

# GROW YOUR PROFIT SHARE TREE



# Notices

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This manual and any course in which it is used may contain hypothetical exercises that are designed to help you understand how Keller Williams calculates profit sharing contributions and distributions under the MORE System, how Keller Williams 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. Keller Williams 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.

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**Note:** When calling or emailing prospective customers, comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

# Table of Contents

<b>GROW YOUR PROFIT SHARE TREE.....</b>	<b>5</b>
What You Will Learn .....	7
Welcome .....	9
You Will Need a Plan.....	11
Why Profit Share? .....	13
How Does It Work? .....	19
Build Your Tree.....	33
Build Your Plan .....	53
Course Aha’s .....	55

# Notes

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The Keller William Profit Share Program is not an earnings claim or a guarantee of earnings.  
Calculations to determine Profit Share contain many variables and your results may vary.

# GROW YOUR PROFIT SHARE TREE

## In this course ...

1. What You Will Learn
2. Welcome
3. You Will Need a Plan
4. Why Profit Share?
5. How Does It Work?
6. Build Your Tree
7. Build Your Plan
8. Course Aha's

# Notes

# What You Will Learn

Course	Topics
<b>Grow Your Profit Share Tree</b>	<ul style="list-style-type: none"><li data-bbox="638 464 797 489">■ Welcome</li><li data-bbox="638 531 927 556">■ You Will Need a Plan</li><li data-bbox="638 598 898 623">■ Why Profit Share?</li><li data-bbox="638 665 911 690">■ How Does It Work?</li><li data-bbox="638 732 865 758">■ Build Your Tree</li><li data-bbox="638 800 862 825">■ Build Your Plan</li><li data-bbox="638 867 837 892">■ Course Aha's</li></ul>

# Notes



# Notes

# You Will Need a Plan

Fortify your business and your life with the passive income opportunity of Profit Share.

Linda McKissack, bestselling author of the book *HOLD*, 7<sup>th</sup> Level agent, and the Queen of Passive Income has earned more than \$10M in passive income with her husband, Jim. She explains, “The day you pick up your last sign will be the day you make your last dollar—unless you do something to create passive income. Profit Share is a solution. And you’ll need a plan to take advantage of it. If you have a plan, you’ll take the first step.”

By the end of this course, you will be empowered with YOUR passive income plan. You will have the knowledge and skills to achieve the following Big Goals:

1. Know how to build your passive income
2. Have a plan in place to activate your passive income potential

## Find Tools

Search Profit Share on KWConnect to find videos, definitions, and more to support you in growing your passive income.

## Stay on Track

Your plan is only as powerful as the paper it’s on if you don’t translate your vision into action.

To adopt the accountability habits that get results, jump into KW MAPS Group Coaching, Profit Share Mastery: [mapscoaching.kw.com/PSM](https://mapscoaching.kw.com/PSM)

# Notes

# Why Profit Share?

Because we truly believe that together everyone achieves more—and we are willing to put that belief into action. At Keller Williams, any associate who helps to grow a profitable Market Center can be rewarded with passive, potentially long-term income, without any risks or investing any capital.

Profit Sharing is exactly what it sounds like. We share almost 50 percent of every Market Center’s owner profit with the associates who help grow the company. We do it because that’s a win-win and that’s who we are.

When Gary Keller and the first Associate Leadership Council (ALC) created the Profit Share system, they were purposely making a bold statement. Gary explains, “We created a program that would treat our real estate sales associates like legitimate partners in the business. We created a program that allows associates to build a business inside a real estate company that is as powerful as if they owned the company themselves.”

## How Is Profit Share a Win-Win?

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# Notes

# Completely, Entirely, Wholly, Absolutely Passive Income

The income you can receive from Profit Share—your reward for helping the company grow—is an absolutely passive opportunity. You share in the profits of the company like an owner would, but without any personal risks or investing any capital.

- No financial risk
- No legal risk
- No down payment
- No phone calls

## What Is Passive Income?

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## How Does Profit Share Compare?

