KW COMMUNITES

NICHES TO RICHES



kw SOUTHWEST
KELLERWILLIAMS. REALTY



Current Search: 03/01/2022 - 02/28/[illegible] (252 Agents)

		List Side		Sell[illegible]		Total	
#	Agent Name	# Units	$ Volume	# Units	$ Volu[illegible]	# Units	$ Volume
1	[illegible]oore, Robert	332.0	190,139,930	7.0	3,212,7[illegible]	339.0	193,352,695
2	Turner, Jared	494.0	168,545,566	0.0	0	494.0	168,545,566
3	McMartin, Jamie	249.0	127,754,371	59.0	29,642,844	308.0	157,397,215
4	McGrath, Patrick	323.0	122,345,402	0.0	0	323.0	122,345,402
5	Turner, Jared	230.0	89,381,143	15.0	7,269,087	45.0	96,650,230
6	Patel, Nimesh	138.0	67,344,726	44.0	26,451,088	2.0	93,795,814
7	Freer, Nicole	143.0	73,438,642	40.0	20,185,816	3.0	93,624,458
8	Gayden, Gayla	239.0	81,855,519	15.0	5,572,228	4.0	87,427,747
9	Fruge, Tammy	137.0	80,904,633	0.0	0	37.0	80,904,633
10	Caballero, Ben	134.0	80,849,414	0.0	0	134.0	80,849,414
11	Rachid, Feras	235.0	75,105,425	3.0	699,500	238.0	75,804,925
12	Younis, Sammy	58.0	52,300,223	25.0	21,020,91[illegible]	83.0	73,321,135
13	Alexander, Bobbie	117.0	56,956,681	4.0	1,5[illegible]46	121.0	58,461,527
14	Loken, Lance	146.0	55,992,453	0.0	0	146.0	55,992,453
15	[illegible]anklin, Jimmy	70.0	42,195,105	[illegible]	2,407,000	72.0	44,602,105
16	Meta[illegible]is, Stephen	104.0	39,972,255	0.0	0	104.0	39,972,255
17	Afshari, Mich[illegible]	59.0	[illegible],000	59.0	18,875,000	118.0	37,750,000
18	O'Neal, Audra	42.0	20,141,300	30.0	14,129,240	72.0	34,270,540
19	Kornegay, Cyndi	65.0	34,107,220	0.0	0	65.0	34,107,220
20	Berry-Pohlman, Rhonda	35.0	25,264,027	15.0	7,465,708	50.0	32,729,735
21	Seth, Sonit	42.0	28,486,977	5.0	3,756,000	47.0	32,242,977
22	Caballero, Ben	58.0	30,563,868	0.0	0	58.0	30,563,868
23	Lopez, Daisy	74.0	28,555,896	0.0	0	74.0	28,555,896
24	Bradley, Beverly	60.0	28,290,741	0.0	0	60.0	28,290,741
25	Roller, Michael	34.0	22,872,730	9.0	4,956,465	43.0	27,829,195
26	Patel, Nina	66.0	22,460,755	13.0	4,547,083	79.0	27,007,838
27	Stubbs, Cathy	29.0	17,478,272	15.0	8,949,350	44.0	26,427,622
28	Namli, Sean	12.0	4,902,625	48.0	20,514,674	60.0	25,417,299
29	Walter, Teri	55.0	24,372,987	0.0	0	55.0	24,372,987
30	Franklin, Jimmy	44.0	24,124,668	0.0	0	44.0	24,124,668
31	Turner, Jared	34.0	23,557,357	0.0	0	34.0	23,557,357
32	Loken, Lance	67.0	22,800,938	0.0	0	67.0	22,800,938
33	Pirani, Pinky	26.0	13,627,500	18.0	9,107,750	44.0	22,735,250
	Summary:	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]


THE WHAT & WHY
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THE COMMUNITY NICHE

KW COMMERCIAL

KW LUXURY

KW LAND

KW MILITARY

DIVERSITY, EQUITY, & INCLUSION

KW OPERATIONS

KW RELOCATION

KW TALENT

KW NEW HOMES

KW REAL ESTATE PLANNER

KW WELLNESS

KW WEALTH

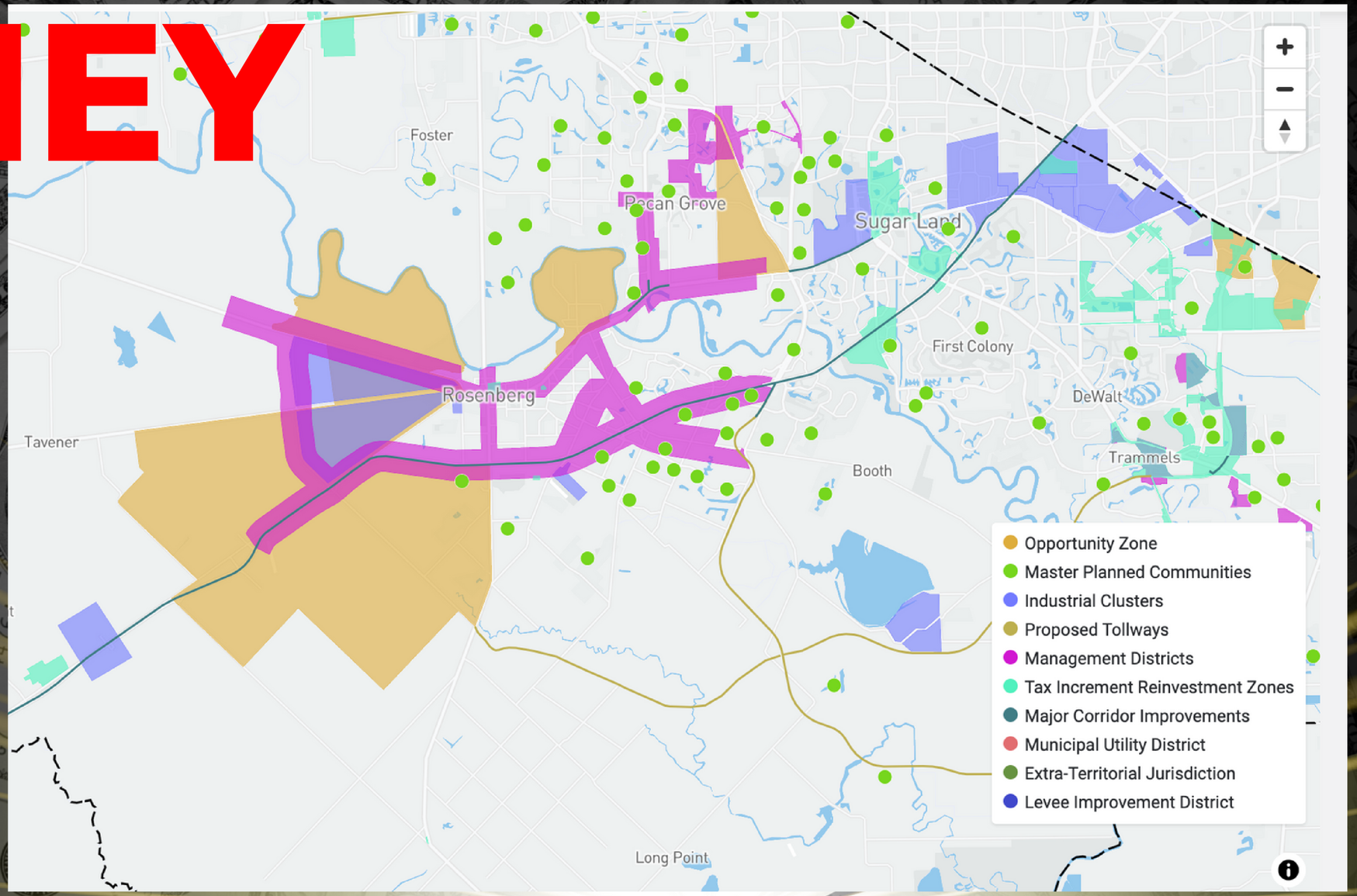
KW STYLE TO DESIGN

KW YOUNG PROFESSIONALS

KW SPORTS & ENTERTAINMENT

OPPORTUNITY GAP

MONEY



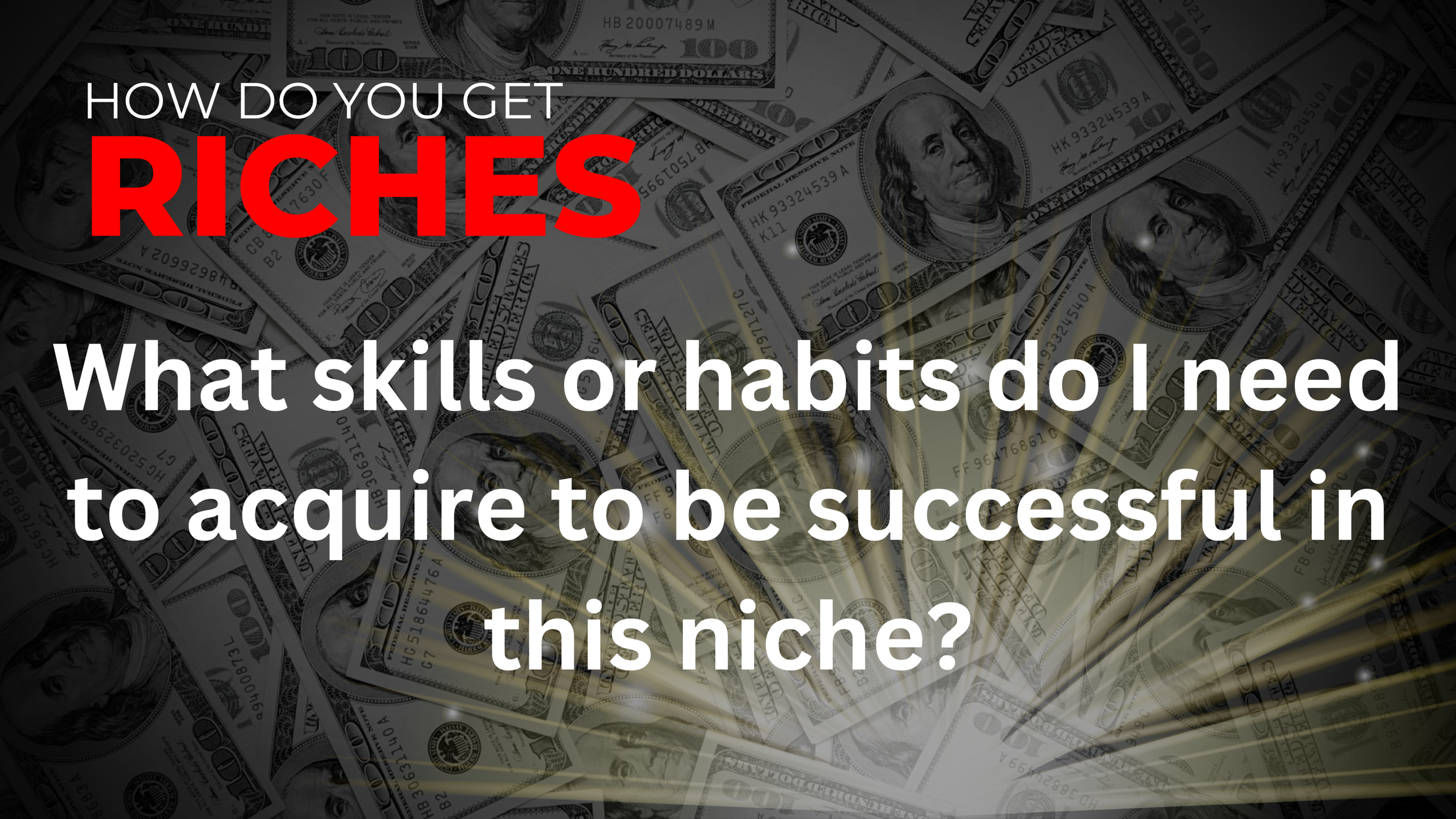
THE COMMUNITY

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2021 U.S. Residential Land Sales

- A strong market, with land sales rising 6%.
- Surpassed the growth of commercial real estate properties.
- Accounted for 4% of total residential real estate sales.

Source: National Association of Realtors®: 2021 Land Market Surveys, Research & Reports


HOW DO YOU GET
RICHES
What skills or habits do I need to acquire to be successful in this niche?

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Agent Opportunities

KW New Homes focuses on helping KW agents create successful working relationships with builders

- Gives agents insight on builder land needs and preferences for future projects.
- Agents build credibility by implementing best practices when bringing buyers to a builder’s sales team.
- Potential to change into helping ‘Man Models’, taking listings from contingent buyers and helping hunt for land.

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KW New Homes: A Collaborative Effort

From finding land and the right builder partner to envisioning, marketing and community sell-out

KW Local Agent + **Legacy International**

An Austin-based sales and marketing company with developer clients across North America

\+ **Regional Ambassador**

Local area niche expertise helping to transform potential projects into reality

= **Turnkey Solutions for Builders**

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The Proposal

- Luxury townhomes from the $500s
- 38 lock and leave residences
- 8 different floorplans
- Short and long-term rentals
- Amenities: swim pavilion, fitness center, recreation lawn & BBQs



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Marketing Budget and Sales Plan

- Total budget just over $20,000
- New Homes Developer Services Included:
  - Logo and branding
  - Website with search engine optimization
  - Photography and drone video
  - Signage, floorplans, renderings and brochures
  - KW Command for database-building
- Reservation and launch sales system

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The Results

- $22 Million in pre-sales
- Sold out with a $20,000 marketing budget
- Costs = less than $1,000 per unit
- Regional ambassador generated a database of 14,000+ prospects through KW Command


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GET
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