

➔ Use this guide in your conversations with recruits and agents to educate and excite them about Command – Keller Williams' new end-to-end platform to grow their database, their pipeline and their market share.

01 What Is Command?

Simply put, Command is more than a CRM – it's a platform that puts you in control of your database, your business and your future. And, because Command was built hand-in-hand with agents, it's designed to be used by agents. By you.

COMMAND IS SIMPLE, SMART AND HUMAN.

It allows you to spend more time doing what you do best – having more conversations and building deeper relationships to earn more business.

02 Why was Command built?

The Problem

Rising technology costs make it challenging to build a scalable, profitable real estate business worth owning.

Traditional real estate technology isn't optimized for conversion because it is limited in how it uncovers potential clients in different stages of the real estate journey. It generates static data that leaves you guessing who to contact and when. In a word, it's inefficient.

Information around real estate – from listings to market data to agent service areas – is organized by ZIP code or arbitrary boundaries. This is not how real people search for real estate. They live in real communities and have intimate ties there. Real estate technology should acknowledge and embrace this.

The Solution


➔ Keller Williams technology is provided to all of our associates at no additional cost.

➔ Command identifies and prioritizes who to contact in your database and when so you're never out of touch and always top of mind. It allows you to better master follow-up and convert at a higher level.


➔ Information in Command – such as listings, clients and insights – is organized organically by neighborhood. This allows you to zero in on the community you serve, provide information that your clients want and own the conversation.

03 Command Applications


Command features unique business applications that allow you to manage any aspect of your real estate business – all in one place.

Opportunities  **Track your pipeline from lead to close and see the road ahead with real-time revenue projections that know where you are in the transaction so you have the best information about your cash flow.**


Opportunities empowers you to focus more on your client relationships and dollar-productive activities instead of tedious paperwork. It does this by streamlining the entire transaction – from lead, to close, to your next paycheck. Start by entering an opportunity, customizing it according to the way you do business, then organizing everything – like tax records, offers and contracts – in one location. Because everything is in one spot, you'll know exactly where each deal stands, be able to see how and when your revenue is coming in, and ensure timely payment from your market center.

SmartPlans  **Drag and drop your way to workflow and task automation.**

Save time and money by simplifying and automating the background tasks that take you away from doing what you do best – serving clients and selling more real estate. SmartPlans allow you to create and deploy customized workflows for any task you can think of – like drip marketing campaigns or listing checklists. This ensures that you spend less time working in your business and more time working on your business.

Tasks  **Forget juggling the reminder apps, notebooks and sticky notes. Organize all of your tasks directly within Command.**


Adding your tasks into Command allows you to turn your to-do list into action items. Create contact-specific tasks complete with relevant documents or links. You can even opt in for Kelle reminders to help keep you on top of your to-dos when you're on the go.

Listings  **Manage all of your listings in one place – from pre-listing to active to pending to sold.**

The next evolution of the KWLS, Listings is your end-to-end portal to enter the photos and details of each of your listings, syndicate them, stay on top of alerts and more. And, because your listings are organized by neighborhood – not MLS or ZIP code – you bring relevant, community-specific insights to every listing, giving you the competitive advantage.

Campaigns  **You don't have to be a marketing guru to create an effective campaign that converts across Facebook, Instagram, Google Ads, email, direct mail and more.**

Command allows you to easily create email and advertising campaigns in just 30 seconds using data generated in the Keller Cloud ecosystem. Enjoy greater insights into which campaigns are working, what they should cost, what your returns should be, and how to better stretch your marketing and advertising budget. Integrated fully with other Command applications, Campaigns allows you to accurately track your leads-turned-opportunities across all channels and obtain a mile-high view of your campaign performance – leaving no doubt you've hit the mark.

Designs  **Point, click and build beautiful, customized assets with real-time market data for email, social, print and beyond.**




Designs is a tool housed within Command that allows you to easily create personalized marketing materials from scratch or by leveraging over 1,000 professionally designed templates. Generic marketing that isn't localized or personalized is bound to get lost in the noise. Designs helps your brand stand out by pulling in local or individualized market data – sourced from one of the largest real estate data engines on the planet – so that one-to-many marketing becomes one-to-one.

Sites  **Instantly create real estate-specific webpages that automatically update and automate your lead capture.**

An effective digital lead capture strategy is something that every successful agent employs. With Command, this is simplified through Sites. Sites helps you build data-driven, eye-catching websites with an easy drag-and-drop interface for any business case – to promote your business, a new listing, open house or event, and to share neighborhood stats and more. These sites automatically update with hyperlocal data and seamlessly automate lead capture through their direct Command integration.

Contacts  **Manage your most important asset – your database.**

Contacts is where you can enter, manage, customize and work your database with simplicity and ease. Contacts can be added directly or through a simple voice command with Kelle, and all calls, texts, notes and other fields are synced automatically across all platforms. With Command, your database is as customized as you want it to be with individualized fields and segmented groups. Plus, Command identifies and prioritizes who to contact and when, so you're never out of touch and always top of mind.

- Referrals**  **Grow and manage your referral business with simplicity and transparency.**
Referrals allows you to tap into one of the largest, most-profitable real estate networks on the planet. Find trusted partners, negotiate and arrange specifics and keep tabs on exactly where in the transaction each referral is at all times. With Referrals, you'll always know where each referral deal stands.
- Groups**  **Create and discover communities within the KW network.**
Built on the framework of Connect, Groups takes online learning and collaboration to a whole new level. Quickly connect with fellow KW associates on the topics you are most interested in, ask questions and learn from others who have been there and done that. With Groups, you are just a few clicks away from some of the brightest minds in real estate.
- Chat**  **Collaborate in real time when you need immediate answers.**
Toggling between text, emails, Slack and other programs leaves you wondering where the answer to that specific question lives. With Chat, everything is at hand within Command. From checking in on the status of a transaction with a member of your team or pinging someone in your market center about an upcoming training, Chat gets you the information you need, when you need it – fast.

04 Keller Williams Technology

KW is driving the future of real estate, one innovation at a time. To understand its evolution into a tech company, we've created a comprehensive website for you to experience and share with anyone curious about KW.

See why our journey started, how everything works together, and the role our agents play in our tech's continued success.

technology.kw.com