

KW COMMAND CAN DO THAT

FIND OUT HOW COMMAND STANDS UP
AGAINST THE TOP AGENT PLATFORMS
IN THE REAL ESTATE INDUSTRY

kw
KELLERWILLIAMS®

About Command

At Keller Williams, we're focused on building technology that's smart and human, empowering you to be more and earn more. The Keller Cloud helps you control your database, your business, and your future with a fully integrated suite of products developed by agents, for agents.

Mission and Vision

We believe that real estate is about relationships - a journey that starts with a handshake. That's why we create technology that ensures these relationships will endure and grow, helping you shape your business into one that flourishes, one life-changing client experience at a time.

The tech-enabled agent demands that their technology not replace them, but help them be 'more' ... more trusted, more present, more everything. By joining forces with us, you'll gain access to a powerful, interconnected technology suite that helps you do just that.

The Keller Cloud streamlines your business-critical components into one convenient place. Powered by AI and machine learning, this technological ecosystem prioritizes your goals, leads, and data to create a go-to-market plan that truly delivers. With the push of a button, you're primed to take on all-new opportunities.





\$1,500 per month

\$500+ for lead generation

FEATURES

- **Contact Management**
- **Pipeline/Opportunity**
- **Tasks**
- **Listing Management**
- **Email Marketing**
- **Lead Generation**
- **Marketing Automation**
- **Transaction Management**
- **Third-Party Integrations**
- **IDX Website**



BoomTown!

Boomtown does not disclose pricing but it's approx \$1,500 per month based on our research

FEATURES

- **IDX Website**
- **Property Alerts**
- **Google PPC**
- **Lead Distribution & Routing**
- **Pipeline Tracking**
- **Bulk Texting & Email**
- **Custom Nurture Campaigns**
- **Tagging & Segmenting**
- **Mobile App**

firepoint

\$499 per month

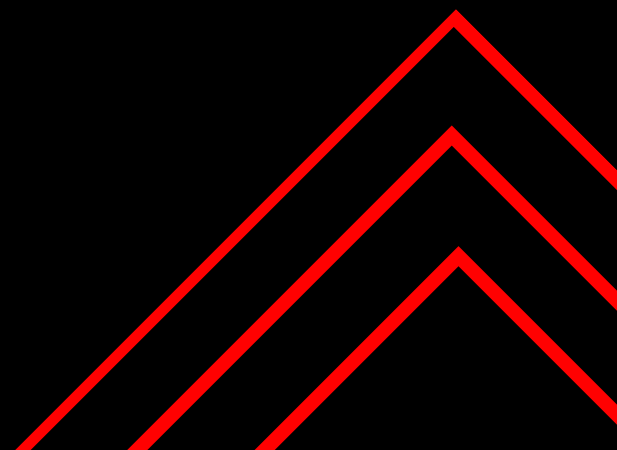
90
1 WE ARE
KW

- **IDX Website**
- **Email and Texting**
- **Automated Campaigns**
- **Lead distribution and routing**
- **Round robin with lead rip-a-way**
- **Easily see new and active leads**
- **Organize leads by status or custom tags**
- **Mass emailing and texting**
- **See your leads' recent activity**
- **Task workflows with or without drip campaigns**
- **Full communication suite included without additional fees***
- **3rd party lead source integrations (Facebook, Zillow, Realtor, etc.)**
- **Property alerts**

KV CORE

Pricing Not provided by vendor

- **IDX Website**
- **Lead generation**
- **Automation: Smartplans**
- **Mobile app**
- **Team management**
- **Social Media Marketing**
- **Opportunities**
- **Landing Page Builder**
- **Contact behavior tracking**





Follow Up Boss

\$49 - \$1,000 per month

- **Round Robin Lead Distribution**
- **First to Claim Lead Distribution**
- **Automated Drip Engagement Emails**
- **Smart lists**
- **Two way texting**
- **Batch Emailing**
- **Deal Tracking**
- **File Storage**
- **Action Plan Sharing Library**
- **Automated Task Assignment (Action Plans)**





REALGEEKS

Real Estate Web Solutions

\$199 - \$949 per month

- **Websites**
- **FB Marketing tool**
- **Texting**
- **Market reports**
- **Automated plans**
- **Mobile app**
- **Automates Nurture Plans**
- **Idle Lead Reassignment**
- **Follow-up Features & Reminders**
- **Lead Capture Notifications**
- **Email Blasts**
- **Workflows**

realvolve

\$196 - \$308, Annual

\$235-370, Monthly

- **Transaction Management**
- **Text & Email**
- **Referral Tracking**
- **Task management**
- **Workflow features**
- **Automate processes Zapier.com**
- **Print Avery labels and envelopes**
- **Pipeline Tracking**
- **Calculate net commissions**
- **Bulk email**

