

IF YOU DON'T KNOW NOW YOU KNOW



IN JANUARY'S EDITION:

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FAMILY REUNION 2019 GARY KELLER IS BACK

NEW ORLEANS, LOUISIANA

"At Family Reunion, Keller Williams associates gather with thousands of top agents and leaders for four power-packed days of networking and training. This is your opportunity to re-energize and take your business to the next level; learn from the best in the business, attend powerful sessions and immerse yourself in KW culture."

This year KW Family Reunion will be held in New Orleans, LA. On the main stage will be Gary Keller, back as CEO for the first time in nearly 25 years! Sharing the stage with him will be new President of KW International, Josh Team, who has lead the growth of our tech over the last few years. With KW Command's release set to change your business and the industry, this is a family reunion you do not want to miss!

Tickets are still available! Contact your MCA, Amy McMullen if you would like help purchasing a ticket or finding a last minute hotel room through our KW network.

Amy McMullen
amymcmullen@kw.com
(801) 676-5770

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BROKER MOMENT

RICH SUMMERS, PRINCIPAL BROKER

ADVERTISING REQUIREMENTS

Refer to broker moment dated 1/9/19 for complete rules

Rule #1:

The brokerage name must be clear and conspicuous in all advertising.

Rule #2:

Online Advertisements that don't have space to list the brokerage name must have a direct link to the page identifying the brokerage.

Rule #3:

KW South Valley Keller Williams requires all personal properties to be listed and advertised through the brokerage despite what the state allows.

Rule #4:

Abbreviations of the brokerage name is prohibited.

Rule #5:

Real estate teams must follow the same rules in advertising as individuals.

Rule #6:

A Guaranteed Sales Plan needs to get the broker's written approval prior to launching and being advertised.

Rule #7:

Inducement gifts are allowed as long as it is disclosed and allowed by the loan underwriter. When advertising an inducement you should mention "Conditions may apply" to cover you in the event the underwriter doesn't approve your inducement. An inducement may NOT be done outside of settlement.

Rule #8:

Closings gifts are allowed.

Rule #9: Unsolicited referrals may be compensated up to \$150.

Rule #10: Receiving a referral fee (finders fee) from a lender is prohibited.

Rule #11: Agency must be created, with all appropriate parties, prior to any advertising of property.



ADVERTISING REQUIREMENTS CONTINUED

Rule #12: Agents must market the property only at the agreed upon listing price.

Rule #13: A buyer's agent may market their services as "free."

Rule #14: Disclosure of interest is required in advertising a property.

Rule #15: Listing agent and buyers agent both may advertise that they "Sold" the property.

Rule #16: Agent will display a true picture in advertising and will only advertise and will only advertise their "active" listings.

Rule #17: Agents will not use deceptive tactics to mislead consumers.

Rule #18: Agents must notify web leads that their information may be shared/sold to another party.

Rule #19: Agents may only display their legitimate professional credentials.

Rule #20: Public remarks on MLS may not have phone numbers, websites, showing instructions, etc. Must be in agent remarks.

Rule #21: Listings must be published on MLS within 5 days of creating agency or the MLS must receive exclusion form within 5 days of agency.

Rule #22: You can use the photos of a listing on the MLS as they are copyrighted.

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IF YOU DON'T KNOW NOW YOU KNOW

THE MAIN EVENT



LIVE FEARLESSLY LEAD CONVERSION COURSE

WEDNESDAY, JANUARY 23RD
10AM-12PM



We are grateful to have Rob Adams on our education calendar this month to teach his lead conversion course.

Last year, Rob and his wife Annie, sold over \$15 million in real estate. In addition, the team Rob leads with Kris Bowen, sold close to \$50 million in real estate!

Attend this course held at KW South Valley to learn all you can about how to convert your leads timely and effectively so they convert to clients you service for years to come!

Lunch will be provided!

RSVP required through either link below.

FB Event Link: <https://tinyurl.com/y8vorh5h>

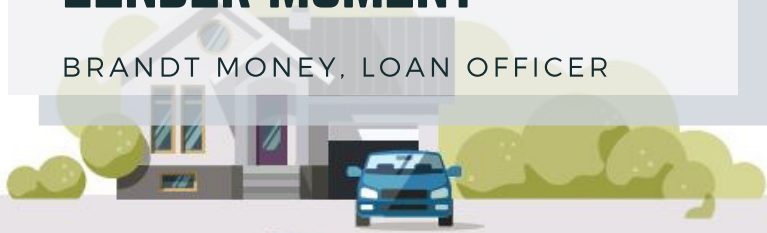
Eventbrite Link: <https://tinyurl.com/yasr6uws>



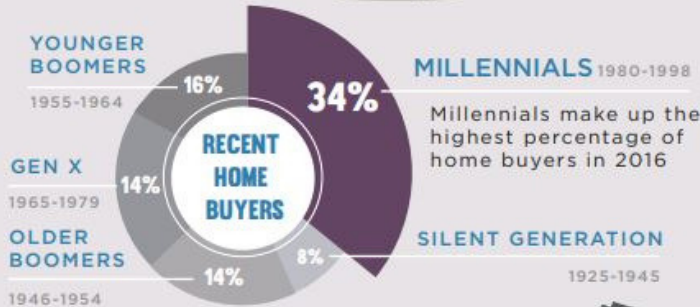
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LENDER MOMENT

