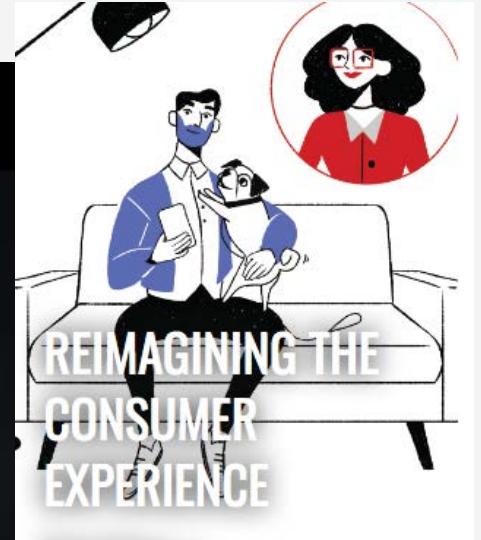


IF YOU DON'T KNOW NOW YOU KNOW



IN FEBRUARY'S EDITION:

NEW CONSUMER APP-1

COMMAND SOLUTION-2

LEADERSHIP MOMENT-3

TOP 500-4

LENDER MOMENT-5

10 QUESTIONS-6

ON THE SCHEDULE-7

PRODUCTION AWARDS-8

COMMAND AND CHILL-9

CONSUMER APP UNVEILED AT FAMILY REUNION

NEW ORLEANS, LOUISIANA

The app revolutionizes the consumer experience at a time when more and more prospective buyers and sellers are looking for holistic, tech-savvy ways to help them navigate and streamline the buying and selling process.

The new consumer app is on schedule to be released by the end of Q2!

You can learn more about the app by watching the youtube video here:
goo.gl/zXnCLD

IF YOU DON'T KNOW NOW YOU KNOW



COMMAND-A SOLUTION TO REAL ESTATE'S PROBLEMS

OUTFRONT MAGAZINE

PROBLEM

Rising technology costs: Rising tech costs make it challenging to build a scalable, profitable real estate business.

SOLUTION

Command – and all KW technologies – are provided to associates at no additional cost.

PROBLEM

Improperly organized information: From listings to market data, real estate information is organized by ZIP code or arbitrary boundaries. The issue is, people search for real estate by neighborhoods.

SOLUTION

Information in Command is organized organically by neighborhood. This allows agents to zero in on the communities they serve, providing information that their clients want so they can own the conversation.

PROBLEM

Inefficient conversion: Traditional real estate technology is limited in how it uncovers potential clients in different stages of the real estate journey, leaving agents guessing who to contact and when.

SOLUTION

Command identifies and prioritizes contacts within an agent's database, so they can master follow-up and convert at a high level.

IF YOU DON'T KNOW NOW YOU KNOW



BROKER MOMENT

RICH SUMMERS, PRINCIPAL BROKER

As many of you know I oftentimes send broker moments to help with scenarios and topics that would benefit many of you. I have decided to create an encyclopedia of topics. You will be able to access the link here:

<https://drive.google.com/open?id=1BXDnM-lkk98vuFa2kG3nWaGqtnYHSDCy>



LEADERSHIP MOMENT

AMY MCMULLEN, MCA

One of my biggest take away's from Family Reunion was on how to Shift Proof your business. Gary Keller says now is the time to double or triple your lead gen activities. It can't hurt right? Also, this is an ideal time to trim the fat on your business expenses. If it doesn't have a great ROI eliminate it and allocate those funds to something with a better return. I am happy to sit with any of you and help you make sure you are leading with revenue and ready to crush this market!

IF YOU DON'T KNOW NOW YOU KNOW

KWSV RECOGNIZES 19 AGENTS AT TOP 500 AWARDS

kw SOUTH VALLEY
KELLERWILLIAMS. CONGRATULATES OUR

TOP 500 SL BOARD OF REALTORS



- JENN BAIN
- KRIS BOWEN
- SEAN BUTTARS
- ANNIE CANNON
- TRACI CROCKETT
- TYLER DEMARS
- CANDICE EVANS
- SCOTT HARDEY
- EMILY HAYES
- BRYAN HURD
- JUSTIN HURD
- CHRIS JONES
- RYAN PETTIT
- RYAN POOL
- HEATHER ROXBURGH
- LACY STEVENS
- JILL SADDLER
- KODY WATTS
- DAVID WISER

IF YOU DON'T KNOW NOW YOU KNOW

LENDER MOMENT

TONY FARIAS, LOAN OFFICER

Renting vs
BUYING

Are you throwing your
money away
because you *think*
renting is cheaper?

citywide
home loans



The US
average rent price
increases every year
by **3.12%***

*Source: deptofnumbers.com/rent/us

You're paying someone else's mortgage.....

