

## LET'S GET YOUR BUSINESS STARTED RIGHT

### WEEK 1

- Complete Orientation Part 1
- Meet the KW La Jolla Admin Team
- Sign Up with SDAR  
(Included in this process is joining CAR, NAR, SDMLS, & SentiKey)
- Complete Profiles - Same Picture, Bio, and Professional Contact Info
- Command
- Marketing Profile in Command
- Google Business & Get Googleable See Video on our website
- Realtor.com
- Zillow
- HomeSnap
- Business Facebook Page
- Business Instagram
- Youtube
- LinkedIn - Complete Full Resume
- Complete ALL SDAR, SDMLS, Paragon, RPR, Training Videos.
- Complete Command 101 Online Training
- Familiarize Yourself with the [KellerWilliamsLaJolla.com/training-calendar](https://www.kellerwilliams.com/training-calendar)
- Add your new kw email and google account to each of your devices (Apple ID or Google)
- Add a professional email signature to your KW email, Command profile, MLS, and Email on your phone
- Schedule Lead Generation activities and Trainings on your calendar for next week
- Marketing "Post" an introduction on your Business FB and Instagram pages and share on your personal accounts as well.
- Attend team meetings and trainings on Wednesday's at 12 p.m.

*"WE WANT YOU TO BE YOUR VERY BEST. SOME PEOPLE DREAM OF DOING THEIR BEST, WHILE OTHERS JUST GO OUT AND DO IT." - MREA*

### WEEK 2

- Complete Orientation Part 2
- Schedule website build-out with Jacob
- Order Business Cards With Our Marketing Director Jacob
- Schedule a meeting with Channa Collins our Productivity Coach
- Gather all the names, addresses, phone numbers, emails, and birthdays for all family, friends, coworkers, and organizations/groups/networks you belong to
- UPLOAD or input contacts into your Command database. Use Command Marketplace search iCloud or android. SOI (Sphere of Influence) The number one source of your business  
[https://www.youtube.com/watch?v=GxJvUkrVofg&list=PLtx4qCZn\\_c-cTgur6HtrvJW\\_IJkqJ1zt](https://www.youtube.com/watch?v=GxJvUkrVofg&list=PLtx4qCZn_c-cTgur6HtrvJW_IJkqJ1zt)
- Add SmartPlans to your contacts, min - neighborhood & birthday. (Search KW author to download)
- Once You have all your contacts in Command add Tags (where you met, when they will transact)
- Complete GPS & 4-1-1 Online or In Command
- Setup DTD2 call schedule on your calendar &/or as a SmartPlan in Command
- Setup your "new to kw" SmartPlan in Command
- Complete All ZipForm Training Videos <https://ziplogix.com/ziplogix-academy/training-videos/>
- Time block for 3 hours of Daily LEAD GENERATION
- (Calling, Texting, Emails, Door Knocking, Open Houses, Social Events, Social Media Posts and engagement)
- Complete DAILY activity-tracker in Command
- Schedule Two Appointments with potential clients per week
- Tour A Property, take video of the tour, and post on all social media platforms
- Watch 7th Level Open House [https://www.youtube.com/watch?v=WdZ\\_iFKqSR4](https://www.youtube.com/watch?v=WdZ_iFKqSR4)

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### WEEK 3

- Practice searches on the MLS & put Yourself on a "collab-center" saved search
- Start sharing your KW mobile app with people in your database via email or text
- Get a copy of the MREA from front desk; Read pg.1-106  
*Please return to the front desk when completed, unless you would like to read again*
- Explore KW Connect and attend a training, or watch a training video
- Contact agents at your previous brokerage or that you know and start building your profit share tree
- Add New Contacts from lead gen activities to Command, Tag, Set Up On SmartPlan
- Complete DAILY activity-tracker in Command
- Create Buyer Template And Listing Template in ZipForms
- Schedule Two Appointments with potential clients per week
- Create a social media post and add friends/followers
- Like and Comment on social media 10 posts daily
- Build your "Perfect Calendar"

*"THERE ARE TWO SETS OF NUMBERS THE MILLIONAIRE REAL ESTATE AGENT IS ALWAYS AWARE OF: 1. GOAL NUMBERS 2. ACTUAL NUMBERS." - MREA*