BRANDT MONEY, LOAN OFFICER



MORTGAGE & MILLENNIALS



The median age for first time homebuyers in 2016 was

32 YEARS OLD



think that the most significant hurdle to achieving the American dream is saving for a down payment



MILLENNIALS IN THE UNITED STATES

2015

50% of Millennials are at a peak homebuying age range (25-45 years old)

2025

Millennials comprise the entire peak homebuying age range

2045

50% of Millennials are still at a peak homebuying age range

DOWN PAYMENT

37%

of first time homebuyers will take advantage of mortgage affordability programs

27%

of first time homebuyers used a gift for part or all of their down payment

25%

of buyers who are 33 or younger would move up their purchase timeline if they had access to down payment funds

88%

of Millennials are looking to buy in the next 5 years

citywide
home loans

SOURCES: Goldman Sachs Investment Research, NAR 2016 Profile of Buyers and Sellers, TD BANK 2016



BRANDT MONEY

Loan Officer

OFFICE (801)734-8748

EMAIL bmoney@citywidehomeloans.com

MOBILE (801)205-1926

WEB www.citywidehomeloans.com/brandt-money

NMLS# 242659



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10 QUESTIONS FOR RYCHEN JONES

BHURD IN UTAH

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

I officially joined KWSV 1 year ago on 1/30/2018. I started full time on about 3/1/2019 after wrapping up my previous job.

2. What industry did you come from before that?

I had been a financial advisor for the past 12+ years and was a partner with my father in our wealth management group

3. Where did you grow up?

Salem, OR. We moved to Utah (Sandy) in November 2017)

4. What is your passion outside of work?

As I make time for it I love to run a few marathons each year and when I can, a 50-mile ultra marathon each year. I also get fired up over the Portland Trail Blazers (sorry Jazz fans), and the Boston Red Sox.

5. What is your favorite movie?

I love the Fast and Furious series, and Fast Five is my favorite of those.

6. What books or magazines are on your nightstand?

Currently there are three: 1. The Introvert's Edge: How the Quiet and Shy can Outsell Anyone, by Matthew Pollard, 2. Tribes, by Seth Godin, 3. Raving Fans, by Ken Blanchard

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

My 10-yr old daughter uses my Pandora account, so when I do occasionally turn it on there is way too much Taylor Swift playing. When I'm running I have a lot of early 2000's punk/alternative rock that comes on. I'm not real big on anything super current.

8. If you could go back in time, what advice would you give yourself at age 15?

Oh man. Where to begin?

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

Mind-reading. How much easier would our job be if we knew what our clients or the opposing buyer/seller/agent were thinking?

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

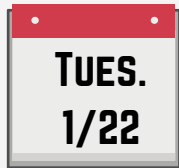
I regularly speak and give presentations on different topics to public and private groups as a pillar of my business. I would like to present/speak to a group of 100 or more people by the end of June and a group of 200 or more by the end of the year.

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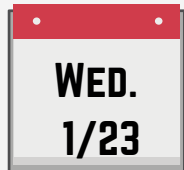
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ON THE SCHEDULE

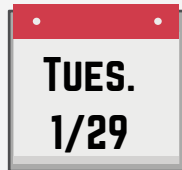
4020 W DAYBREAK PARKWAY



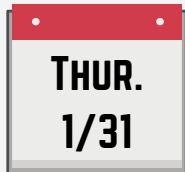
TEAM MEETING:
LUNCH & LEARN-CORE CE
11-12PM



LEAD CONVERSION COURSE
INSTRUCTOR: ROB ADAMS
10-12PM



TEAM MEETING: HOW TO BE A
MILLIONAIRE REAL ESTATE AGENT
11-12PM



EEDGE WORKSHOP
11AM-12PM

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LEARN ALL ABOUT
KW COMMAND

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| <p>TECH</p> <p>TUESDAY 1/22</p> <p>Take Command: Prep to Get Paid Part 2 of 4. Take Command of Opportunities and prep to get paid!</p> | <p>TECH</p> <p>WEDNESDAY 1/23</p> <p>Take Command: Prep to Get Paid Part 2 of 4. Take Command of Opportunities and prep to get paid!</p> |
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| <p>TECH</p> <p>THURSDAY 1/24</p> <p>Take Command: Prep to Get Paid Q and A Part 2 of 4. Are you prepared to get paid?</p> | <p>TECH</p> <p>FRIDAY 1/25</p> <p>KWConnect Live: Latest in Labs Biweekly live tech update</p> | <p>MONDAY 1/28</p> <p>CGI CALL The Career Growth Initiative (CGI) brings laser focus to the activities that lead to results.</p> |
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| <p>TECH</p> <p>TUESDAY 1/29</p> <p>Take Command: Designs Part 3 of 4. Leverage Designs to create engaging, visual marketing pieces- simply and easily.</p> | <p>TECH</p> <p>WEDNESDAY 1/30</p> <p>Take Command: Designs Part 3 of 4. Leverage Designs to create engaging, visual marketing pieces- simply and easily.</p> | <p>TECH</p> <p>THURSDAY 1/31</p> <p>Take Command: Designs Q and A Part 3 of 4. Let's talk Designs. Learn tips, tricks and ask questions.</p> |
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