kw LEADING EDGE
KELLERWILLIAMS® REALTY

SALES ASSOCIATE HANDBOOK

kw Where Entrepreneurs Thrive

Welcome

Keller Williams Mission:

To Build Careers Worth Having, Businesses Worth Owning, and Lives Worth Living.

kw | WI4C2TES

THE KELLER WILLIAMS REALTY

Belief System

WIN-WIN: or no deal

INTEGRITY: do the right thing

CUSTOMERS: always come first

COMMITMENT: in all things

COMMUNICATION: seek first to understand

CREATIVITY: ideas before results

TEAMWORK: together everyone achieves more

TRUST: starts with honesty

EQUITY: opportunities for all

SUCCESS: results through people

Office Information

Phone Numbers:

Office Phone:401-333-4900

Mailing Address:

28 Thurber Blvd, Smithfield
RI 02917

Office Hours:

Monday – Thursday:	9:00 am. - 5:00 pm.
Friday:	9:00 am. - 4:00 pm.

2025 Office Holidays:

New Year's Day
Memorial Day
4th of July
Labor Day
Day Before Thanksgiving (Open 9 am –12pm)
Thanksgiving Day
Day after Thanksgiving
Christmas Christmas Eve (Open 9 am – 12 pm)
Christmas Day
Day after Christmas

Please note that our office is accessible for use at any time including nights and holidays.

Conference Rooms

Conferencerooms are available for agent use, based on availability.
You can reserve by using the agent portal online (Agent.KwLeadingEdge.com)

Office Access:

Associates will be provided with a code for the Main door lockbox to allow for after hours access. After hours please make sure the door is locked when you exit and all lights are off.

Agent Offices / Cubical Space:

Agent Office /Cubical Space is available for monthly rental on a limited basis, please contact the MCA for availability. Public workspace and desktop computers are available on a first come first served basis at no cost. **Please keep areas clean and be respectful to market center property.**

Printers:

Each agent will be assigned a code for the office printers. This code will allow you to print from your personal computer.

Full Color Prints: $0.25 per page   Gray Scale: $0.10 per page

Important Office Information

Operating Principal
Louis Barrows
louisbarrows@kw.com
401.640.3520

Team Leader, Director of Growth
Matt Brown
mbrown715@kw.com
401-499-2978

Market Center Operations
Kim Barrows
klrw715@kw.com
401.333.4900

Director of First Impressions & Agent Services

Frontdesk715@kw.com
401.333.4900

Productivity Coach
David Nielson 401-527-3699

Keller Williams Leading Edge #715
28 Thurber Blvd
Smithfield, RI 02917
401-333-4900

Office MA MLS Number
AN2275

Office RI MLS Number
KELW03

Office RI Broker License
B14022

Office MA Broker License
139245

Office CT Broker License
0790330

Office TAX ID
20-5512965

WIFI Password
Agents: profitshare

Important Links
Command - Agent.kw.com
Agent Portal - Agent.kwleadingedge.com


kw LEADING EDGE
KELLERWILLIAMS. REALTY
CHECK OUT THE NEW
AGENT PORTAL
TRAINING CALENDAR
IMPORTANT OFFICE INFORMATION
BOOK THE CONFERENCE ROOM
AND MORE!
AGENT.KWLEADINGEDGE.COM
kw

Meet Your Keller Williams Leading Edge Leadership Team

The Operating Principal (OP) is the driving force behind fostering the strategic vision and upholding the core values of our Keller Williams office. With a keen focus on growth and profitability, the OP ensures that all business operations are efficient and align with our mission to provide unparalleled service in the real estate market. The Operating Principal's commitment to excellence and innovation cements our position as industry leaders and trusted advisors in the real estate community.

Louis Barrows- Operating Principal

The Director of Growth is responsible for driving strategic growth within the Market Center by identifying, attracting, and onboarding talented real estate professionals. This role focuses on recruiting high-potential agents, building strong relationships, and aligning individuals with the opportunities and value offered by Keller Williams. Through purposeful outreach, follow-up, and consultations, the Director of Growth supports the Market Center’s mission to grow with intention—focusing not just on agent count, but on productivity, cultural fit, and long-term success.

Matt Brown- Team Leader, Director of Growth

The Market Center Administrator is the backbone of our office, seamlessly managing all financial and operational aspects to ensure the smooth running of our market center. With meticulous attention to detail, the MCA oversees budgeting, accounting, and financial reporting, providing critical insights that guide our business decisions. They also play a key role in supporting our agents and staff, ensuring that administrative systems, technology, and resources are in place to facilitate top-notch service delivery.

