Success Yourself

- Part Time vs. Full Time?
- Structure / Discipline / Consistent Schedule
- Education / Involvement / Participation
- Understand the Four Models of the MREA

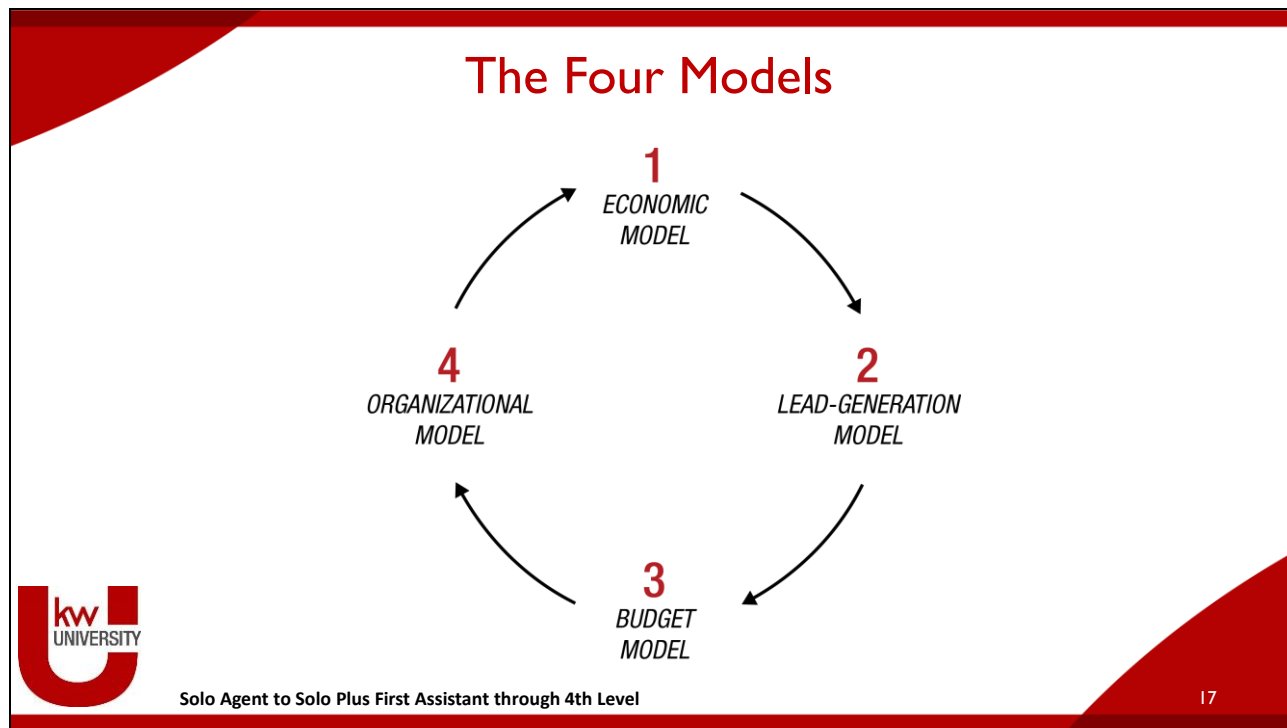


Solo Agent to Solo Plus First Assistant through 4th Level

16

### 1<sup>st</sup> Level: Become A Success Yourself

- Part Time vs. Full Time?
- Structure / Discipline / Consistent Schedule
- Education / Involvement / Participation
- Understand The Four Models of MREA



- The Economic Model
- The Lead Generation Model
- The Budget Model
- The Organizational Model


We'll review each very briefly, looking at the key features of each.

MREA pg. 128

## I. Economic Model

**Keys:**

- Know what numbers you must hit.
- Focus on appointments.
- Focus on conversions.



Solo Agent to Solo Plus First Assistant through 4th Level

18

- Do you know what numbers you must hit and are you hitting them?
- Are you getting enough prequalified seller appointments?
- Are you improving your key conversion rates of lead-to-appointment and appointment-to-contract?

**For discussion:** For instance, if your conversion rate of appointments to contracts is 75%, and you are building to 40 units:

- What is your goal for units this year? \_\_\_\_\_ (example: 40)
- Your conversion rate of appointments to contracts? \_\_\_\_\_ (example: 75%)
- Appointments needed to achieve your goal? \_\_\_\_\_ (example: 54)

MREA PG. 129

## 2. Lead-Generation Model

### Keys:

- Prospect and market.
- Set up a database and systematically market to it.
- Focus on seller listings taken.



Solo Agent to Solo Plus First Assistant through 4th Level

19

- Are you committed to prospecting and marketing, and are you generating enough leads? What is “enough” leads?
- Do you feed and touch your database regularly? Is your database being optimized?
- Are you focused on seller listings? What are you doing with your buyer leads?
- MREA pg. 133

### 3. Budget Model

**Keys:**

- Lead with revenue.
- Play “red light, green light.”
- Stick to the budget.