### WEEK 4

- Schedule and plan to attend IGNITE (taught quarterly)
- Reach out to members of the ALC and introduce yourself
- Introduce yourself to 10 KW Associates
- Schedule meeting with Julia Fagin of Fidelity National Title - Julia.Fagin@fnf.com
- Review Market stats on InfoSparks on sdmls.com
- Know your value proposition
- Create Lising & Buyer Consultations in Command
- Create a social media post and add friends/followers
- Like and Comment on social media 10 posts daily
- Schedule Two Appointments with potential clients per week
- Read p. 107-171 of MREA
- Start adding people to your 36 Point Touch
- Complete DAILY activity-tracker in Command
- Schedule NEXT WEEK activities on your calendar

*"I CAN'T EMPHASIZE ENOUGH THAT THE QUALITY OF THE PREPERATIONS YOU MAKE HERE WILL LARGELY DETERMINE HOW HIGH YOU WILL BE ABLE TO CLIMB." - MREA*

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### WEEK 5

- Lead Generate Daily
- Complete DAILY activity-tracker in Command
- Familiarize yourself with our Preferred Vendor list and introduce yourself to them
- Add 10 agents to your referral network through KW Command
- Do a CMA based on a home in your neighborhood you picked with Julia Fagin
- Prepare a "Pre-Listing" packet and practice your listing & buyer consultations
- Find an accountabilibuddy & script partner
- Make adjustments to your calendar as needed
- Read p. 172-227 of MREA
- Schedule Two Appointments with potential clients per week
- Create 2-3 social media posts and add 10 friends/followers minimum per week
- Schedule NEXT WEEK activities on your calendar

*"YOU CAN'T KNOW WHAT YOU'RE REALLY CAPABLE OF DOING UNTIL YOU TRY AND NEVER GIVE UP." - MREA*

### WEEK 6

- Lead Generate Daily
- Complete DAILY activity-tracker in Command
- Look at expired listings and FSBOs to explore lead gen opportunities
- Write a mock Listing Agreement for your CMA
- Read p. 228-312 of MREA
- Schedule Two Appointments with potential clients per week
- Create a social media post and add friends/followers
- Like and Comment on social media 10 posts daily
- Schedule NEXT WEEK activities on your calendar

*"REAL ESTATE IS SIMPLE, NOT EASY." - GARY KELLER*

### WEEK 7

- Lead Generate Daily
- Complete DAILY activity-tracker in Command
- Review GPS & 4-1-1 with your coach
- Script Practice with your partner
- Join a networking group
- Identify your 3 Lead Gen Avenues
- Schedule Two Appointments with potential clients per week
- Create a social media post and add friends/followers
- Like and Comment on social media 10 posts daily
- Schedule NEXT WEEK activities on your calendar

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### WEEK 8

- Lead Generate Daily
- Complete DAILY activity-tracker in Command
- Revisit and modify your value proposition
- Practice buyer & listing consult with someone NOT in the industry
- Schedule lunch/meeting with a vendor
- Schedule Two Appointments with potential clients per week
- Create a social media post and add friends/followers
- Like and Comment on social media 10 posts daily
- Schedule NEXT WEEK activities on your calendar

*"IT'S QUITE POSSIBLE THAT THE MOST IMPORTANT CONTRIBUTOR TO YOUR ULTIMATE SUCCESS WILL BE YOUR ABILITY TO KEEP MOVING, TO MAKE PROGRESS, AND TO LEARN AS YOU GO." - MREA*

### WEEK 9

- Lead Generate Daily
- Complete DAILY activity-tracker in Command
- Schedule lunch/meeting with someone you haven't seen in a month
- Schedule Two Appointments with potential clients per week
- Script practice buyer questionnaire, seller questionnaire, and farming with your partner
- Create a social media post and add friends/followers
- Like and Comment on social media 10 posts daily
- Schedule NEXT WEEK activities on your calendar