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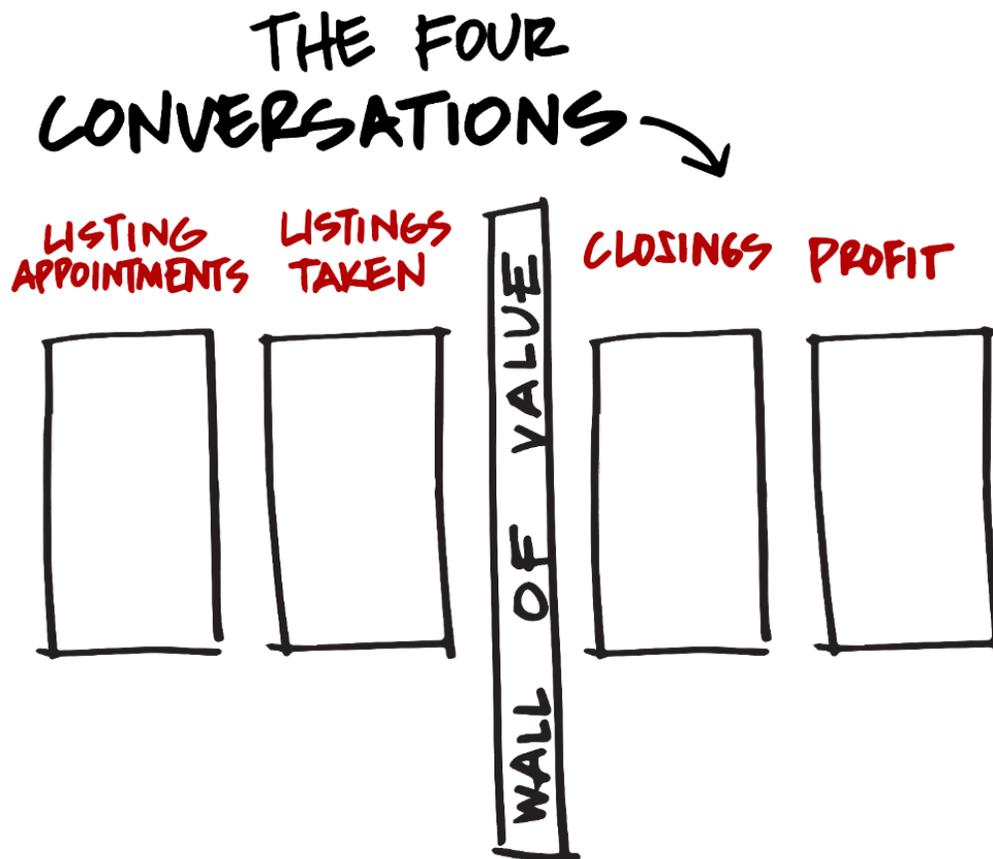
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# Notes

## Exceed Your CGI Goals

The purpose of the Career Growth Initiative is to fund your life. Profit Share gives you the power to exceed your CGI profit goals. And engaging in the activities to grow your Profit Share Tree doesn't have to take away from the time you spend achieving your CGI goals. You can look for opportunities to connect with other agents while you are achieving your CGI goals.



## Experience 100 Percent-Plus

Profit Share gives you the opportunity to earn more than the commission split you pay, allowing you to earn more than if you were on a 100 percent split. We call this, "100 Percent-Plus."

# Notes

# How Does It Work?

## The Big Picture of Profit Share

1. An associate joins any Market Center in Keller Williams and names you as their sponsor.
2. In a particular month, as part of their split, they pay Company Dollar to their Market Center.
3. During that month, the Market Center is profitable.
4. On the 21st of the following month, some of the Market Center's profit is automatically deposited to your account.

Special Note: You are not getting a portion of the associate's commission. You are sharing in the owner's profits.

5. When you've been a Keller Williams associate for three years and a day, you are vested. When you are vested, you could leave Keller Williams and still receive Profit Share.
6. You can will your Profit Share to a beneficiary.

## What about Growth Share?

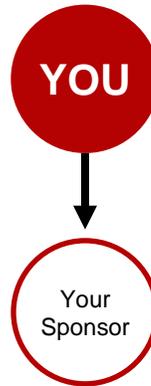
Growth Share is the residual income paid to Keller Williams associates who help grow the company outside of the United States and Canada. Unlike the Profit Share model, the associates who participate enjoy a portion of their Region's bottom line, rather than that of the Market Center. Any Keller Williams associate can participate in and reap the rewards of both Growth Share and/or Profit Share.

# Notes

## How the Tree Grows

When you joined Keller Williams, you thought of one person who was primarily responsible for bringing you to the company. It may not have been the first or the last person you talked to. It was the person who was most impactful on your decision-making process.