Kim Barrows MCA - Finance & Operations

The Director of First Impressions & Agent Service Coodinator serves as the operational backbone of our real estate office, ensuring a seamless experience for agents, staff, and clients alike. They manage daily administrative functions, support agent onboarding and compliance, coordinate office communications, and uphold the culture and standards of the Keller Williams brand. The role bridges leadership and operations, helping drive productivity, consistency, and a positive environment across the Market Center.

Open Position- Director of First Impressions & Agent Services Coordinator

Coaching Program

Productivity Coaching is the vehicle thathelpsour agents to bridge the divide between understanding what it takes to succeed in real estate and actually doing it. It helps to spark your energy and enthusiasm for your business through ideas and proven systems and tools. Above all else, you get motivated to embrace accountability as one of the most powerful tools you have available to achieve any level of success you desire.

Programs

Launch Program (Entry Level Coaching- focusing on the fundamentals of real estate)

Launch Coaching Guidelines

Agents who have not completed 5 transactions in their career are required to participate in launch Productivity Coaching

Agents participating in coaching will be required to meet with Productivity Coach and sign coaching agreement.

Your **PC will be your primary point of contact** for questions regarding buyers, sellers, cooperating agents, contracts, dates, and negotiations. **It is mandatory that all documents be reviewed by your PC before submitting to a buyer, seller, and/or Cooperating agents.** *Prior to having your Coach review doc's watch, the video associated with that document in the* **PC Video & Document Library.**

Your PC will encourage and assist you, but it is not their responsibility to ensure that your complete assignments or conduct business. Your PC will be on hand to assist with procedures, documents, negotiations, CMA's & etc. The PC understands that standards, communication, patience, and encouragement are the essential ingredients for successful Coaching Program.

The PC may assume that the Associate has been to all the necessary training classes (IGNITE & LAUNCH) and should not be expected to have to train the basics. It is a requirement that all associates be currently enrolled in and/or previously completed IGNITE. IGNITE is designed to teach associates the tools and techniques they need to create a successful and rewarding Real Estate Career.

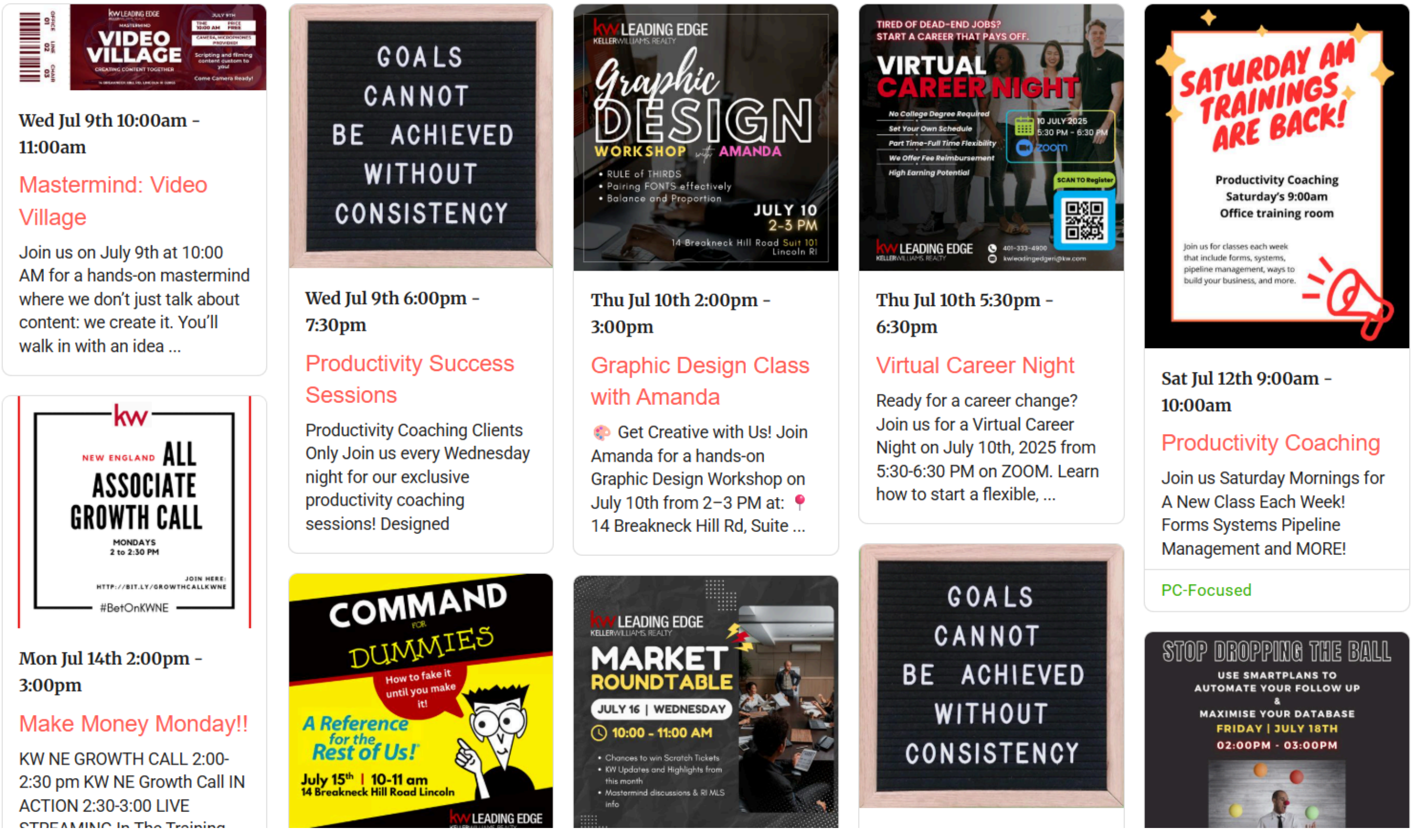
Your engagement & participation in the weekly classes, workshops, video's & masterminds is critical to learning the business of Real estate.