Solo Agent to Solo Plus First Assistant through 4th Level

20

- Are you leading with revenue?
- Are you effectively planning and executing the correct timing for growing your team?
- Are you sticking to your budget and business plan?
- Are you watching your percentages, like payroll, to watch that they don't get out of alignment with your over-all budget?
- MREA pg. 152



## 4. Organizational Model

- Keys:
  - When doing all you can, hire administrative help.
  - Your first hire is administrative.
  - Your second hire is administrative.
  - Hold on to Commission Income as long as you can.




Solo Agent to Solo Plus First Assistant through 4th Level

21

- Start with Administrative Help.
- Hold on to the Commission-Income for as long as possible.
- MREA pg. 158

2nd Level

- **Administrative Assistant first!**


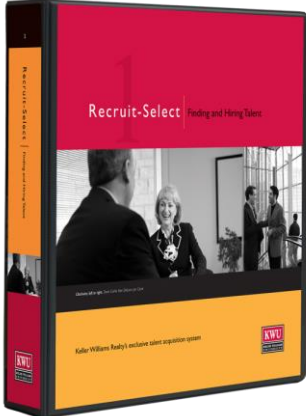
 Solo Agent to Solo Plus First Assistant through 4th Level 22

**Discuss:** Why Admin? Why not a Buyer Assistant first? Or, since listings are so important, why not another listing agent first?

- Salespeople aren't typically talented at creating and implementing systems, or identifying and employing the proper tools for your business.
- Hiring an administrator allows the agent to focus on more dollar-productive sales activities such as lead generation and listing appointments.

## Prepare Yourself

- Mega Recruit-Select



Solo Agent to Solo Plus First Assistant through 4th Level

23

RSTLM is a must-have course in order to build a team in the best possible manner.

- How many of you have taken Recruit-Select-Train-Lead-Motivate?
- How many of you have taken it more than once?
- How many of you have taken it 10 times or more?
- Do you know how many times KW Leadership recommends you take RS? (10+)
- What are the features of Recruit-Select that you've found to be the most valuable?
- The features that you find most challenging? (Three deep?) Does it really matter? (Yes!)

**Instructor:** (Refer to features of RSTLM i.e. description, JAR, and 100-day plans)

- Too few agents take RS, or take it only once. Only about half as many agents continue on to take Action Train, Lead, Motivate.

Check with your region about RSTLM dates for KWRI in Austin.

## Hiring

DO	DON'T
• Plan ahead	• Hire on the spot
• Go three deep	• Fail to check references
• Validate DISC/AVA	• Hire without DISC or AVA
• Communicate openly	• Hold back any concerns
• Hire for gain	• Hire out of pain



Solo Agent to Solo Plus First Assistant through 4th Level


24

Here are some more hiring Do's and Don'ts:

<u>Do</u>	<u>Don't</u>
Plan ahead.....	Hire on the spot
Go three deep! .....	Fail to check references
Validate DISC/AVA.....	Hire without DISC/AVA
Communicate openly.....	Hold back any concerns
Hire for gain.....	Hire out of pain

## Prepare to Pay

- Compensation




Solo Agent to Solo Plus First Assistant through 4th Level

25

- ADMIN: Salary (S/C profile wants stability)
- Accordion-Style with bonuses if possible
- BUYER SPECIALIST:
- Commission of 25-50%.
- Most talented Buyer's Specialists appreciate the leadership, structure and support they get from the team.
- In general you will want to have some combination of base salary, performance bonuses, and/or per transaction fees. For an Admin, for instance, a \$20,000 base salary with production bonuses. Or for a Buyer Specialist perhaps a straight commission of 25-50%. Many rainmakers are training talented Buyer's Specialists that are happy to make a lower commission because of the good leads and systems they get from the team.
- You are primarily doing two things at the same time: (**Tell:** Fill in these blanks in your workbook on page 31.)
- Keeping overhead low.
- Creating a good pay situation for talent.

## 2<sup>nd</sup> Level Job Description

- Lead generation systems execution
- Communication systems
- Financial systems
- Staff oversight



Solo Agent to Solo Plus First Assistant through 4th Level

26

This is the basic job description from *The Millionaire Real Estate Agent* for Administrative Manager:

- Lead generation and systems execution
- Communication systems
- Financial systems
- Oversee staff

**(Lead a discussion** on what else they might add to this description, if anything, to suit their particular business.)

- **Tell:** See Recruit-Select and Mega Recruit-Select for very thorough job descriptions for these roles.