That person was your sponsor.



Your sponsor was asked to name the one person responsible for their joining Keller Williams.



As with a family tree, we can trace sponsors in the Profit Share Tree back many levels. Currently, the Profit Share system goes back seven levels.

# Notes

# Trace Your Tree



How far back can you go? Fill in as many blanks as you can!



Your sponsor:



Your sponsor's sponsor:



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\_\_\_\_\_



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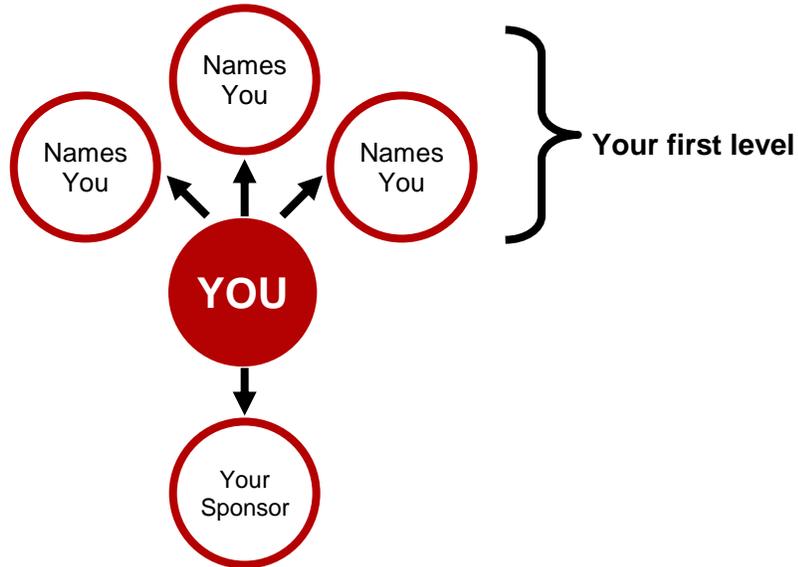


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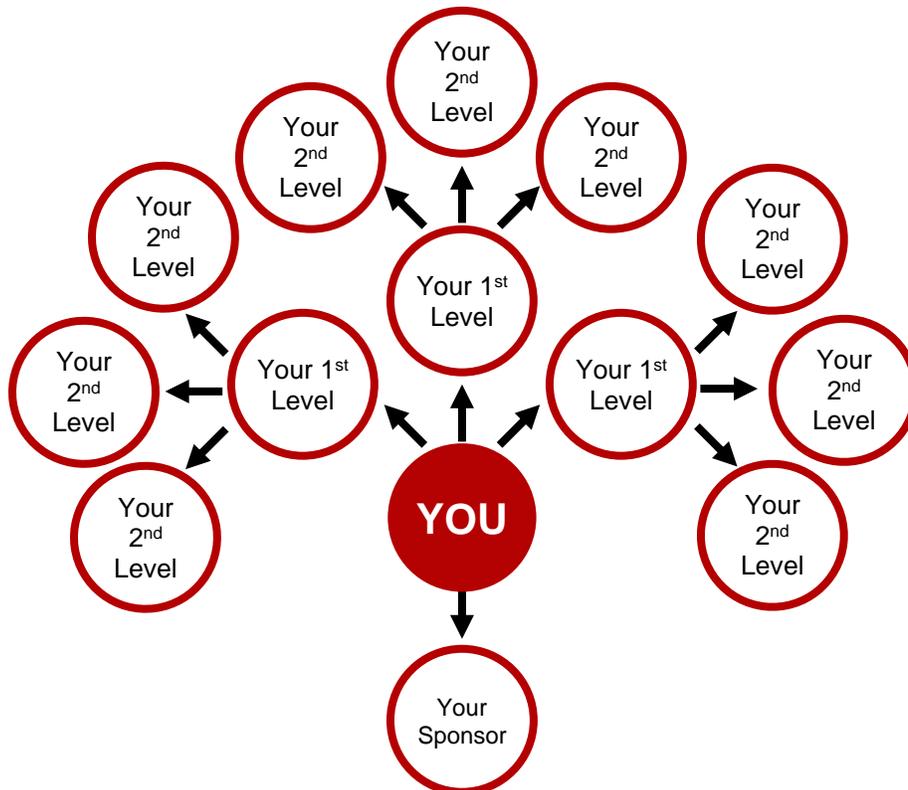
# Notes

# Build Your Tree

Currently, the Profit Share system grows seven levels. When someone names you as their sponsor, they go into your “first level.”