Productivity Coach

David Nielson 401-527-3699

Classes/Workshops

Classes and workshops can be found at our agent website: https://agent.kwleadingedge.com/training-calendar/



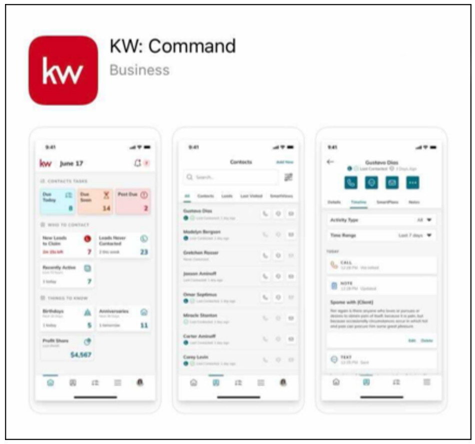
COMMAND

Keller Williams' Command platform is a comprehensive, integrated suite of tools designed to empower agents with cutting-edge technology for managing their business more efficiently and effectively. This cloud-based system offers a robust CRM (Customer Relationship Management) feature, enabling agents to track interactions, manage leads, and nurture client relationships with ease. It also provides advanced analytics for data-driven decision-making, marketing tools to create and distribute high-quality content, and transaction management capabilities to streamline the buying and selling process. Command's user-friendly interface and mobile accessibility ensure that agents can stay connected and responsive, no matter where they are, making it an indispensable resource in the fast-paced real estate environment.

You can access command at: Agent.KW.com

EachagentisprovidedwithaCommandusernameandpassword. YourusernameisdifferentfromyourKWemail.

DOWNLOAD Mobile KW COMMAND APP



Your KW Email

Each agent receives a kw.com email address provided through KW's Google Suite. You can login to your KW email the same way you would log into a standard Gmail account (gmail.com). You can use your KW email to login anywhere a Gmail account is accepted. Your KW Email also comes with a complimentary google drive with UNLIMITED storage.

Default Email Password:NewAgent1

Monthly Office Invoice

Monthly Invoice

Monthly bills are prepared around the 10th of each month and distributed to agents via their KW email; The ACH OR CC Withdrawal date will be listed on the email with your invoice.

Our office policy dictates that invoices are to be settled on a monthly basis. For further details regarding office payment procedures, please refer to the independent contractors agreement.

Agent must complete a CC authorization form.

Please make checks payable to: Keller Williams Realty Leading Edge.