# Why is an assistant so important?

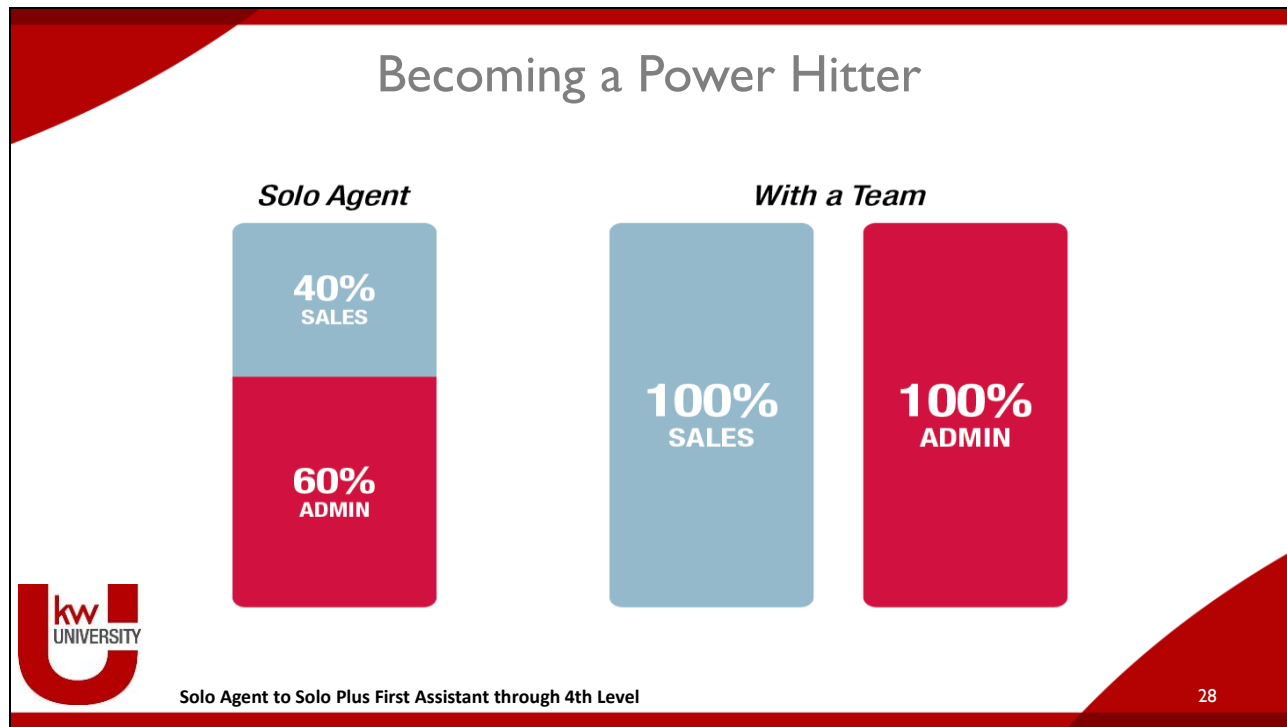
You cannot afford  
to be doing  
\$15/hour work!



Solo Agent to Solo Plus First Assistant through 4th Level

27

- How much do you do each week that you could pay someone \$10 – \$15/hour to do?
- putting signs up/down
- standing in line making copies of keys
- filling brochure box
- taking digital photos – making property fliers
- inputting new prospects into database
- running personal errands
- 
-



- The first diagram shows a typical solo agent's time.
- Research has shown an agent will spend:
- 40% of their time on INCOME PRODUCING ACTIVITY and 60% of their time on administrative duties.
- In a 40-hr week -- only 16 hrs/week on sales and marketing! Only 2 days of productivity.
- With a trained assistant you'll gain 24 more hours to devote to sales, marketing, and building business... that's 3 more days!
- What is your level of customer service when you are doing everything at capacity.. Doing everything yourself?

The results are improved customer service AND a 150% increase in sales time.



*With three more days of  
sales per week, how much more  
would you sell?*

**M   T   W   Th   Fr**



Solo Agent to Solo Plus First Assistant through 4th Level

29

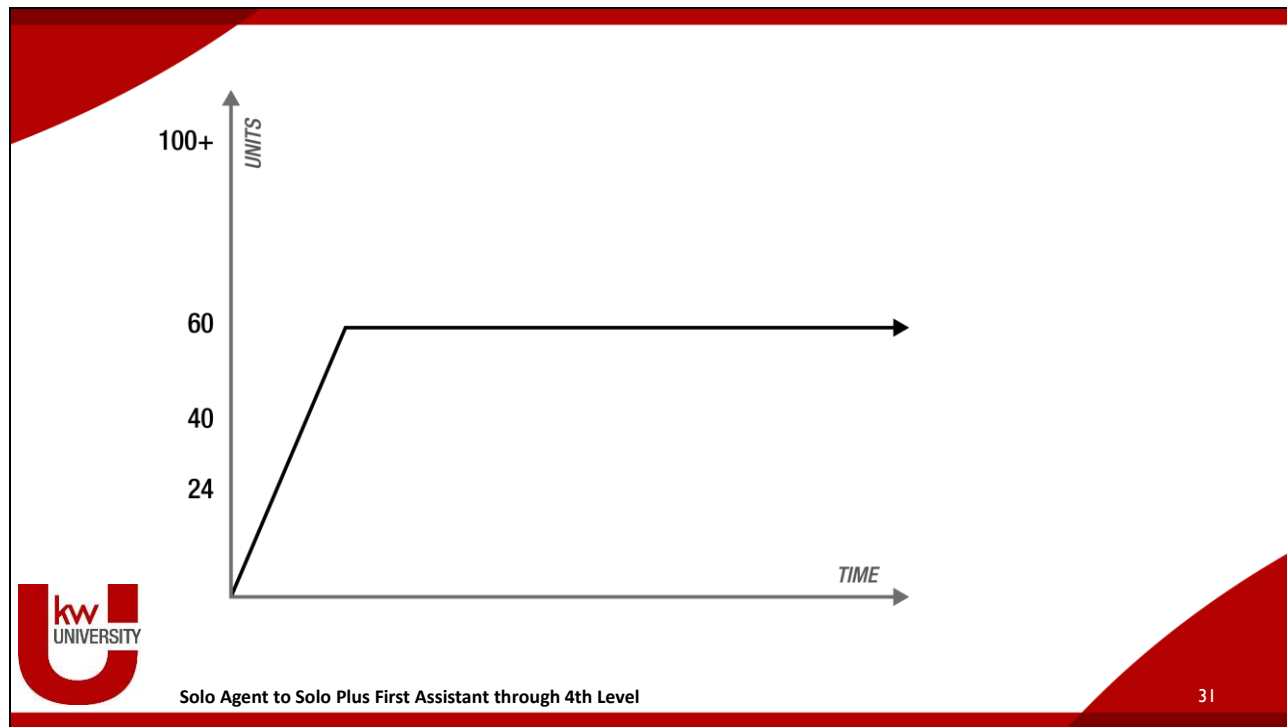
“You don’t have enough arms and legs to do everything all the time. In fact, at some point, everyone should aspire to have assistance just to avoid burning out. And the leverage that hiring someone can bring to your business is the fastest, surest way to continue up the path to becoming a Millionaire Real Estate Agent.”



Solo Agent to Solo Plus First Assistant through 4th Level

30

- *The Millionaire Real Estate Agent*, pp. 158-159



The left axis is number of closed units. The bottom axis is time.

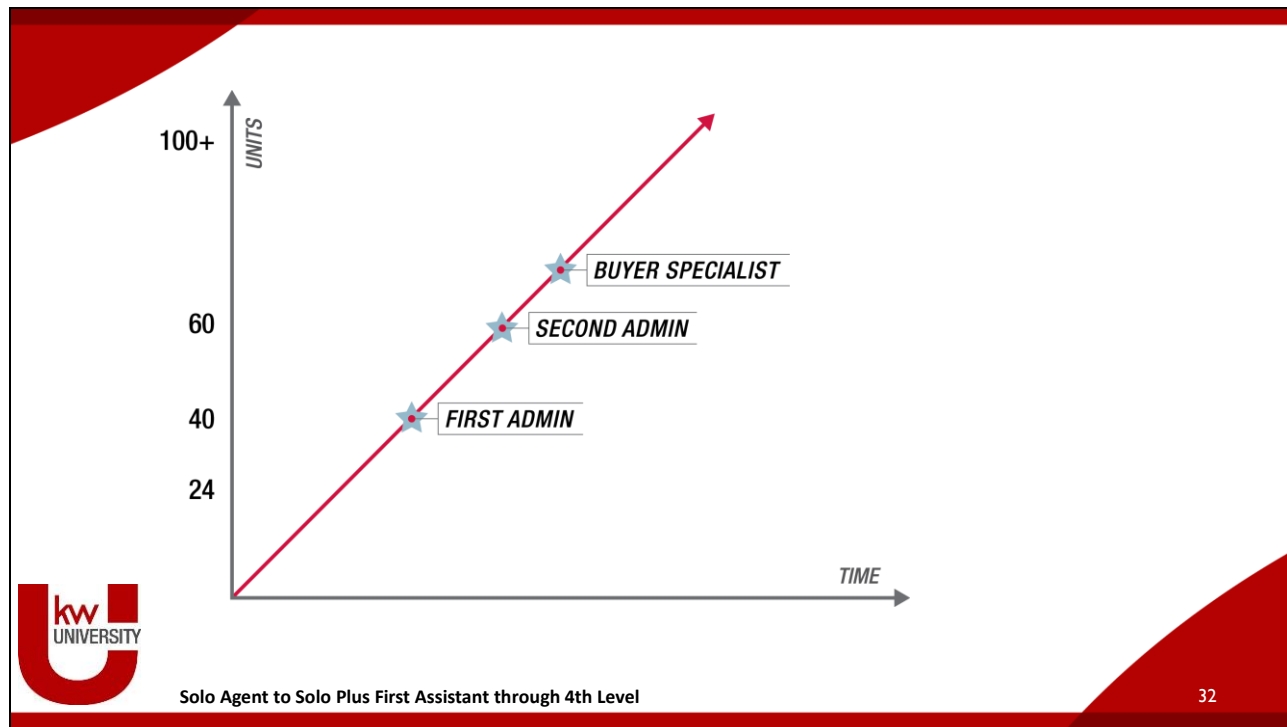
On the left axis you can see the range for triggering your first hire, 24-32 units.

The range is because some markets have more complicated contracts, multiple lenders, etc, so the agent's capacity varies. In those markets, 24 contracts would be as much work time as many more contracts in a simpler market.

In a market with simple contracts, 32-40 units would be more appropriate for triggering a first hire. 40 is the unit number MAPS Coaching recommends as the trigger for its clients.

The black line represents a gung-ho agent that shot straight up to their personal capacity limits of production.

- They shot right past their trigger point for launching their team.
- They are too occupied to work on their business.
- They are at risk of burn-out.
- Their customer service is declining.



The Red line agent prepared to build a business as they grew and launched their team on target. They don't have the ceiling of achievement that the black line agent has. They have no ceiling of achievement at all if they continue to build their business according to their business plan. As they add their second admin and a Buyer Specialist or Showing Assistant the team can produce more than 100 units per year.

- They make much more money.
- They have a much better, specialized job.
- They are on a team of specialists.
- They have business profit not only pay.
- They have the stability of a business not just self-employment.
- Perhaps most importantly, their customer service is much stronger than the pressured black line agent.
- Their business grew when it was ready to grow.
- Remember this phrase: 'Don't hire out of pain. Hire for gain.'

“If you kick the person in the pants who caused all your problems, you’d never be able to sit down.”



Solo Agent to Solo Plus First Assistant through 4th Level

33

- Dianna Kokoszka, CEO, KW MAPS Coaching

## Where to Find Talent – First Admin

- Ads
- Allied resources
- Job websites
- Temporary employment agencies
- Permanent employment agencies
- Other agents in your marketplace
- Real estate schools



Solo Agent to Solo Plus First Assistant through 4th Level

34

- MREA 204

## KW MAPS Group Coaching

- The Perfect Real Estate Assistant
- The Graduate Perfect Real Estate Assistant



Solo Agent to Solo Plus First Assistant through 4th Level

35

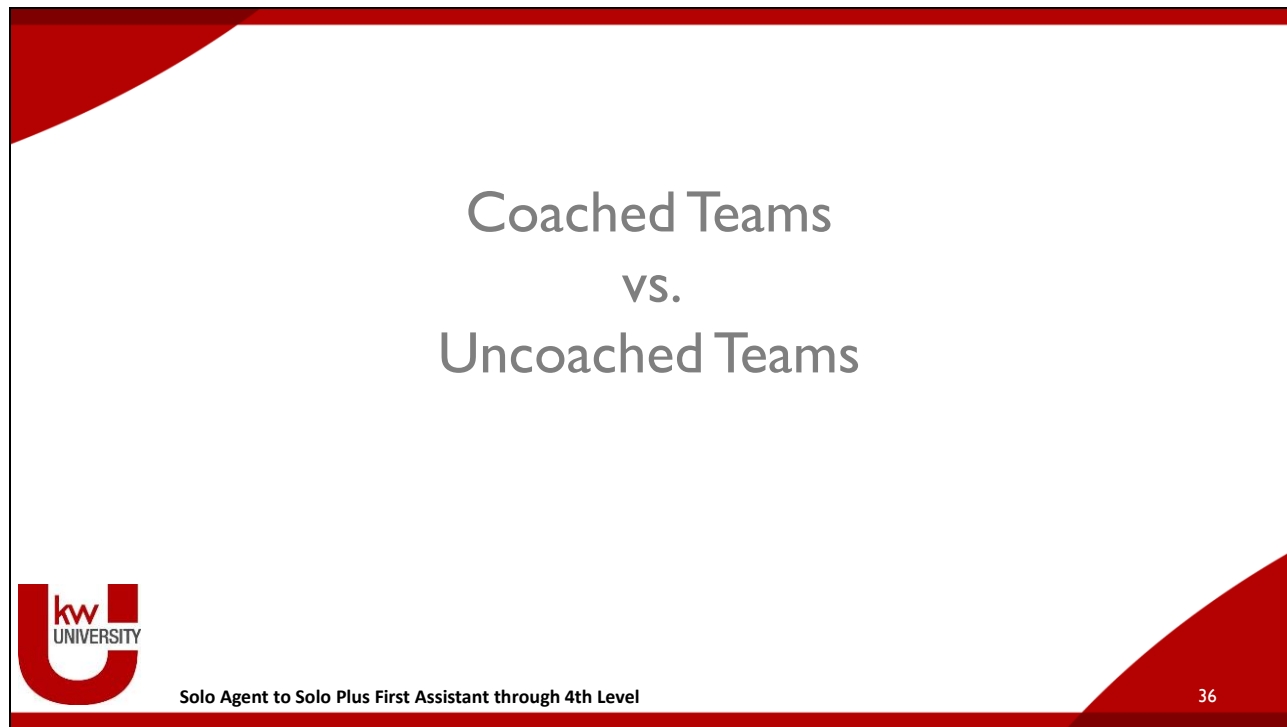
MAPS Monica Reynolds' "The Perfect Real Estate Assistant" program:

- For agents and their administrative hires
- Includes scripts, checklists, customer service letters, job descriptions, more
- A complete office procedure manual
- Detailed job descriptions and work schedules
- Lead generation systems
- 6 month program, very affordable

"The Graduate Perfect Real Estate Assistant" program:

- Collaborate with other great assistants from around the country
- Work specifically on an office policy and procedures manual one chapter at a time
- Develop an organizational chart
- In-depth accountability systems
- 6 month program, very affordable

And of course Mastery Coaching is how the agent can best build and execute their business plan.



**Tell:** Fill in the blanks in your workbook on page 47.

In general, coached teams have:

- More production
- Fewer people
- Less stress
- More dependable growth

Don't forget that now that you have a team you will be paying extra attention to retention and culture as well as skill training. To grow a great team you will need all of these things. Coaching helps you to stay in touch with retention and culture and the assets available to you for training your hires (classes, books, MAPS Programs, etc).

**Instructor:** This is a good time to take any questions you may have about growing your 2<sup>nd</sup> Level team?



“The idea is eventually to reach a point where you are wholly focused on lead generation, listing, and selling while your administrative team handles everything else in your business. Only after reaching that point, when you find you have more sales-oriented work than you can handle alone, do you add staff for sales.”



Solo Agent to Solo Plus First Assistant through 4th Level

37

- *The Millionaire Real Estate Agent*, p. 198

## 3rd Level Job Description

- Second administrative assistant (Transaction Coordinator)
  - Contract to close
  - Select and manage vendors
  - Client communication
  - Manage a runner or take care of physical tasks outside the office



Solo Agent to Solo Plus First Assistant through 4th Level

38

You'll be using the same RS techniques you used before, applied to these roles and job descriptions.

Two ideas for the 3d level position. First let's discuss the:

Second administrative assistant (Transaction Coordinator)

- Contract to close
- Select and manage vendors
- Client communication
- Manage a Runner or take care of physical tasks outside the office

## 3rd Level Job Description

### Lead Buyer Specialist

- Secure appointments
- Get buyer agreements Show and sell
- Weekly buyer calls
- Negotiate offers



Solo Agent to Solo Plus First Assistant through 4th Level

39

The second idea for the 3<sup>rd</sup> level position is:

#### Lead Buyer Specialist

- Secure appointments
- Get buyer agreements Show and sell
- Weekly buyer calls
- Negotiate offers

The buyer role could be a Showing Assistant. One way or another this role is to be leveraged for your buyer business.

**Discuss:** What are the merits of a Showing Assistant vs a Buyer Specialist? Which portions of this job description could a Showing Specialist achieve?

## 3rd Level – It Gets Easier

- First assistant can hire second one.
- First assistant can train second one.
- First assistant can manage second one.
- Systems are ready for volume.
- Lead generation volume can now go up!



Solo Agent to Solo Plus First Assistant through 4th Level

40

Additional benefits of adding to you team....

## 4th Level

- Showing Agent / Buyer Agent (SA / BA)



Solo Agent to Solo Plus First Assistant through 4th Level

41

## Showing Agent

- YOU secure the lead / appointment.
- YOU conduct buyer consultation / obtain agreement.
- SHOWING AGENT shows properties.
- YOU write offer / negotiate.
- Staff oversees transaction.



Solo Agent to Solo Plus First Assistant through 4th Level

42

## Compensation – Showing Agent

- Hourly rate plus bonus per closing
- 10%–25% commission



Solo Agent to Solo Plus First Assistant through 4th Level

43

## Buyer Agent

- Buyer agent secures the lead / appointment.
- Buyer agent conducts consultation / obtains agreement.
- BA or SA shows properties.
- Buyer agent writes offer / negotiates.
- Staff oversees transaction.



Solo Agent to Solo Plus First Assistant through 4th Level

44



## Compensation – Buyer Agent

- 25%–50%\* Commission

\* Fewer rainmakers are paying 50% unless it's a Lead Buyer Agent who oversees others.



Solo Agent to Solo Plus First Assistant through 4th Level

45

Gary Keller recommends you start with a  
Showing Agent, until they earn the right to be a  
Buyer Agent.



Solo Agent to Solo Plus First Assistant through 4th Level

46

## Buyer Specialist Questions

- Availability for days/evenings/weekends?
- Prepared for commissioned career?



Solo Agent to Solo Plus First Assistant through 4th Level

47

## 2nd, 3<sup>rd</sup>, and 4th Levels – How Will They Succeed?

- Training
- Consulting
- Accountability
- 100-day plans
- ROI check
- Coaching



Solo Agent to Solo Plus First Assistant through 4th Level

48

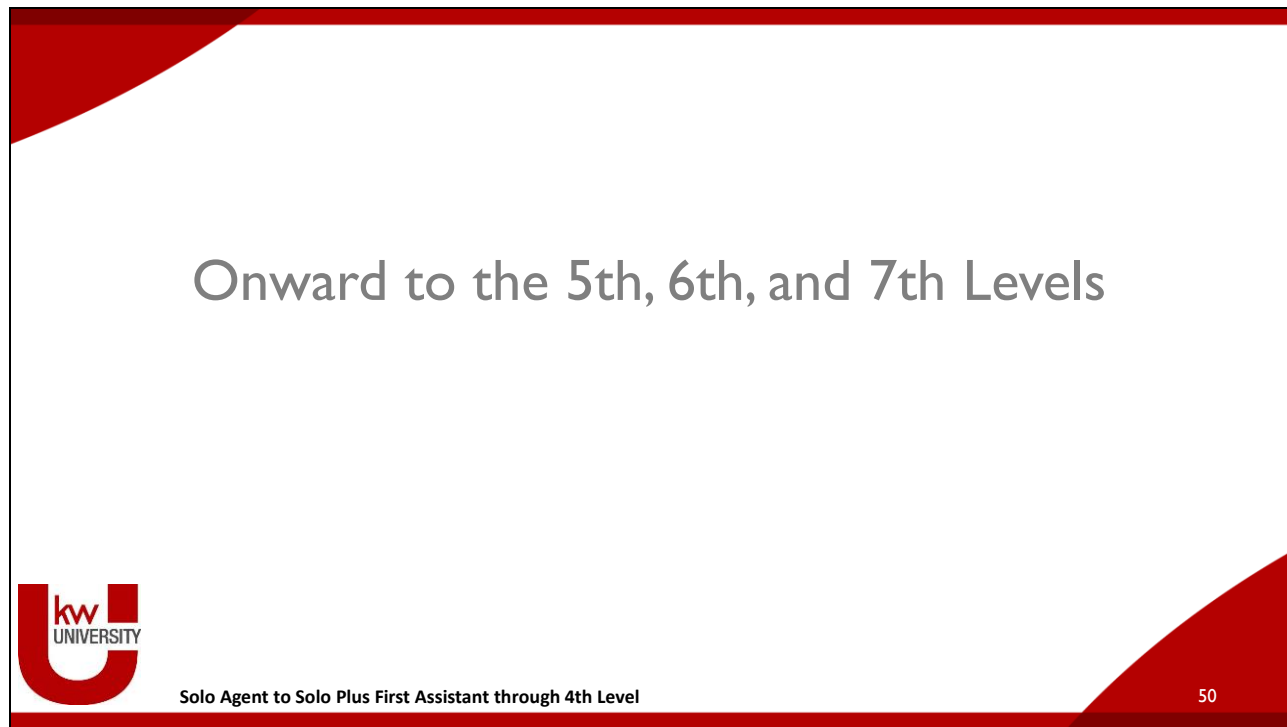
## How long will it take?

\*Base your growth on your business plan and production numbers, NOT dates.