If someone names one of those people as a sponsor, they go into your “second level.”



# Notes

## Focus on the First Level

People who name you as their sponsor are in your first level. Though there are seven levels to the Profit Share Tree, you need only focus on developing the first level.

If you wanted to get purposeful about it, you could certainly encourage people in your first level to develop their first level.

Time is the nourishment that grows the other levels. As people in your first level develop relationships and grow their Profit Share Trees, your tree grows. The same holds true for your second level, third level, and so on.

Linda McKissack has a massive Profit Share Tree with more than 9,000 associates in it. Only 30 people named her as their sponsor, though. Those are the people in her “first level.”

Mo Anderson, Vice Chairman of the Board, advises associates to focus on building to 15 associates in their first level in order to grow a substantial Profit Share Tree. That means 15 people join Keller Williams and name you as the person most responsible for their joining.

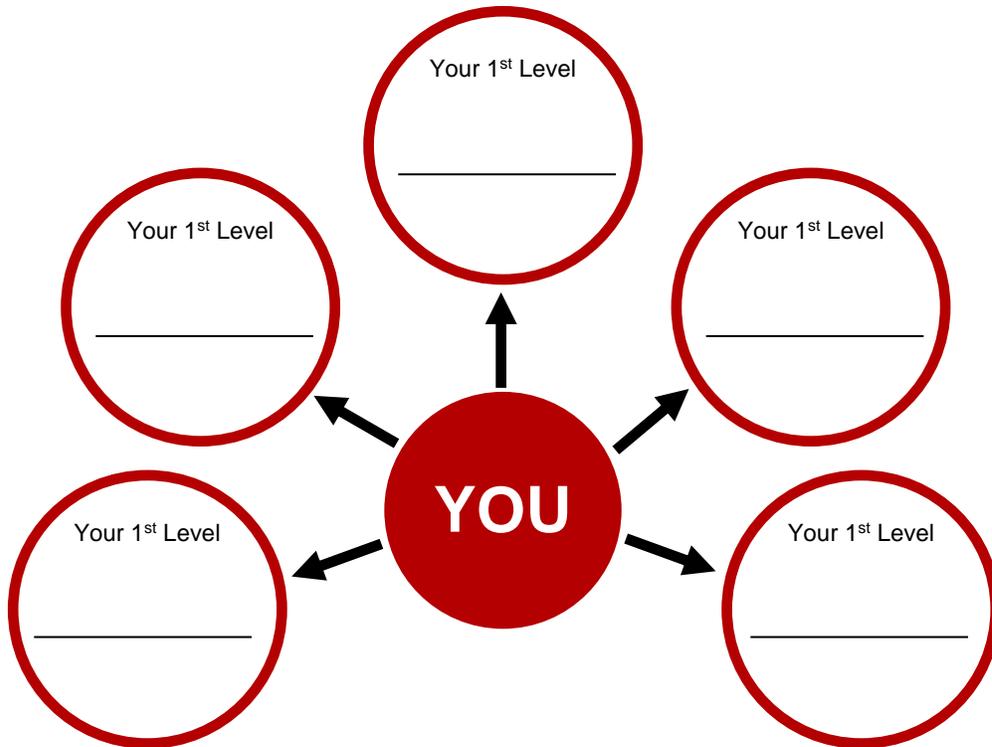
## Is it too late to build a large tree?

Gary Keller often proposes that the highest Profit Share earner may not be with the company yet. Your opportunity is right now.

# Notes

# Picture Your Tree Growing

Who do you know that you would love to work with? Quickly jot down a few names of people you've done deals with, know from the market, have heard of, or just think would be great real estate agents!



# Notes

## What would Profit Share do for you and your family?

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## What could you do for someone in need?

Profit Share is a gift—a gift that can make fresh, fulfilling opportunities possible in your life and in the lives of your loved ones. As you consider receiving the gift of Profit Share, you may want to consider giving a gift—an automatic monthly gift to KW Cares. KW Cares is a 501(c)(3) public charity that provides emergency financial assistance to KW family members who experience financial hardship due to sudden emergencies. Your gift need not be great to have a great impact. Go to [kwrelief.org](http://kwrelief.org), click donate, and select a monthly option. Together, we can achieve more—and do more—for our KW family. See your MCA or [kwrelief.org](http://kwrelief.org) for more information.

