



Reminder: Regional Leadership Meeting Tomorrow, April 5th

Where: KWCP Upper NW DC Market Center

4000 Chesapeake Street NW, Washington, DC 20016

When: April 5th- 12:00 PM-3:00 PM

LUNCH: Lunch will be provided 11:30-12pm and the main meeting will start at 12pm-3pm.

PARKING: There is street parking with meters all around the building/neighborhood. I encourage anyone coming to download the Parkmobile app, so that they can pay the meter through your phone rather than with quarters/a card. If you are metro-accessible, the office is also only a few blocks away from the AU-Tenleytown metro station, so that is an option as well.

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Leadership Week 2018

On April 12th-13th Georgia Alpizar will be teaching a combined **Recruiting Great Agents/Growth Through Value** class with a special **Growth Initiative Workshop**. Georgia has customized this class to be valuable for your whole leadership team.

[Register Here](#)

[Download Flyer](#)



On April 26th-27th, the great Gene Rivers will be teaching **Operating Principal Boot Camp**. Day One will be 9:00-5:00, and Day Two will be 9:00-12:00.

[Register Here](#)

[Download Flyer](#)

We look forward to your Market Center's participation in these valuable leadership events!

March Red Report

The Red Report is your source for all the need-to-know numbers, resources and tools you need to tell your story and grow your business!

Watch March's Red Report [here](#). Also available in a downloadable PDF.



KELLER WILLIAMS NABS MOST TOP PRODUCING FIRMS ON THE REAL TRENDS 500

Keller Williams has the most top producing brokerages on the REAL Trends 500, according to the annual ranking and reporting published by REAL Trends, Inc.

As a franchise, Keller Williams had 161 brokerages ranked on the REAL Trends 500 by volume this year. These firms handled more than \$207.5 billion in sales, up 16.0 percent year-over-year.

Congratulations to our leaders and agents! Six of our region's Market Centers were named on the Top 500 List for Largest Brokers in the U.S. by Closed Transaction Sides for 2017.

- 155. Keller Williams Capital Properties Washington, DC
- 280. Keller Williams Realty Centre Columbia, MD
- 289. Keller Williams Legacy Pikesville, MD
- 310. Keller Williams Integrity Ellicott City, MD
- 446. Keller Williams American Premier Realty Bel Air, MD
- 465. Keller Williams Crofton/Ft. Meade Millersville, MD



Share your incredible performance using these social media graphics and leverage our press release template to relay your momentum in your local market.

[Press Tool Kit](#)



Red Day 2018 is just around the corner!

We cannot wait to hear what your Market Centers are planning for this year's Red Day. Please fill out the document below with your 2018 Red Day information.

[MD/DC Red Day Document \(Edit Here\)](#)

[Get Red Day Ready Here!](#)

Do agents ever come by your office feeling overwhelmed? If you receive a visit from an agent whose business seems to be running them, instead of

the other way around, help them understand the concept of leverage with this 10-minute exercise:

Your First Hire Calculator

This calculator will help an agent determine their current hourly rate and how their life would change (financially) if they leverage away their non-dollar-productive tasks.

[Visit Calculator Here](#)

Have you downloaded Kelle yet?

[Download for iPhone](#)

[Download for Android](#)



"Kelle, add Jane Smith to my referral network."

We need your leadership to help drive even more engagement and adoption of Kelle. While most of what you ask she won't understand - by testing and providing feedback, you're helping her get smarter every day! The Labs process only works when you and your associates tell us how to improve, so use Kelle's feedback button as much as possible.

After all, you are an education, training, coaching, consulting, recruiting AND technology company for your people. You don't accept the status quo and you go where others won't because it's always FOR your people!

****Please keep us updated with adoption percentages in your Market Center****

[Learn More Here](#)

**KW MAPS Spring
Masterminds**
April 17-19, 2018

National Harbor, MD /
Washington D.C.
Gaylord National
Resort & Convention
Center



[Register Today](#)

Regional BOLD/IGNITE Tracking

The region wants to know when BOLD/IGNITE is coming to your Market Centers this year. Please keep the below Google Doc updated with your Market Center's dates.

[Edit Document Here](#)



BOLD STATS

5% of agents were in BOLD Oct - Nov

BOLD took 21% of all listings for KWRI Oct-Nov

BOLD took 49% of all under contracts for KWRI Oct-Nov

Daily Numbers

Enter your daily numbers by 9:00 am each day [here!](#)

Forward this email

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