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Command

Customizable Dashboard

Welcome Home, Nick [Customize Home](#)

Tasks

TASK	CONTACTS ASSOCIATED	DUE DATE	STATUS
<input type="checkbox"/> Send text below	Cheryl Kelly	02/12/20	Past Due
<input type="checkbox"/> follow up	Shirley Vokes	02/12/20	Past Due
<input type="checkbox"/> follow up on listings sent	Jacqueline Mitchell	02/12/20	Past Due
<input type="checkbox"/> Text back	Annette Leyman	02/08/20	Past Due

[Create New Task](#) Viewing page 1 of 3

Goals vs. Actuals

Lead Gen Listings Buyers This Year

Category	Actuals	Annual Goal
Leads	982 YTD	9,085
Appointments	0 YTD	382
Under Contract	0 YTD	78
Closed Units	0 YTD	70

GCI Goal Breakdown

0% ESTIMATED TOTAL GCI \$515,000

Database Health Comparison

Agents in my Market Center

Database Health Score compared to other agents: 56.0% (vs 52.4% average)

Percentage of Database with:

Field	Me	Agents in my Market Center
PHONE NUMBER	80%	65%
EMAIL	100%	79%
ADDRESS	0%	16%
NEIGHBORHOODS	0%	8%

Product Updates

What's New

FEB 07, 2020

THIS WEEK'S UPDATES

- See how your videos are performing with new video metrics for your social posts and paid ads.
- Choose designs directly from your Designs Library for social posts and paid ads.

JAN 31, 2020

UPDATES

- Add a single contact to a SmartPlan right from the contact details card.
- Newsletter campaigns now available in Email Campaigns. Check out the

Designs Updates

NEW IN DESIGNS

Check out the latest templates

FEATURED DESIGN
Design by Adam Sellars

- Tasks
- Goals
- Database Health
- Updates

Command

Campaigns | Paid Ads | Emails | Direct Mail | Social Posts | Payments | [Create a New Campaign](#)

Paid Campaigns 32 | **LAST 30 DAYS** 1 Active | **IMPRESSIONS** 135 | **LEADS CAPTURED** 2 | **TOTAL SPEND** \$6

Search for a Campaign... | Active | Draft | Past | Archived | All | All Goals Selected | All Channels Selected

OVERVIEW	PREVIEW	STATUS	DURATION	CPM	CPC	CPLC	TOTAL SPEND	GOAL
bloomfield stats 1 Channel		ACTIVE	7 days Ends 02/20/20	\$42.15	\$0.63	\$2.85	\$5.69 \$50 Budget	Attract Buyers
LCA1 1 Channel		COMPLETED	6 days	\$1.96	\$1.2	\$0	\$30 \$30 Budget	Attract Talent
Bridge Lake Rd. 1 Channel		COMPLETED	7 days	\$21.6	\$0.29	\$0	\$70 \$70 Budget	Attract Buyers

Campaigns

- Facebook
- Instagram
- Direct Mail
- Email Newsletters

Dashboard | My Referrals | Map | My Network | Broadcast Referral (8) | New Referral

