

## *KELLER WILLIAMS EMPOWERS ITS PARTNERS THROUGH TECHNOLOGY*

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**Keller Williams**, an agent-focused franchise business model, has a unique "open book" financial management approach letting agents to know how well their office is doing by allowing them open views of the office management system which includes views to their own and office production.

The franchiser's **Web-based Management Of Real Estate (WebMORE)**, a new enterprise-class software solution lets agents view personal goals vs. actual performance, performance vs. historical, and current profit-sharing numbers (along with sales & listing data) from the Internet. Top executives normally see office performance numbers, but that is what Keller Williams believes agents are, treating them accordingly.

Dave Jenks, VP of Research & Development for Keller Williams, explains "We are a company that believes the agent controls the business. Research shows that consumers pick agents, not companies. The main reason they select an agent is based on past experience; referrals from friends, colleagues, and relatives; and their awareness of that agent's activity in their area.

"Every time an agent joins Keller Williams, they name a sponsor who referred them in," explains Dave Jenks, "The naming of the sponsor creates a partnership tree. You can build additional income by sponsoring people. We reward people for bringing profit in two ways - through the risk of ownership - anyone who owns a franchise needs to get return on investment and to the salespeople who are rewarded for growing the profit."

Monthly, Keller Williams posts office profits, less approved expenses, on the company's proprietary MORE system. Monthly profits are split about evenly between the franchise owner and the profit-sharing pool, which is then distributed among the agents according to the sponsorship levels. With WebMORE, agents view their sponsorship trees, knowing what every recruit produced, and analyzing their own production.

"They can see the profits to the broker and to each other," says Jenks. "This is empowering". Each office has a decision-making leadership group called the Agent Leadership Council (**ALC**). The ALC has a voice in creating and adjusting the economic model for their Market Center, whether buying a fancy new copier, or establishing new policies and procedures."

When agents have a stake in the success of the office, it creates three advantages to the business: 1. Impetus for growth, driving revenues 2. Cost control limiting expenses & raising profits 3. Agent empowerment.

"It just builds better business," says Michael Johnson, Regional Director, for the Mid-American Region. Please contact Michael at 773-883-5701, or [mjohnson@kw.com](mailto:mjohnson@kw.com), for additional information. All inquiries are guaranteed confidential.