# Notes

# Build Your Tree

To grow a massive Profit Share Tree, just build real relationships and refer. That's it. You're not a recruiter. That's the Team Leader's job. Your job is to look for opportunities to help someone succeed.



## Relate

You never know who is ready for change. Your purposeful comment or connection could be the catalyst for positive transformation in someone's life in terms of which company they're with—or even which career they're in. Nearly anyone could be a potential member of your Profit Share Tree. And nearly everyone would benefit from the value and opportunity Keller Williams brings.

Look for other agents who have actively selling real estate and people who are not yet in real estate and are curious about it,

Linda McKissack recommends two great sources for building relationships:

1. Other agents you do deals with
2. Your past clients

# Notes

Where could you find people to build relationships with?

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# Notes

# What to Say

It's remarkably simple to build a real relationship by being sincere, honest, and yourself. All that you need to do is:

1. Start the conversation
2. Set up a time to meet
3. Look for opportunities to help
4. Refer them to the Team Leader

## Start the Conversation

Linda McKissack uses two ways of starting a conversation with another agent:

1. Share a real compliment
2. Ask them for their input or expertise

## Share a Real Compliment

Hi, (Agent Name), this is (Your Name). I just wanted to take a minute and thank you for your professionalism on the sale of 123 Main Street ...

Hi, (Agent Name), this is (Your Name). I love doing transactions with you. The way you handled that termite/mold/appraisal/etc. issue was awesome!

Hi, (Agent Name), this is (Your Name). I love doing transactions with you. You are awesome! You always call to ask for information/confirm appointments/negotiate/etc. ...

## Ask Them for Their Input or Expertise

Hi, (Agent Name), this is (Your Name). I just wanted to take a minute and get your professional opinion or expertise on (insert topic) ....

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# Notes

# Set Up a Time to Meet

When you meet face to face, whether it's for coffee, a training event, or a book club, you have an incredible opportunity to look for synergies between your business experiences. Keep the relationship first and foremost in your mind to create a welcome opportunity.

## **Meet with a co-op agent after a transaction has closed.**

It was so much fun doing that transaction with you. I really liked the way you handled ...

(Agent Name), can we go meet for coffee next Tuesday? I just want to get to know you. And I have a small gift of appreciation I'd like to give you. Is that okay? How about Tuesday at 10:00 a.m.?

## **If you've never done a deal.**

Hi, (Agent Name), this is (Your Name).

It was so much fun (talking with you at that seminar).

(Agent Name), can we go meet for coffee next Tuesday? I'd just like to get to know you and talk shop. Is that okay? How about Tuesday at 10:00 a.m.?

## **Invite them to an event.**

Hi, (Agent Name), this is (Your Name).

Thanks for taking my call. Today I'm calling about business. Do you have a minute?

Great. Look, I called you because you were great to work with on our deal, and there are going to be about 10,000 Realtors in Austin, Texas for an event called Mega Camp. I knew you would be an agent that would enjoy networking, as well as hearing the latest compelling research on real estate. Top agents from across the United States and Canada will be interviewed and will share their marketing ideas, scripts, dialogues, and more.

I have heard that the agents who attend increase their income on average two times what they are currently doing. Are you interested?

# Notes



# Notes

# Look for Opportunities to Help

Check your mindset before you meet with the agent. You truly are building a relationship with them.

- You aren't meeting with the agent to recruit them. You're meeting with them to get to know them, to share insights, and to support each other in growing your businesses.
- Ask them about themselves to have an idea of what would help. Different agents have different needs. You won't know what they might consider helpful until you've talked with them.
- As a Keller Williams agent, you have business tools available to you that others don't have. By sharing your tools and the business insights you're hearing in your Market Center, you can profoundly help another agent.
- Be open to any outcomes. You are not looking for one particular outcome from the meeting; you are looking to build a relationship.
- Time will enrich the relationship. There are no set timelines. Real relationships require an investment of time.