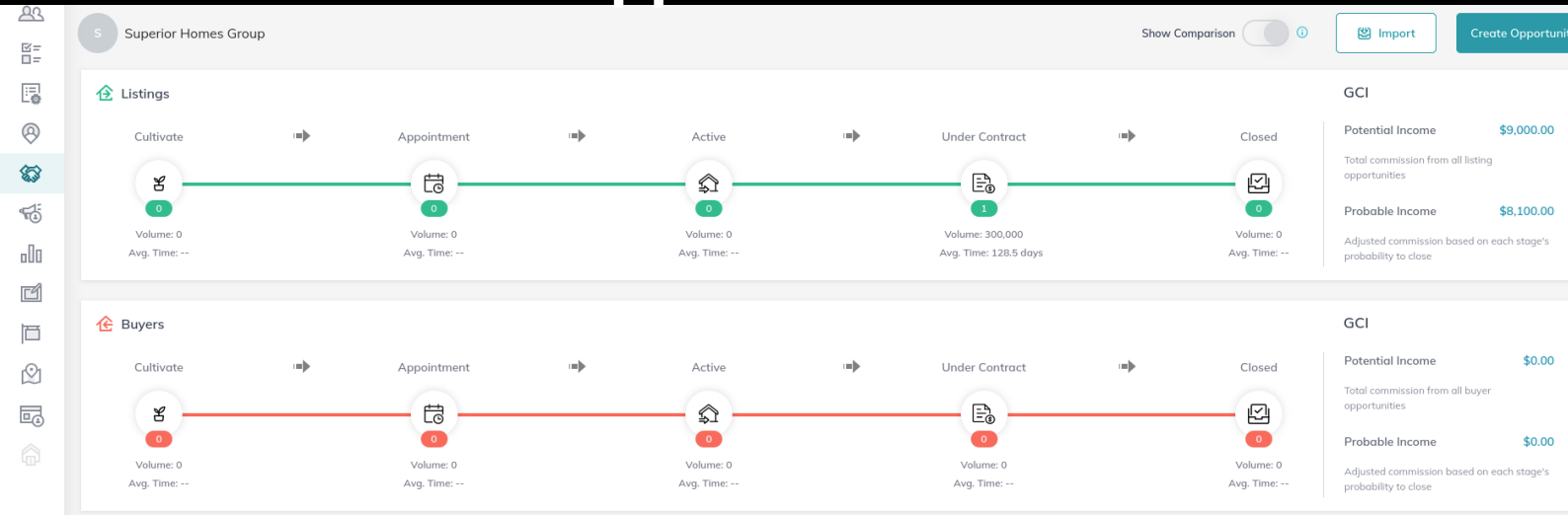
Search: Montclair, NJ, USA | Production

Results 8 | Sort: Random

- Daniel Simone**
Rutherford, NJ
- Robert Northfield**
The Robert Northfield Team · Ma...
- Amy Owens**
The Amy Owens Team · Upper M...
- Billy Pena**
Team Pena · Rutherford, NJ
- Travis Soine**
Premier Villa Group · Rutherford,
- James Hughes**
James Hughes Team · Upper Mo...
- Nancy Chu**
ChuBaldwin Homes · Upper Mon...

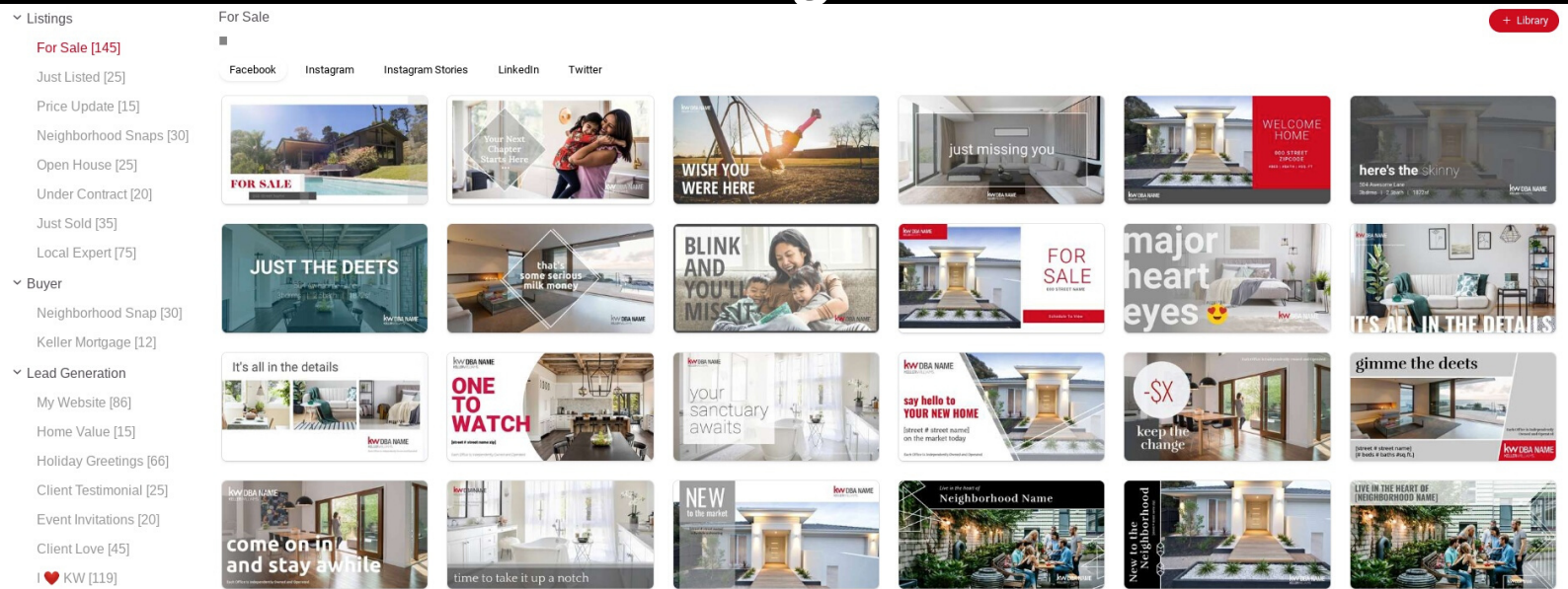
Send and receive referrals based on location, market center & production.