Ifyou have any questions regarding your invoice please email the MCA at: klrw715@kw.com

Real Estate Transactions

All Real Estate Transactions are completed and submitted to the office through KW Command. Your opportunity pipeline contains all the necessary buyer and seller checklists required by the office. Each transaction will require an Opportunity to be created and submitted through Command. This has allowed the office to achieve our goal of being **100% paperless**.

Commission checks can only be released after all Checklists are submitted and approved. All required real estate documents can be accessed throughyour office DocuSign account.

*****Any commission “total” less than 4% must beapproved by the Operating Principal Lou Barrows**

Transaction Paperwork Resources

Each agent at KW is provided with a DocuSign account. All required paperwork needed for a transaction can be found in the agent’s DocuSign account. This paperwork is updated with a live connection to the Board of Realtors to ensure agents are always using the most up to date paperwork. The office holds monthly DocuSign trainings and many online training resources are available.

Office Training Calendar

Online Training

How to Get Paid

All transactions must be processed through opportunities in command. Paperwork must be completed, and commission request must be submitted before a check will be processed.

For detailed instructions on processing paperwork and commissions scan the QR code below:

Internet Security and Scam Warning

As a real estate agent، you're a prime target for online scams and cyberattacks. These threats can compromise your client's sensitive data، damage your reputation، and even lead to financial losses. Here are some essential steps to protect yourself:

Identity Verification:
Double-check identities: Before engaging in sensitive conversations or transactions، always verify the identity of the person you're communicating with. Call them on a known، trusted number or use alternative methods of secure communication established beforehand.
Beware of urgent requests: Scammers often create a sense of urgency to pressure you into making hasty decisions. If anyone from KWLE leadership، clients، or other involved parties makes an unusual or urgent request (especially regarding money transfers or gift cards)، verify their identity independently before proceeding.

Link Safety:
Don't click blindly: Exercise extreme caution when clicking on links in emails or text messages. Hover over the link to see the actual web address it leads to. If it looks suspicious or doesn't match the sender's usual domain، do not click.
Type addresses directly: Instead of clicking on links، type the website address (e.g.، your banking portal، Facebook، Instagram etc.) directly into your browser's address bar.

Additional Precautions:
Strong passwords: Use strong، unique passwords for each of your accounts and change them regularly. Consider using a password manager to help.
Two-factor authentication: Enable two-factor authentication (۲FA) whenever possible. This adds an extra layer of security to your accounts.
Software updates: Keep your operating system، web browser، and all software up to date with the latest security patches.
Security awareness: Stay educated about the latest scams and cybersecurity threats. Regularly review security protocols with your team.

Remember: KWLE leadership staff will never request gift cards، Western Union payments، or sensitive information via unverified channels. If you have any doubts about the legitimacy of a request or a communication، don't hesitate to contact your team leader or IT support for assistance.

Business Cards

Each agent is responsible for obtaining their own business cards. It is recommended that you have the MCTT approve your cards for compliance before submitting them for printing.

Professional Memberships

RI Agents

Statewidemls.com Billing: $35/month via MLS auto pay system. If an agent fails to pay their MLS invoice they will be billed the MLS fee to their office invoice. The agent will always be responsible for the financial aspect and it will be reflected on your monthly invoice

Board of Realtors – Northern Board of Realtors www.nribr.com

MA Agents

MLS Pin Mlspin.com Billing: $105/quarter that is charged to the agents directly www.southshorerealtors.com

South Shore Realtors Board

CTAgents

CT MLS

www.easternctrealtors.com **Eastern CT Board of Realtors**

THE 2026 BOARD OF DIRECTORS

AGENT LEADERSHIP COUNCIL

You have a strong support network behind you!

Holly Bellucci
401-225-4943

Mike Leboeuf
401-862-1707

Alessa Alvarez
401-556-0447

Melanie Ruiz
401-651-8141

Elizabeth Jimenez
401-595-9282

Peter Dufresne
401-480-8990

CULTURE
FAMILY
GROWTH
LEGACY

kw LEADING EDGE
KELLERWILLIAMS. REALTY

ASSOCIATE LEADERSHIP COUNCIL kw ALC

KW Cares

What is KW Cares?

KW Cares is a 501(c)(3) nonprofit that supports Keller Williams associates and their immediate family members facing extreme hardship as a result of a sudden emergency. Hardship is defined as a difficult circumstance that a person or family cannot handle without outside assistance. We are the heart of the Keller Williams culture in action – finding and serving the higher purpose of business through philanthropic giving in the communities where our agents live and work.

