



THE KW EFFECT

The KW Effect

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MINDSET TO RECRUITS

Help recruits make the best decision for themselves

2 customers: recruit and the leadership team

Have to send the leadership team quality leads

IF WE DON'T TELL
OUR STORY OUR
COMPETITION WILL

THE GREATEST SHIFT OF WEALTH
AND OPPORTUNITY IS IN DOWN
CYCLES NOT UP CYCLES

IT'S NOT JUST ABOUT
WHAT YOU GET, IT'S ABOUT
WHO YOU BECOME

CHALLENGES WITH RECRUITING

Initiating the conversation

IF YOU BUILD IT
WIDE, TIME WILL
TAKE IT DEEP

You're job is to excite the recruit and follow up - leadership is the one who does the recruiting
Kw-we are bound together by purpose and community

Our competition is playing the agent game, we are playing the consumer game

Our culture starts with profit share GARY KELLER

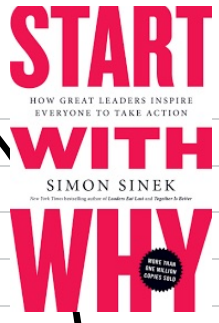
If you're not profitable, you're out of culture Mo Anderson

We value our agent as our greatest asset

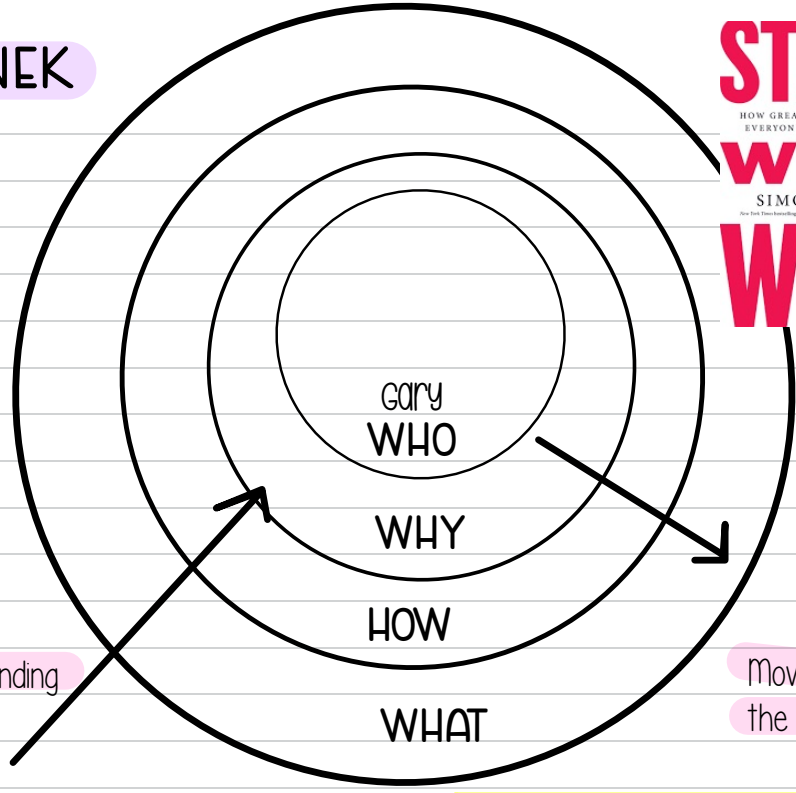
Consumer centric agent driven

Digitally based, physically enhanced company

SIMON SINEK



Gary is the guy.
We are the company



Typical branding

Move from the inside out

sense of purpose and a sense of community in the digital age

people don't buy what you do they buy why you do it

The Golden Circle

WHAT

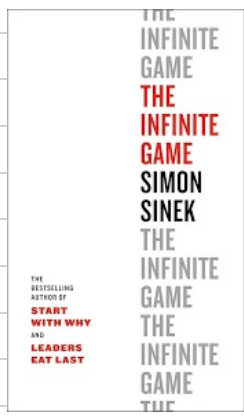
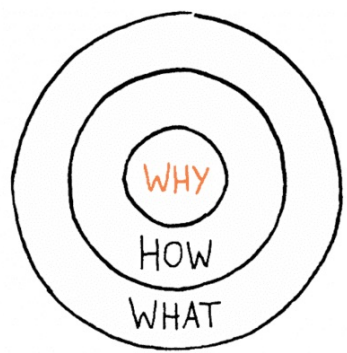
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

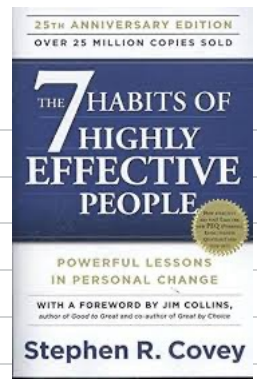
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



STEPHEN COVEY



The way agents are seen

DEPENDENT MINDSET

Employees



INDEPENDENT MINDSET

Customers



INTERDEPENDENT MINDSET

Partners

Think like a business owner

A REAL ESTATE AGENT
CANNOT GO FROM
DEPENDENT TO
INTERDEPENDENT WITHOUT
GOING THROUGH
INTERDEPENDENT FIRST

CONVERSATION GUIDE

You have to know who you are talking to before you start talking to other agents

Can't talk interdependent mindset with a dependent agent (new)

Ask questions and out their big why- find them their path to their independent self

THINK BIGGER

Start every conversation with what is your why

WHEN YOU OFFER THE BEST
SERVICE IT IS A DISSERVICE
TO NOT TELL THEM

ATTRACT INDEPENDENT AGENTS

Find the pain - KW is the medicine cabinet

Find what makes them smile and make them do it forever

Be their friend and when the pain from where they are is there swoop in

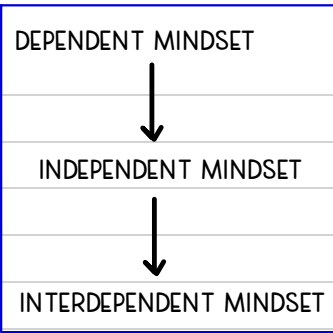
Be a person they respect

WHY AGENTS WOULD HAVE LEFT

Didn't fit their dependent needs

They didn't snow up and were independent

The interdependent agent doesn't feel it at a local level



Dependent and interdependent: brand centric model

Interdependent model: consumer. Centric/ agent driven → agent-centric

IF YOU UNDERSTAND THE WHY'S
OF REAL ESTATE COMPANIES
YOU'LL UNDERSTAND THE WHAT

WHAT HAS CREATED AGENT LOYALTY IN THEORY

Interdependent model

↓
Agents are treated as
partners / stakeholders

Revenue share started to negatively affect culture

↓
Ownership stake

↓
Culture of sharing / caring

↓
Agents are more productive

↓
Offices are more profitable

↓
Quality of Life

→

Agent Loyalty

**BROKER
STOCKHOLM
SYNDROME**

Agent = recognition
Company = reputation

IT IS ALL ABOUT CONTROL

Agent branded
vs.
Company branded

Lead Generation

Invest in technology, education and culture

Invest in
vs.
Compete with

Cost more money to
acquire new customer
instead of retention

**AGENT
LOYALTY**

Tech enabled agents
vs.
Agent enabled tech

Quality control

Everyone is equal

IS LOYALTY THROUGH FEAR OR ABUNDANCE

CONVERSATION GUIDE

Imagine a real estate company where there is a true incentive to work and care about each other. Where agents are being trained to brand their own businesses first vs. being trained to directly compete with each other and where everyone is treated equally

Where are the agents and where do they go?