Make it Your Own



TONY FARIAS
Loan Officer

OFFICE (801) 300-4575

EMAIL tfarias@citywidehomeloans.com

MOBILE (801) 706-6849

WEB www.citywidehomeloans.com/tony-farias

NMLS# 226351

IF YOU DON'T KNOW NOW YOU KNOW AGENT SPOTLIGHT

10 QUESTIONS FOR REGAN NORDGREN

FEBRUARY'S CULTURAL ICON



1. How long have you been in the real estate industry?

I have been in real estate 6 1/2 years

2. What industry did you come from before that?

I sold and managed alarm sales offices in the Midwest for 8 years

3. Where are you from?

I grew up in West Valley City, UT next to my cousin, Clay Winder.

4. What is your passion outside of work?

My passion is spending time with my wife Jessica and my three kids Grady, Jean, and Bronson. We love to travel, play sports, visit National and State Parks, spending in the mountains, and swimming at our family pool.

5. What is your favorite movie?

I have two all-time favorite movies: Disney's Robin Hood and The Fugitive.

6. What books or magazines are on your nightstand?

Currently: "Start with Why" Simon Sinek and (re-reading) "Mysticism and Modern Life: Ancient Wisdom for Personal Growth" Larry Laveman.

7. What kind of music and which artists do you listen to the most?

I love lots of genres of music. A few of my favorite artists are: The Head and the Heart, Iron & Wine, Macklemore, Local Natives, Run River North..

8. If you could have a superpower what would it be?

I would love to have the superpower of flying

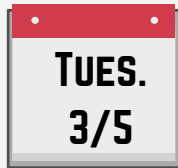
9. What is something you would like to achieve in the next year?

My goal for this year is to receive 25 referral closed transactions from "Top 50" (in my SOI). I have 3 so far with 10 other referrals that will close in the next few months.

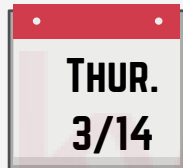
IF YOU DON'T KNOW NOW YOU KNOW

ON THE SCHEDULE

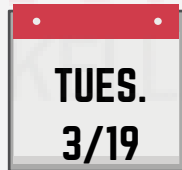
4020 W DAYBREAK PARKWAY



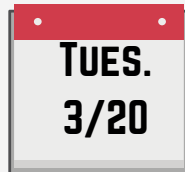
TEAM MEETING:
HEATHER ROXBURGH
11AM-12PM



BUILDING WEALTH AS A 1099 CONTRACTOR
INSTRUCTOR: MANNY NEGRON
11AM-12PM



TEAM MEETING:
CORE CE LUNCH AND LEARN
USING A POA IN RE TRANSACTIONS
11AM-1PM



DEEP DIVE INTO FACEBOOK ADS
INSTRUCTOR: SHANTEL REITZ
11AM-1PM

IF YOU DON'T KNOW NOW YOU KNOW

JANUARY PRODUCTION AWARDS

Introducing the **K-DUB AWARDS**

January 2019

TOP LISTINGS

1. Trent Bright	4 Units-\$28.5 million
2. Scott Murray	2 Units-\$715,000
3. Eli Stevens	2 Units-\$680,000
4. David Eamhardt	2 Units-\$616,000
5. Ryan Pool	2 Units-\$590,000

TOP WRITTEN

1. Trent Bright	12 Units-\$85 million
2. Scott Hardey	4 Units-\$2.1 million
3. Judy Daniel	4 Units-\$1.6 million
4. Jeff Eaves	4 Units-\$1.5 million
5. Ryan Pool	4 Units-\$1.3 million
6. Emily Hayes	4 Units-\$1.3 million
7. David Eamhardt	4 Units-\$1.1 million
8. Kroger Menzer	3 Units-\$1 million
9. Andrew Kent	3 Units-\$950,000
10. Thomas Vogel	\$ 3 Units-\$856,000

TOP CLOSED

1. Trent Bright	4 Units-\$33.5 million
2. Judy Daniel	3 Units-\$1.2 million
3. Jeff Eaves	3 Units-\$1 million
4. Emily Hayes	3 Units-\$2.1 million
5. Andrew Kent	3 Units-\$950,000

CAPPERS

Traci Crockett
Brooke Glaittli
Emily Hayes
Bryan Hurd
Kroger Menzer
Heather Roxburgh
Thomas Vogel

PROFIT SHARE

\$3,291

CRIMSON CLUB

Individual - Trent Bright 20 Units- \$147,540,000
Team-Candice Evans Team 13.5 Units-\$14.7 mil
Group-Roxburgh Group 26 Units-\$11.2 mil

Congratulations From Your Staff... **WE ARE PROUD TO BE IN BUSINESS WITH YOU!**

IF YOU DON'T KNOW NOW YOU KNOW

LEARN ALL ABOUT
KW COMMAND

“IT'S TIME TO TAKE COMMAND”

•	COMMAND AND CHILL	•
.....	FRI. MARCH 1ST 12PM-1PM



Come and learn an overview of Command
from our Technology Chairman, Tyler Demars