Command Opportunities



Track your pipeline and see your commission for every transaction.

Designs



Create 1,000's of social media, print, email and video designs with one of our real estate-related templates.

Command

Smartplans

The image displays a grid of 9 Smartplan templates, each with a title, description, and key metrics (Steps, Duration, Touches). Each template includes the Keller Williams Sources logo and a 'free' tag. At the bottom of each card are buttons for 'Add SmartPlan' and 'View Steps'.

- Monthly Neighborhood Nurture:** 3 Steps, 31 Duration, 1 Touches.
- Bi-Weekly Neighborhood Nurture:** 3 Steps, 15 Duration, 1 Touches.
- Quarterly Call Plan:** 3 Steps, 91 Duration, 1 Touches.
- Mid-Term Nurture:** 6 Steps, 29 Duration, 2 Touches.
- Long-Term Nurture:** 8 Steps, 31 Duration, 3 Touches.
- 8x8 New Contact Engagement:** 15 Steps, 50 Duration, 8 Touches.
- Birthday:** 6 Steps, 6 Duration, 4 Touches.
- Open House Followup:** 15 Steps, 21 Duration, 7 Touches.

Automate all of your follow-up with 9 customizable templates for all occasions.

The screenshot shows the configuration interface for a Smartplan. The title is 'Facebook Follow up' with a duration of '3 days / 6 steps / 4 touches'. The 'Plan is ON' toggle is active. The interface is divided into two main sections: 'Choose a trigger event' and 'Select an action'.

Choose a trigger event:

- Step 1: Send SMS/MMS | Hi {contact.first.name}...
- Day: 1
- From*: Your Twilio account is Connected
- Message Type: Static (selected), Dynamic
- Text*: Hi {contact.first.name}, I put some homes for sale on Facebook and you clicked on them. I'm sure you're not looking to make a move just yet, but I'd like to set up a search for you. Are you looking in Oakland Co., or elsewhere? -Nick w/ Superior Homes

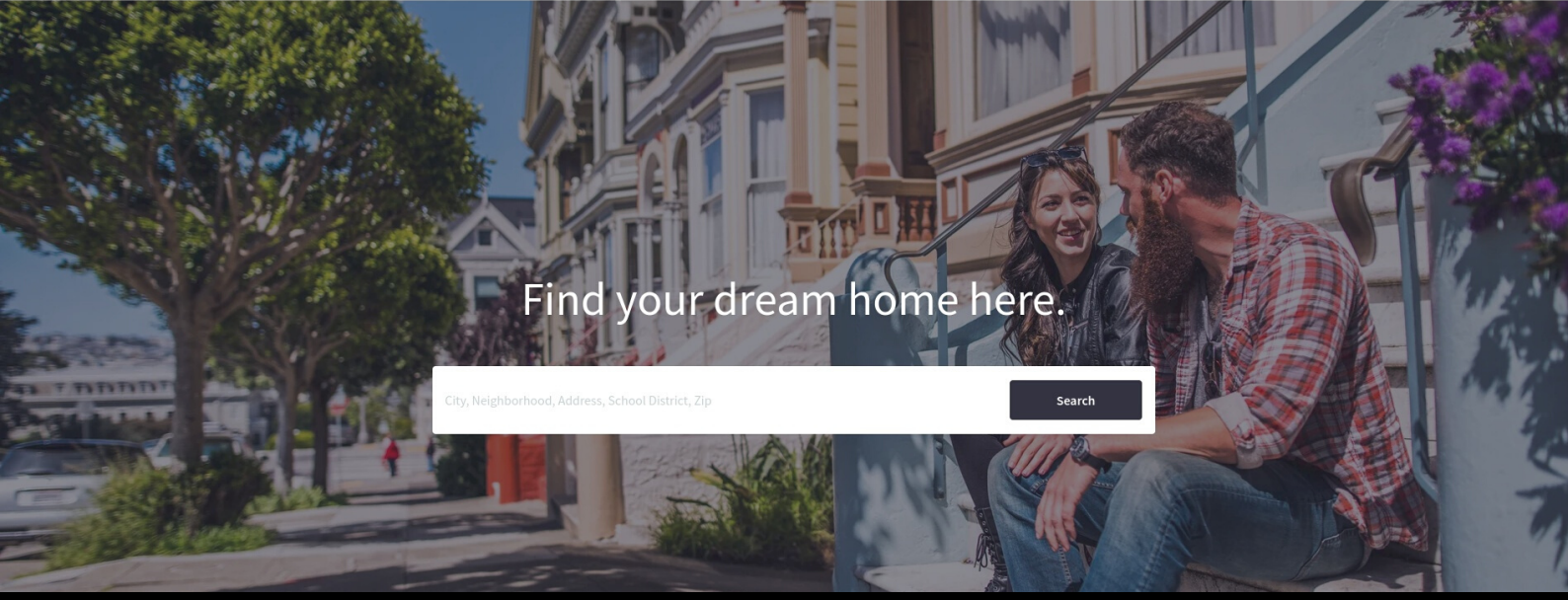
Select an action:

- Create Task
- Make a Call
- Send Email
- Send SMS/MMS
- Set Delay
- Add to SmartPlan
- Restart Flow

Or create your very own Smartplan from scratch, with text, email, phone calls, tasks and more.

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IDX Websites



Find your dream home here.

City, Neighborhood, Address, School District, Zip Search

Mill Creek Village

📍 Lake Orion, MI

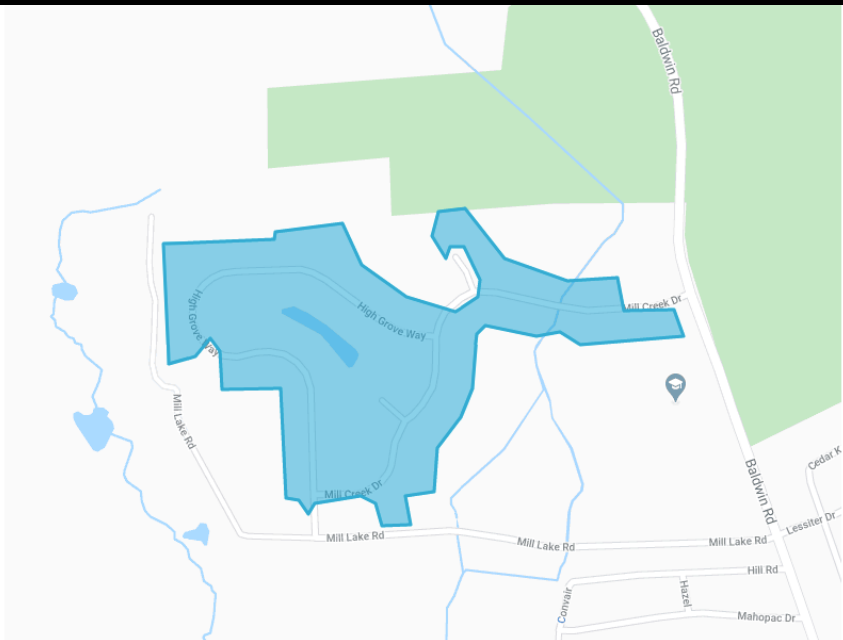
4 Home for sale 0 Pending

\$444,950	\$194	4
<small>Avg. Home Price</small>	<small>Price/Sqft</small>	<small>Days on Market</small>

What Locals Say

- Nature
- Outdoorsy
- Sites to see
- Dog lovers
- Travelers are here

Walkability



KW Agent Sites are neighborhood-driven by our exclusive partnership with *Nextdoor*.



Command YELP

Places

- Highlights
- Restaurants
- Groceries
- Nightlife
- Cafes
- Shopping
- Arts & Entertainment
- Fitness