## Aha's

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# Notes

# Come from Contribution

Share an item like the following:

1. CGI business consulting session with your Team Leader
2. CGI Four Conversations flier to help the other agent track the key metrics in their business
3. Insights from your Market Center Team Meeting on timely business strategies
4. Agent Trend Worksheet to help the other agent track their business's growth
5. GPS Worksheet
6. 4-1-1 Worksheet
7. *The ONE Thing*
8. *The Millionaire Real Estate Agent*
9. *The Millionaire Real Estate Investor*
10. *SHIFT*

## What else?

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# Notes

## Refer Them to the Team Leader

Suggesting a meeting with your Team Leader (or any Team Leader in the Keller Williams system) can be a natural development in the relationship-building conversation.

Mo Anderson points out you do not need to learn multiple referral scripts, you can just use “The Script.”

I love doing transactions with you. You are awesome! I told my Team Leader just the other day how great you are. He/She will be calling you to thank you for the way you do business. Will you promise me you will take his/her call?

You can be short and to the point.

My Team Leader could tell you more about that.  
I’ll have him/her follow up with you.

## How does my Team Leader receive referrals?

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# Notes

# Objections

If an agent objects, just clarify you're not recruiting.

I don't intend to recruit you! I hope you aren't disappointed! My Team Leader and I just wanted to thank you for ...

# What Not to Say

1. Never say anything negative about someone else's company.
2. Never say anything negative about someone else's broker.
3. Never say anything negative about what you think they might be experiencing.

# Activity

1. Find a partner.
2. Decide who will be the Keller Williams agent and who will be the co-op agent from a recent deal.
3. Role-play a meeting in which the Keller Williams agent builds the relationship, looks for opportunities to help, and refers to the Team Leader.
4. After a few minutes, switch roles.
5. Be prepared to share your insights.

# Notes

## Follow Up

Once you initiate the relationship, you must follow up if you want the relationship to develop.

1. Connect with the agent on social media.
2. Call the agent to find out if they found the item you shared with them useful.
3. Invite them to a class in the Market Center, to a Team Meeting, or to a Regional event.
4. Track when you contacted the agent, what you talked about, and when you will follow up next!

## What else?

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# Notes

# Build Your Plan

What would passive income do for you and your family?

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How many people do you want in your first level? \_\_\_\_\_

What activities will you engage in regularly to achieve this goal?

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What activities will you engage in TODAY to begin achieving this goal?

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How will you stay on track to achieve your goals over time?

1. KW MAPS Group Coaching, Profit Share Mastery: [mapscoaching.kw.com/PSM](https://mapscoaching.kw.com/PSM)
2. \_\_\_\_\_
3. \_\_\_\_\_

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# Notes

# Course Aha's

1. What did you learn in this course?

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2. How will what you learned impact your business?

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3. What do you need to do to maximize this impact?

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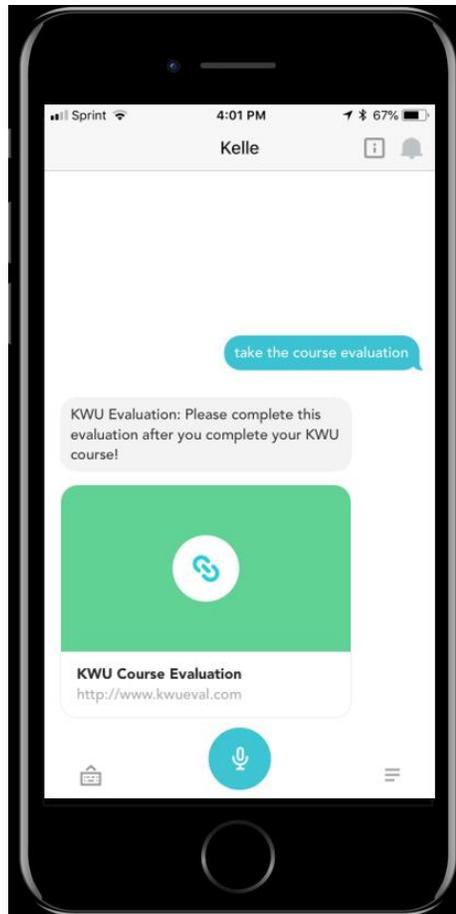
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# Notes

# Thank you for attending this course!

## Please complete the evaluation.

1. Open Kelle.
2. Type or say, "Take the course evaluation"
3. Tap **the link**.
4. Select the Course and Instructor.
5. Share your feedback.



**THANK YOU**