History of KW Cares?

Designated a 501(c) (3) public charity in 2003, KW Cares raises money through Keller Williams Market Centers and Regional Offices in order to provide emergency financial assistance to members of the KW family in need through its grants program, and to support other charities and causes aligned with the mission and values of Keller Williams Realty and KW Cares.

How Can I Donate?

Donations can be made one of three ways, first by giving through Command, second by mailing a check, and third by simply clicking on any of the donate buttons on the KW Cares Website. For a detailed overview of how to give with every transaction, where to mail checks or to donate directly, visit our **KWcares.org**. Thank you for your support of KW Cares!

KELLERISMS

At KellerWilliams, we have a language all our own!

Weaffectionatelyrefertoourmodifiedworksas"Kellerisms." Below is a list of **Kellerisms**, along with their definition:

ALC: Associate Leadership Council. A group of individuals drawn from the top 20 percent of Market Center producers.

Capper: An individual who produces sufficient GCI and contributes enough Company Dollar to the Market Center to satisfy his/her annual commission Cap requirement. After capping, the individual keeps all commission income.

Company Dollar: The money the Market Center keeps after all the Agents are paid their commissions. The Market Center uses these funds to pay bills and to make a profit.

DISC: A written personality profiling system. The system describes an individual's personality in terms of D: Dominant/Driver, I: Influencing/Inspiring, S: Stable/Steady and C: Compliant/Correct.

GCI: Gross Commission Income. The total amount of commission dollars the Market Center receives from a transaction.

MCA: Market Center Administrator. The MCA is responsible for implementing and maintaining all operating systems in a KW Market Center.

MREA: Millionaire Real Estate Agent – book written by Gary Keller with Dave Jenks and Jay Papasan. Also known as ***The Red Book***. The MREA includes systems for building a successful RE business.

OP: Operating Principal. The Operating Principal is responsible for the success of the business venture. They are also responsible for bringing Capital, Leadership, and Accountability.

Profit Share: Amount of Market Center profit that is sent to KWRI for Distribution to the appropriate Associate in the Profit Share Tree.

TL: Team Leader. The Team Leader is responsible for Market Center Growth, Training, Coaching and Consulting.

Transmittal: The monthly process through which the Market Center closes their books and sends their information to KWRI. Transmittals are due by the 3rd business day of the following month. Market Centers transmitting late are assessed a late transmittal fee of $100 per day. This late charge is never waived.

4-1-1: The 4-1-1 is a productivity tool that drives your goal setting from the desired end results to the present. 4-1-1 stands for four weeks, one month, and one year; but you must first set the yearly goals and then detail monthly and weekly goals. It is not a to-do list; it's a have-to-do list.

8X8: A lead generation schedule consisting of eight touches over eight weeks. A high-impact, high-saturation technique that is designed to put you in the number-one position in the minds of everyone in your Met database within an eight-week period.

12 Direct: A lead generation schedule consisting of twelve touches over one year. A high-impact technique that is designed to put you in the minds of everyone in your Haven't-Met database.

33 Touch: A lead generation schedule consisting of thirty three Touches over one year.

WI4C2T's: The beliefs of KW. Win Win or no deal, Integrity by doing the right thing, Customers always come first, Communication seek first to understand, Commitment in all things, Creativity ideas before results, Teamwork together everyone achieves more, Trust begins with honesty and success results through people.

VENDOR PARTNERS:

PERCY LAW GROUP, PC
BENEFIT FROM OUR EXPERIENCE

Name	Tom Percy
Phone	401-275-3149
E-mail	tpercy@percylawgroup.com
Notes	Attorney and Title

Tom Percy

THE FERRANTI GROUP OF loanDepot
NMLS#174457

Name	Aaron Kloss
Phone	401-275-3149
E-mail	akloss@loandepot.com
Notes	Lender

AARON KLOSS

Comparion Insurance Agency

Name	Chris Chappell
Phone	401-824-1114
E-mail	christopher.chappell@comparion insurance.com
Notes	Insurance

Chris Chappell & Erica Dubois

Koala
HOME INSPECTIONS LLC
INTERNACHI® CERTIFIED

Name Ryan Colby
Phone 401-332-8387
E-mail ryan@koalainspections.com
Notes Home Inspections