Pita Way
Restaurants
★★★★☆
108 Yelp reviews



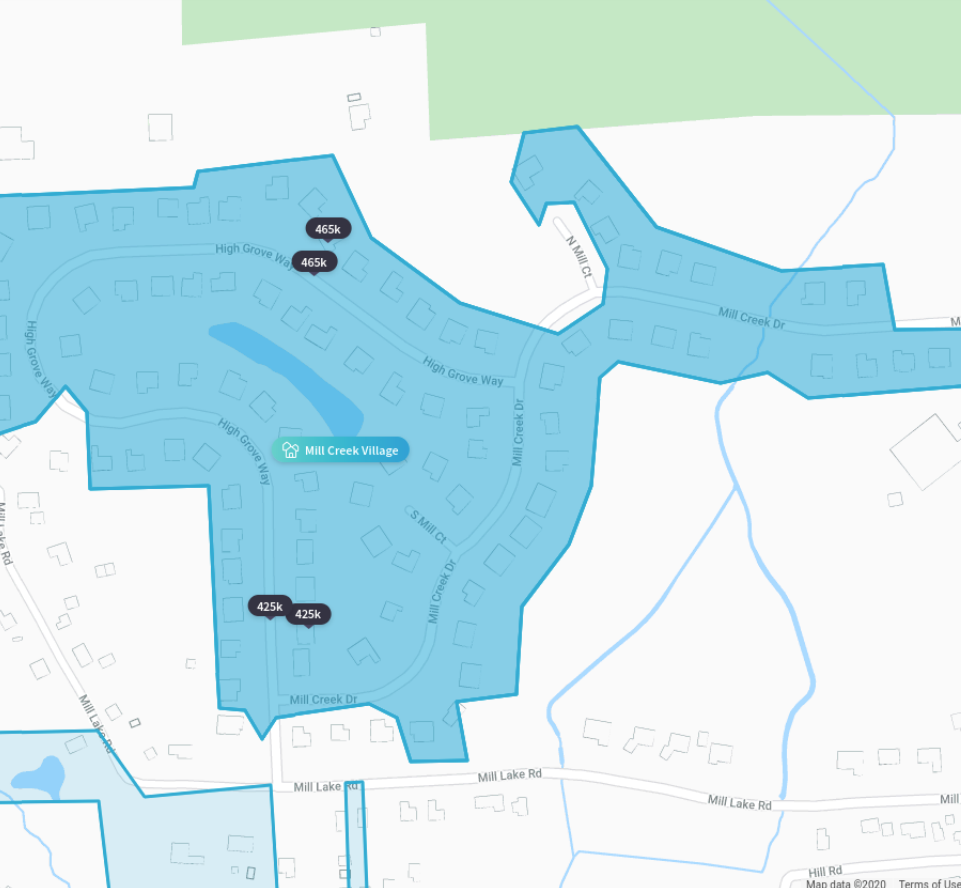
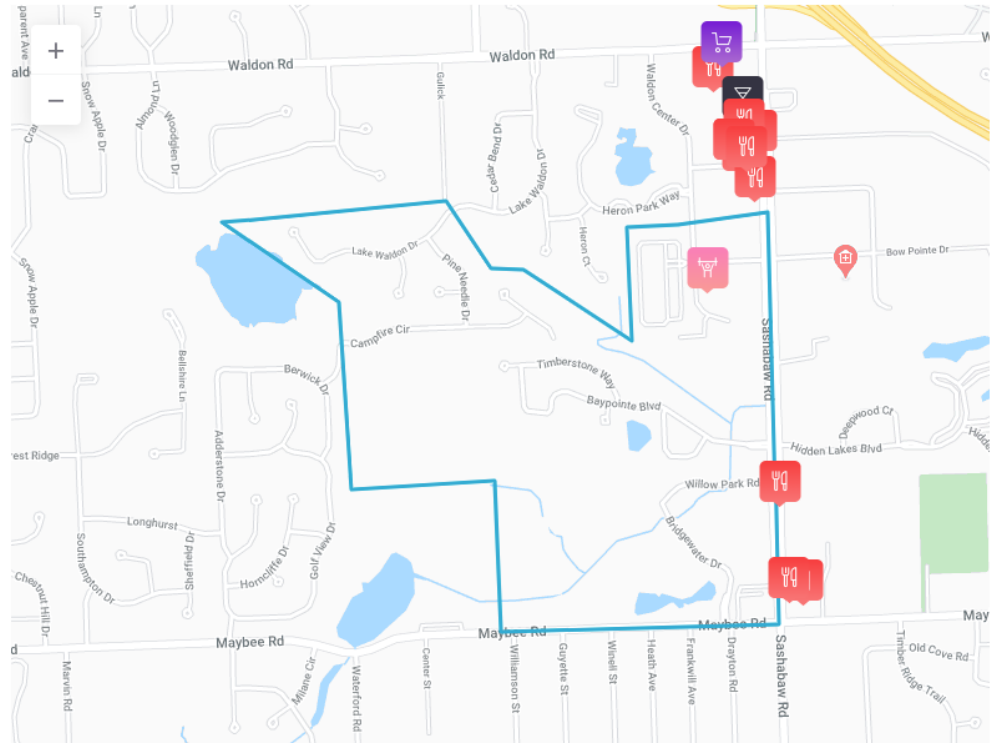
Goldfish Swim School - Clarkston
Fitness
★★★★☆
10 Yelp reviews



Uncle Peters Pasties
Restaurants
★★★★☆
18 Yelp reviews



Planet Sub
Restaurants
★★★★☆
22 Yelp reviews



Go deeper than a zip code and search by neighborhood or school district and get super hyper-local with our Yelp integration.

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LAST CONTACTED	TAGS
Feb 09, 2020 (4 days ago)	FacebookLead
Feb 13, 2020 (8 hours ago)	FacebookLead
Feb 04, 2020 (9 days ago)	FacebookLead
Feb 13, 2020 (7 hours ago)	FacebookLead
Feb 13, 2020 (7 hours ago)	FacebookLead
Feb 08, 2020 (5 days ago)	FacebookLead
Feb 04, 2020 (9 days ago)	FacebookLead
Feb 13, 2020 (7 hours ago)	FacebookLead
Feb 09, 2020 (4 days ago)	FacebookLead
Feb 09, 2020 (4 days ago)	FacebookLead

Conversation with Robert R

F: I don't spam you with homes you don't like, Robert. Just want to make sure you're being taken care of. Do you have any must haves I should know about?

RR: working farm

F: Great, Robert. We can help with that. Do you have a price range you're comfortable with and an area of interest?

RR: under 300000

F: Got it! Are you looking in Oakland or Genesee Co or elsewhere?

RR: Macomb

Type message Send

Contact's Health Score 64%

Mark as Lead

Lead Source: Facebook Lead Ads
Owner: Superior Homes Group
Assigned to: Unassigned
Stage: --

NEIGHBORHOODS: Brookdale, Broughton Ave., Brookedale, Bloomfield Proper

Map: Brookdale

Timeline Opportunities SmartPlans 2 Tasks Notes 1 Saved Searches

SUBSCRIBED TO NEIGHBORHOODS: BLOOMFIELD PROPER, BROOKDALE, BROOKEDALE, BROUGHTON AVE.

TEXT | SENT | 2:11 PM
Hi Joan, thanks for taking a look at the Bloomfield market stats I put on Facebook. This is Nick Baldwin with Superior Homes. Are there any questions you might have, or neighborhoods you'd like more information on that I could email you? Is feliciaoctavia10@gmail.com the best place for that or is text better?

NOTE | CREATED | 2:03 PM
Lead Received from bloomfield stats

SOURCE CHANGED TO FACEBOOK LEAD ADS
Source Change

SMARTPLAN | SUBSCRIBED
Subscribed to FB Neighborhood Campaign (Bloomfield) SmartPlan


Detailed CRM features with tagging, texting, property alerts, neighborhood snapshots, consumer behavior tracking, and more...

Command

📅 VIEWED LISTING | AT 11:12 AM ON 06/11
[83 Rutan Road](#)

📅 VIEWED LISTING | AT 11:12 AM ON 06/11
[83 Rutan Road](#)

● JUN 10, 2020

💬 USER CONTACTED AGENT | 4:56 PM ON 06/10
[21 Martin St, Bloomfield Twp. NJ 07003](#)


Is this still available?

📅 VIEWED LISTING | AT 4:56 PM ON 06/10
[21 Martin St](#)

📅 VIEWED LISTING | AT 3:59 PM ON 05/29
[31300 Emery Road](#)

❤️ VIEWED COLLECTION | AT 3:58 PM ON 05/29
 Contact viewed Homes for Audrey

- [4232 Bay Shores Dr, Waterford, MI, 48329](#)
- [6969 Oakhurst Ridge Rd, Clarkston, MI, 48348](#)
- [4226 Bay Shores Dr, Waterford, MI, 48329](#)
- [31300 Emery Rd, Chagrin Falls, OH, 44022](#)

Detailed CRM features with tagging, texting, property alerts, neighborhood snapshots, consumer behavior tracking, client update emails, lead routing, collaboration features and more...

Command



Julie Burton
2122034511
<https://firenemurphy.consumer-qa.kw.com/>



Hi Jeanette,

We are writing to let you know that we have completed the following activities.

12349 Metric Boulevard
Unit# 3
Austin, TX 78758

Property Activity

- Call Plumber
- Take Photos



Julie Burton
QA CRedentials
License #000854345434
2122034511
Website

Download My App



Keller Williams Realty International
>OfficePhone|
807 Las Cimas Parkway Suite 200
Not Provided
092345678

Royals
Realtors

Kelle Test Team

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Detailed CRM features with tagging, texting, property alerts, neighborhood snapshots, consumer behavior tracking, client update emails, collaboration features and more...

K W

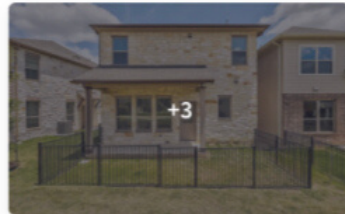
Command



Hello Sherri,



Let's put our heads together and combine forces to find what just what we're looking for. Click below to accept my invitation to collaborate on **Round Rock Favorites**.



Round Rock Favorites

12 Homes | 3 Comments

Accept Invite


If you feel you received it by mistake or wish to unsubscribe, [click here](#).

Detailed CRM features with tagging, texting, property alerts, neighborhood snapshots, consumer behavior tracking, client update emails, collaboration features and more...


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 New Leads to Claim 23 Acti

LEAD	SENT BY	SOURCE	CLAIM BY	ACTIONS
Isaac Nelson	Mabel Webster	Facebook	10:45 AM 12/24/2020	<input type="button" value="Pass"/> <input type="button" value="Claim"/>
Pauline Robbins	Sam Lambert	Facebook	10:45 AM 12/24/2020	<input type="button" value="Pass"/> <input type="button" value="Claim"/>
Alexander Brown	Sam Lambert	Zillow	10:45 AM 12/24/2020	<input type="button" value="Pass"/> <input type="button" value="Claim"/>
Neigel Michel	Mabel Webster	Zillow	10:45 AM 12/24/2020	<input type="button" value="Pass"/> <input type="button" value="Claim"/>

 Leads Pool | 56 leads available in the pool

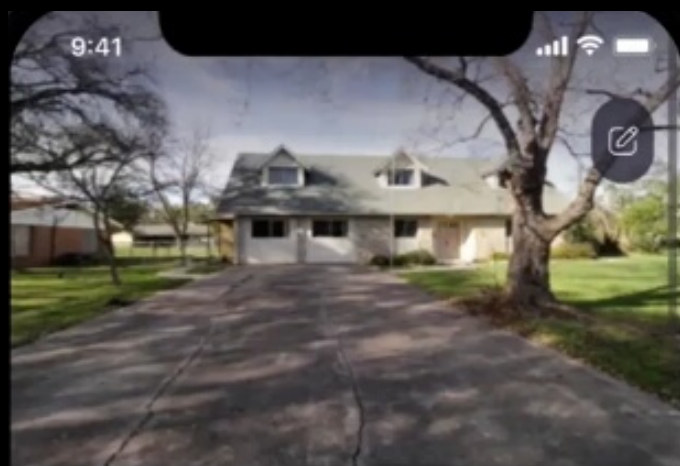
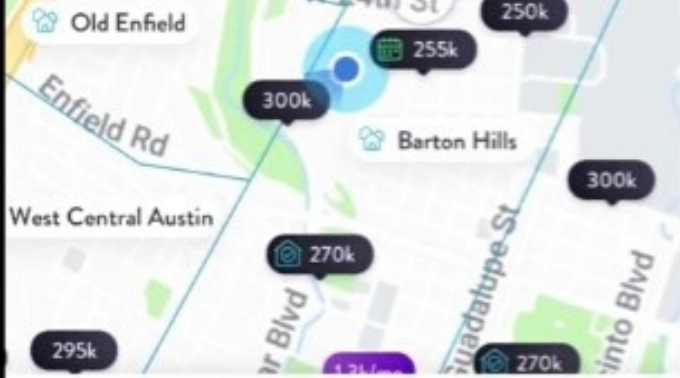
Detailed CRM features with tagging, texting, property alerts, neighborhood snapshots, consumer behavior tracking, client update emails, collaboration features and more...

The App

Empower your clients to get the most meaningful search results possible. Powered by AI, machine learning, and your expertise, this search comes fully charged. HomeDNA gathers an acute understanding of your client's preferences, while options like drawing their own search boundaries, filtering by property traits, and auto-searching when on-the-go deliver a fully customizable, well-rounded experience.

The KW App's feed was built to supply a constant stream of updates and communication about what your clients care about the most. When a listing price drops, a new house goes on the market, or you share a listing or a collection, all notifications go straight to their feed.

No client is born with real estate know-how, so fill in the gaps with buyer and seller guides, curated and compiled from years of experience and customized by you. Each guide contains timelines, actionable steps, a slew of how-to's, and a heads-up here and there so your client is armed with information and confident throughout the buying and selling process.



Home Value Nearby Activity Vendors

\$239,415 -\$2,121 (-0.8%) Off Market >

KW estimate · Change over 30 days ▾

\$230k - \$250k

Estimated range


\$262k (+4.3%)


One year forecast

Last time we saw this home transact was
Sept 7, 2018 at \$238,000

The App

Date Time

Select Day |  Select Time(s) ▼

 Your health and safety are our top priority. That's why we've added the option to tour properties you are interested in through a live video chat.

What type of tour are you interested in?

In Person Live Video

Select your preferred video platform(s)

Zoom Facetime Google Hangouts

Facebook Messenger Google Duo Other

Add a custom note (optional)

Request Agent-Led Video Home Tour

The Cost of COMMAND

**Included in your monthly
office bill for as low as \$25
per month.**

Keller Cloud was built so that you can easily harness the collective datapower of the world's largest real estate sales force in your business. It's no-hassle, easy-to-use, and designed to uncover trends in the market as they emerge so that you are well-positioned to have more conversations, build deeper relationships, and grow your business.

**Take
Command**