*"LEARN TO EARN BEFORE YOU WORK TO EARN." - MREA*

### WEEK 10

- Lead Generate Daily
- Complete Daily Activity-Tracker In Command
- Review Market Stats On Infosparks On SDMLS.Com
- Call Agents With Listings, Found In MLS, To Hold Open Their Properties (2nd Week Usually) Or Door Knock For Their Open House
- Follow Up On Leads
- Schedule And Plan To Attend Bold
- Evaluate Progress On Your Goals With Your Coach
- Write Down 20 Aha's From Your First 10 Weeks
- Implement Any Changes To Your 4-1-1 And Daily Calendar Needed
- Schedule Three Appointments With Potential Clients Per Week
- Create A Social Media Post And Add 10 Friends/Followers
- Like And Comment On Social Media 10 Posts Daily
- Schedule Next Week Activities On Your Calendar



## LET'S GET YOUR BUSINESS STARTED RIGHT

### WEEK 11

- Lead Generate Daily
- Complete Daily Activity-Tracker In Command
- Review Market Stats On Infosparcs On SDMLS.Com
- Call Agents With Listings, Found In MLS, To Hold Open Their Properties (2nd Week Usually) Or Door Knock For Their Open House
- Follow Up On Leads
- Schedule Three Appointments With Potential Clients Per Week
- Create A Social Media Post And Add 10 Friends/Followers
- Like And Comment On Social Media 10 Posts Daily
- Start Reading Shift
- Schedule Next Week Activities On Your Calendar

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### WEEK 12

- Lead Generate Daily
- Complete Daily Activity-Tracker In Command
- Review Market Stats On Infosparcs On SDMLS.Com
- Call Agents With Listings, Found In MLS, To Hold Open Their Properties (2nd Week Usually) Or Door Knock For Their Open House
- Follow Up On Leads
- Schedule An Appointment To Discuss Your Goals With Your Team Leader
- Create A Social Media Post And Add 10 Friends/Followers
- Like And Comment On Social Media 10 Posts Daily
- Make Video Content And Post On Social Media, LinkedIn, YouTube, & Your Website
- Continue Reading Shift
- Start Reading The One Thing
- Schedule Next Week Activities On Your Calendar
- CASH YOUR FIRST CHECK!

*CONGRATULATIONS!*

## SAVE THESE LINKS IN YOUR BOOKMARKS

KW La Jolla Agent Hub

<https://kellerwilliamslajolla.com/agent-hub>

Subscribe To Training Calendar

[https://calendar.google.com/calendar/ical/c\\_dmmq3708fosrtekbk1p47dcdrs%40group.calendar.google.com/public/basic.ics](https://calendar.google.com/calendar/ical/c_dmmq3708fosrtekbk1p47dcdrs%40group.calendar.google.com/public/basic.ics)

New Agent Required Training Videos Please Complete All Videos Sign and email to LJPC@KW.com

[https://drive.google.com/file/d/1aJD6vhMsis8AEkpWK5\\_oNoIPD7crHyBZ/view?usp=sharing](https://drive.google.com/file/d/1aJD6vhMsis8AEkpWK5_oNoIPD7crHyBZ/view?usp=sharing)

New Agent Resources Save Shortcut To Your KW Google Drive

[https://drive.google.com/drive/folders/107n1TdX7JK82Ktu-2tMsxc3UzRLrcTz9?usp=share\\_link](https://drive.google.com/drive/folders/107n1TdX7JK82Ktu-2tMsxc3UzRLrcTz9?usp=share_link)

Keller Williams YouTube

<https://www.youtube.com/@kellerwilliams>

KW Command

<https://console.command.kw.com/login>

<https://answers.kw.com/hc/en-us/categories/360001119054-Command>

<https://www.youtube.com/@KWCommand>

Goal Tracking

<https://answers.kw.com/hc/en-us/articles/360036641333>

<https://console.command.kw.com/activity-tracker>

KW 7th Level Open House

<https://youtu.be/M1wPFJerFoA>

*REALTOR Links*

SDAR - SDMLS

<https://mmsi-sdar.auth0.com/login?>

Access Zipforms/Contracts Through CAR or SDMLS

<https://www.car.org/>

<https://www.nar.realtor>

<https://lblba.sentrilock.com/login>

<https://www2.dre.ca.gov/PublicASP/ppinfo.asp>