ALLIANCE RESTORATION
DISASTER CLEAN-UP & RECONSTRUCTION

Name Danielle Townsend
Phone 401-437-9111
E-mail dtownsend@alliance911.net
Notes Clean Up & Reconstruction

CORNERSTONE
COMMERCIAL CAPITAL

Name Bill and Alex Wallace
Phone 401-603-3732
E-mail bill@cornerstonecommercialcapital.com
Notes Commercial and SBA lending

B-ROLL
PRODUCTIONS

Name Brandon Barrayo
Phone 401-327-8661
E-mail brollproductionsri@gmail.com
Notes videography and photography

TRUE LIVING
HOME SERVICES

Name	Damian Ruiz
Phone	774-328-6149
E-mail	truelivinghandyman@gmail.com
Notes	Construction & Restoration

CHOPY MEDIA

Name	Joshua Chopy
Phone	401-426-7530
E-mail	brollproductionsri@gmail.com
Notes	videography and photography

Maid Believable
...clean and simple

Name	Crystal Girard
Phone	401-309-7440
E-mail	maidbelievable@gmail.com
Notes	Cleaning Services

CRUM
RELOCATION

Name	Brian Crum
Phone	401-500-2925
E-mail	Brian@crumrelo.com
Notes	Moving Company

TELEPHONE CONSUMER PROTECTION ACT (TCPA)

The TCPA regulates **telemarketing calls, voicemails, and texts.**

There is **no B2B exception** to the TCPA.

TCPA Liability:

- $500 - $1,500 per violation, with lawsuits often brought as class actions

How to Comply:

- **Before** calling or texting, confirm the number:
  - Is not on the national Do Not Call registry
  - Is not on any state, county, or local Do Not Call list
  - Is not on any internal (market center and region) Do Not Call list
- **Before** calling or texting any number using an autodialer or artificial voice or prerecorded message, obtain or confirm prior express written consent
- **Know** and follow all state/provincial laws in addition to the TCPA
- **Engage** TCPA counsel to confirm compliance with all applicable laws and requirements

RHODE ISLAND DBR Compliance

Agents Are Required To Follow All DBR Compliance Rules

Real Estate Advertising Rules:

https://rules.sos.ri.gov/regulations/part/230-30-20-2

A.Unless otherwise stated herein, categories of advertising include but are not limited to any publication, sign, radio, television or internet broadcasts, billboards, business stationary, business cards, business and legal forms, email, websites, social media and other internet media, printed materials, items, and documents.

B.A licensee shall not advertise in any way that is false or misleading.

C.General Requirements for all Advertising by Licensees

1.All advertising shall include the name of the brokerage or principal broker under which the Licensee and/or Team is licensed to do business.

a.The name of the Brokerage shall be displayed so that it is larger and more prominent than any included name of a Licensee or Team. The name of the Brokerage should be in close proximity to the Licensee's name and/or Team's name.

b.When the name of a Licensee or Team is contained in any advertising, except on business cards, it shall be in print smaller and less conspicuous than that of the brokerage.

c.Team names and Licensee names shall not be displayed in such a manner that they could be construed to be a Brokerage name.

d.Team names shall include the word "Team" or "Group" in all advertising.

e.Team names shall not include the following words or any derivation thereof:

(1)Agency;
(2)Associates;
(3)Brokerage;
(4)Brokers;
(5)Company;
(6)Corporation, Corp. or Inc.;
(7)Firm;
(8)LLC, LP, LLP;
(9)Partners, Partnership;
(10)Property, Properties; or
(11)Realty

D.Print Advertising

1.In all forms of print media, including but not limited to yard signs, billboards, business cards, business and legal forms, automobile signage, promotional items, etc., the Brokerage's information shall:

a.Be in a font size larger than any Licensee or Team name in the advertisement;

b.Be as visible or more visible than any Licensee or Team name in the advertisement; and

c.Not be obstructed more than any other content in the advertisement.

2.The business card of any licensed salesperson shall clearly indicate that his or her license is as a Salesperson or an Associate Broker.

E.Internet Advertising

1.Licensees, including Teams of Licensees, may only maintain websites that have been approved by the Principal Broker.

2.In all online advertising and websites, the Brokerage's name and contact information shall:

a.Appear on the home or landing page as well as on every viewable page of the licensee or team's advertisements or websites; and

b.Be prominently displayed larger and in close proximity to the licensee's or Team's information.

3.Additionally, all social media advertising shall prominently display the Brokerage's name: