

## The Eagentc New Market Center Quick Setup Guide to Keller Williams® Technology

Welcome to Keller Williams! Below are seven steps to jumpstart your Keller Williams® technology experience. Take a few minutes to read this document, and then dive in. We're always available at [support@kw.com](mailto:support@kw.com) if you need help.



### STEP 1 – Customer Care Setup and Orientation Email *Time Required: 10-15 minutes*

The KW Customer Care Coordinator will contact you by email within 24 hours of the formal announcement that your franchise is approved. This email will contain your Intranet login information, email account details, and well as important information on getting your Market Center up and running.

- Please be prepared to share the following information:
  - Personal contact information, email address and phone numbers;
  - Your Social Security Number, Tax ID (if applicable) and birth date; and
  - The name of your local Board of REALTORS® and/or Multiple Listings Service, so we can have your listings imported from REALTOR.com®.
- If you have not yet received this important message, please email the KW Customer Care Coordinator at [support@kw.com](mailto:support@kw.com), provide your name and Market Center locale, and request your New Operating Principal Orientation Email.

### STEP 2 – Downloading Your KW Email *Time Required: 15-20 minutes*

While some third party companies such as [www.mail2web.com](http://www.mail2web.com) offer free or inexpensive web-based email access, we recommend downloading your KW email to your work computer using Microsoft Outlook and Entourage (both packed with Microsoft Office) or their free email program Outlook Express.

1. To download Outlook Express, go to <http://www.microsoft.com/> and navigate to the Downloads section of the site.

2. From <http://www.microsoft.com/downloads/>, download and install the latest version of Internet Explorer, which comes with Outlook Express.
3. From there, simply follow the directions on the KW Online Help Desk at [http://help.kw.com/email\\_help.html](http://help.kw.com/email_help.html) for configuring the email client to download your KW email. Your KW email address and password are included in your New Operating Principal Orientation Email.

### STEP 3 – KW Market Center Web Site Set Up *Time Required: 15-20 minutes*

The KW Customer Care Coordinator will have created a basic Website for your new office. Take 15 minutes to convert this default Web site template to one of our full-featured Web site templates and add pertinent local information.

1. Start by going to [http://help.kw.com/website\\_setup\\_mc.html](http://help.kw.com/website_setup_mc.html) and printing a copy of the Market Center Web Site Set Up directions. We've found that these instructions are easier to follow on paper than from the screen.
2. Login to the KW Intranet at <http://intranet.kw.com/> using your Intranet Username and Password included in your New Operating Principal Orientation Email.
3. Then select the My Information tab from the top navigation bar and select My Office Website from the left-hand navigation.
4. Now you're ready to follow the KW Online Help Desk instructions.

### STEP 4 – Complete Your Intranet Roster *Time Required: 30-45 minutes*

Now that you have gotten started using our KW email and Intranet tools, you'll want to give all your core group members email and Intranet access, as well.

1. **Setup Email Accounts for Your Office Staff**
  - a. Keller Williams Associates are entitled to a KW email account. The sign up form is at [http://help.kw.com/email\\_request.html](http://help.kw.com/email_request.html). To complete the form, you'll need your Market

Center Number (e.g. Chicago Mid-America is MC# 103). If you are not sure, please ask Customer Care.

## 2. Setup Intranet Accounts

- a. Start by going to [to http://help.kw.com/intranet\\_roster\\_help.html](http://help.kw.com/intranet_roster_help.html) and printing a copy of the Intranet Roster Instructions.
  - b. Then, login to the KW Intranet at <http://intranet.kw.com/> using your Intranet Username and Password included in your New Operating Principal Orientation Email.
  - c. Then select the My Information tab from the top navigation bar and select Intranet Roster from the left-hand navigation.
  - d. Now you're ready to follow the KW Online Help Desk instructions and give all your associates KW Intranet Access.
3. Provide Eagentc Quick Setup Guides for Your Partners
- a. Eagentc Quick Setup Guides are available online at [http://help.kw.com/quick\\_setup.html](http://help.kw.com/quick_setup.html)

## STEP 5 – Your Course Curriculum with Keller Williams University Time Required: 15-20 minutes

Visit Keller Williams University (KWU) Online at <http://kwu.kw.com/> and visit the Degree Plan link on the left-hand menu. KWU is developing course curriculums appropriate for Agents, Mega Agents, MCAs, Team Leaders, and Owners of varying degrees of experience. As Operating Principal, try to familiarize yourself with all the course offerings so you and your core group can launch with all the knowledge you need.

We'd also encourage you to visit the Courses section and search for KWU courses scheduled in your area. No other company places as much emphasis on the personal development of their partners as Keller Williams. Take advantage of this award-winning resource for your own growth, to promote your partners careers, and, of course, for recruiting.

## STEP 6 – Start an E-Card Marketing Campaign Time Required: 20-30 minutes

With E-Cards you can send professionally designed email cards to your sphere of influence, prospective recruits, and potential clients. E-Cards also features two automated recruiting "Drip Campaigns" which send 12 cards over a designated period of time to your target audience. KW E-Cards can be found in the Marketing section of the KW Intranet.

We suggest you start your KW career by sending an E-Card announcing your new Market Center.

1. Visit the Online Help Desk again and print out the E-Cards directions at [http://help.kw.com/postcard\\_help.html](http://help.kw.com/postcard_help.html).
2. Then login to the KW Intranet at <http://intranet.kw.com/> using your Intranet Username and Password recorded on the cover of this document and click on the Marketing Tab.
3. E-Cards will be a selection on the left-hand menu.
4. Your first step will be to register and enter your email contacts into the E-Cards database.
5. Once completed, you'll be ready to send an E-Card or E-Card Drip Campaign.

When you're finished, take a couple of minutes to explore the other great resources in the Marketing section of the KW Intranet.

## STEP 7 – Enter Your Production Goals Online

Time Required: 45+ minutes

Goal Setting and Accountability are pivotal to the KW way of thinking. If you take 20 minutes to enter your goals into the KW Intranet, you'll be able to take advantage of consulting opportunities through your Region and KWRI. Once entered, you'll also be able to measure progress against your goals as our Intranet Reporting engine will give you detailed, periodic updates on your Market Center's production and earnings.

Here's how to get started:

- Start by contacting your Regional Director who will share with you the appropriate forecasting spreadsheets for your area. With these in hand, you'll be able to create your annual Recruiting, Production and Financial goals much more efficiently.
- Next, visit the Online Help Desk again and print instructions for entering your goals from [http://help.kw.com/webmore\\_mc.html](http://help.kw.com/webmore_mc.html) in the Goals and Reporting Section.
- Then login to the KW Intranet at <http://intranet.kw.com/> using your Intranet Username and Password recorded on the cover of this document and click on the *Goals Tab*. From the Goals section, you can initiate and enter the goals you created with the Excel Goal Setting Tool and submit the to the KW database for review by your Regional Director.

## At Your Leisure – Explore and Bookmark Key KW Sites

Time Required: As much time as you'd like....

Spend a little time visiting the following KW Web sites, which are choc full of helpful information. You can "bookmark" them in Intranet Explorer by clicking on the *Favorites* menu at the top of the page and selecting *Add to Favorites*. The next time you want to visit, you can simply open the *Favorites* menu and click on the appropriate KW Web site.

- **KW.com** – <http://www.kw.com/>
  - Our flagship Web site for featuring access to our company-wide listings, a directory of all our agents and offices, the latest press on Keller Williams, and information on home buying and selling.
- **KW Intranet** – <http://intranet.kw.com/>
  - Through this password-protected portal you can access your profit sharing information, edit your Intranet profile, input your annual production goals and track your progress against them, load listings directly to your Agent Web site, read the latest KW news and research, and access all our E-Cards and Marketing tools and resources.
- **KW Online Help Desk** – <http://help.kw.com/>
  - The Online Help Desk has instructions on everything from setting up KW email accounts to setting up Web sites. This is a site to bookmark and explore!
- **Keller Williams University** – <http://kwu.kw.com/>
  - KWU Online is a world-class online education Web site created for Keller Williams Associates. Register for classes online, download the latest free materials and tools, and much more. There is no better place to get a leg up on the competition.
- **KW Family Reunion** – <http://familyreunion.kw.com/>
  - Register online, get important updates on the latest Family Reunion news, find shared transportation, and reserve rooms.

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A digital version of this Quick Setup Guide can be found at [http://help.kw.com/quick\\_setup.html](http://help.kw.com/quick_setup.html)