Solo Agent to Solo Plus First Assistant through 4th Level

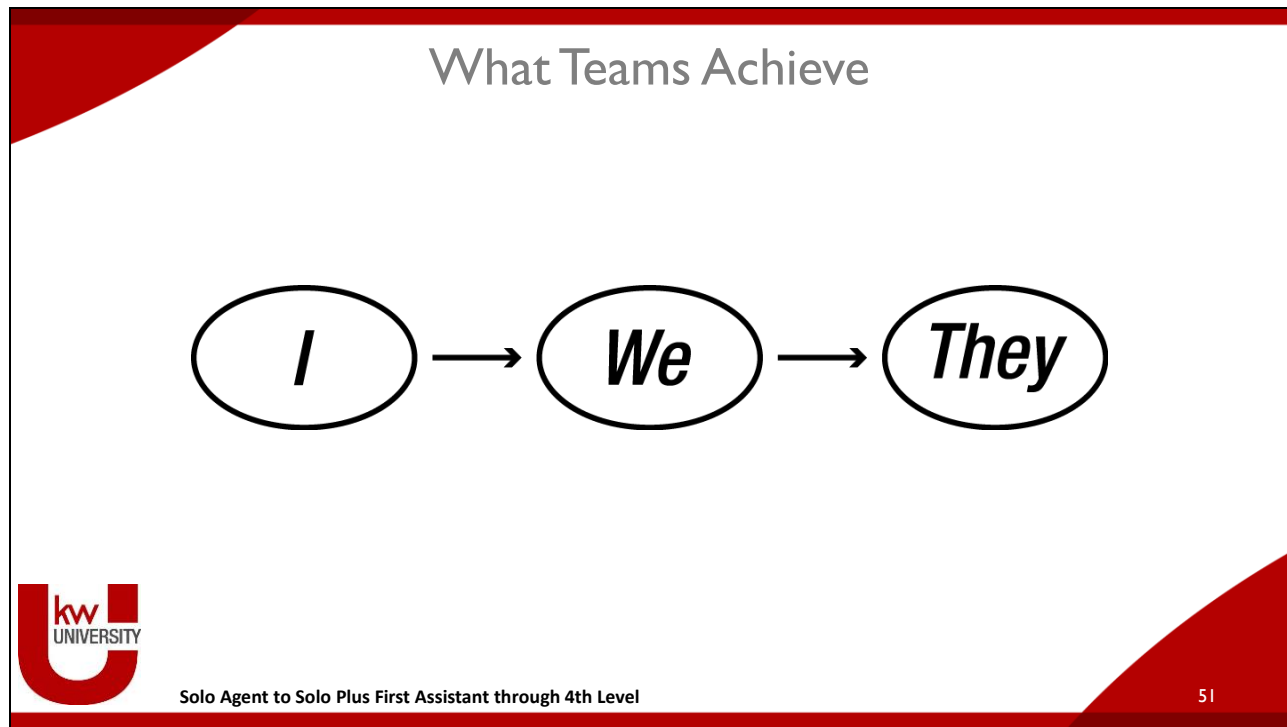
49



Once you have built a great 4<sup>th</sup> Level team you will have gained a great many skills in talent acquisition, training, delegation, and business operations. Like we said earlier, 4<sup>th</sup> Level can be quite a sweet spot, and it is reproducible. Your path onward to the 7<sup>th</sup> Level will use the same processes you leveraged to build your 4<sup>th</sup> Level team.

- Earn the right each step of the way.
- Build and follow your plan.
- Get coached, or at least mentored and with an accountability partner.
- Build incrementally, holding your business accountable for ROI and staying within the foundational models.
- Lead your team to great synergy, production, and culture.

**Discuss:** What a 7<sup>th</sup> Level team lifestyle looks like.



You will build your production as much as you can so that you lead with revenue to hire your first administrative assistant.

You started out doing everything yourself.

Then you will build your team with strategic, specialized positions that will create further opportunities for team synergy. You'll become "we."

Eventually your team mates are doing great things without you being involved. Now "they" are achieving great things on your behalf. They will create even more production and customer service. You will gain more control over your time.

## Team Opportunity

- Build a team or join a team



Solo Agent to Solo Plus First Assistant through 4th Level

52

Build a team or join a team:

- Teamwork divides the task and multiplies the success.
- Being a team mate gives you the opportunity to specialize.
- Instead of doing everything you can focus on your role and make more money. You achieve mastery sooner because you are spending more time on the most important activities over time.
- Team mates with successful mindsets create energy and help you and each other to grow.



# Questions




Solo Agent to Solo Plus First Assistant through 4th Level

53

## Action Plan

List at least ONE action you will take as a result of what you've learned.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



Solo Agent to Solo Plus First Assistant through 4th Level

Now that we have discussed this topic, it is time to take action!

**Activity:**

Write down three action items you are going to do when you leave this training.

Circle the ONE action that you are going to do first.

Create your plan to accomplish this ONE action item.

A presentation slide with a white background and red decorative corners. The text is centered and reads: "Thank You!" in a large, grey, sans-serif font. Below it, in a smaller black font, is "Please complete an **evaluation** for this session. Use any mobile device!". Underneath that is the website address "**www.kwueval.com.**". In the bottom left corner is the Keller Williams University logo, which consists of a large red 'U' with 'kw' and 'UNIVERSITY' inside it. To the right of the logo, the text "Solo Agent to Solo Plus First Assistant through 4th Level" is written in a small black font.

# Thank You!

Please complete an **evaluation** for this session.  
Use any mobile device!

**www.kwueval.com.**



Solo Agent to Solo Plus First Assistant through 4th Level

Thank you for attending. I hope you have learned how important this topic is for your business.

Please complete your evaluation: go to [kwueval.com](http://kwueval.com) to complete the evaluation.