

# *Session 1: You Are a Stakeholder*

## Introduction to Your Coach

- David Jones

## Contact Info

Please let us know if there is anything you'd like to discuss in relation to your coaching program.

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## Guidelines for this Program

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:  
<https://www.facebook.com/mapscoaching>
2. Only paid participants may listen and contribute.
3. Mute yourself whenever you are not talking (\*6).
4. Do not put the call on hold (you will be disconnected).
5. Complete all assignments prior to call.
6. Be PREPARED!

## Get Ready!

Complete the questions on this page as a warm-up to prepare for your coaching call.

Check yourself: How committed are you to helping others?

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What would you do with Profit Share in your account?

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## Participate

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## This Week's Objectives

- I. Profit Share powers success through others.
- II. You are a stakeholder.
- III. Think like a stakeholder.
- IV. How this program will work.
- V. Profit Share is a Tremendous Passive Income Opportunity
- VI. Experience wealth through passive income.
- VII. Small sums lead to great rewards.

## I. Profit Share Powers Success through Others

Profit Share is a revolutionary system that grew from a practical desire to create a powerful company. It is exactly what it sounds like. **We share almost 50 percent of every Market Center’s owner profit with the associates who help grow the company.** We do it because KW associates are *stakeholders*.

In 1986, Gary Keller sat down with his agents to reinvent Keller Williams Realty. The young company, which was functioning as a traditional real estate company with traditional commission splits, had just lost seven of its top ten producers to a competitor, who came out with the first 100% commission split structure of its time. These agents didn’t leave angrily; they were simply seeking better deals. Heeding the lesson, Gary turned to his remaining agents and began an **extraordinary journey**.

He proposed to these agents that they work together to construct a company with a world-class environment and world-class people. He envisioned a company that agents could enjoy and prosper in throughout their career—and beyond.

Gary asked this group, “What do you get from Keller Williams Realty or any other traditional company?”

They had the following answers:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Then he asked, “If you leave me and go to this competitor, what are you going to get from them?”

They said that they were going to get the same things they got from him. They said that in addition, they were going to get the following items:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

His final question was, “What would you like to have that no one can currently offer you?”

Then, Gary asked his remaining agents ...

\_\_\_\_\_

\_\_\_\_\_

**Notes:**

\_\_\_\_\_

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\_\_\_\_\_

Based on all of their input, he redesigned the company. The newly re-envisioned company featured:

1. \_\_\_\_\_, so agents would have a framework for treating each other that they could be proud of.
2. \_\_\_\_\_, so agents would always have an opportunity to learn and grow their businesses and never have a reason to leave the company.
3. \_\_\_\_\_, someone who would really give associates the best consulting possible.
4. \_\_\_\_\_, so agents could have a voice in the company's decisions.
5. \_\_\_\_\_, so that agents could make their own personal business spending decisions.
6. \_\_\_\_\_, a revolutionary system that treats associates in the company as if they were partners in the business—and enabled agents to receive more than 100% of their commissions.
7. \_\_\_\_\_, because they were sharing in the profit and wanted to see how their decisions impacted that profit. Agents wanted to know that what they were paying was fair.

Top agent Gary Gentry was in those meetings to recreate the company. He recalls, “We wanted to create something that had \_\_\_\_\_. We wanted to \_\_\_\_\_.”

Sharon Gibbons is now vice president of the Market Center Administrator (MCA) Division. Back in the late 80s, she was the first MCA. She recalls working through the Profit Sharing numbers with Gary and realizing the immense potential of this system. She also recalls realizing the type of company they were building. “Think about owners giving back and investing in the people they work with,” she says. “When they take money out of their pocket and give it to the people they work with to stay in business with them, it says a lot about what they think about them.”

Top agent Althea Osborn was also there. She recalls, “I knew Profit Share was the right thing to do because it put the agent and the broker into a \_\_\_\_\_. We are not fighting over the same dollar. We are growing something \_\_\_\_\_.”

Gary Todd was there too. He recalls, “In essence, it's a really good example of the win-win. Back then real estate companies were folding. Gary had the same problem with overhead that everybody

else had. In exchange for **making business decisions that grew the company and saved the company money, he was offering to share the profit with us.**”

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Gary Keller knew the Profit Sharing model was a bold statement and an opportunity for associates in the company to take on the mindset—and the potential—**of ownership**. He explains, “We created a program that would treat our real estate sales associates like legitimate partners in the business. We created a program that allows associates to build a business inside a real estate company that is as powerful as if they owned the company themselves.”

Mark Willis explains ...

“In everything that we do, we honor our associates, because we know that it is through our associates that our company flourishes and grows. The Profit Share system is no different.”

**Notes:**

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## II. You are a Stakeholder

You are a stakeholder and a powerful partner in all aspects of your company.

If you are part of the growth trajectory for any Keller Williams Market Center, you can be rewarded with passive, potentially long-term income like an owner, but without investing any capital. You can be a part of your company's success, and you are rewarded with a portion of the profits.

### Customers say ...

- "Now ..."
- "You fix it ..."
- "Owe me ..."
- "I'm right ..."

### Partners say ...

- "We"
- "How do we ..."
- "Here is an idea ..."
- "Let's do this ..."
- "Here's what I did ..."
- "What could we do?"

**Homework:** Watch the KWConnect video, **Unplugged with Mike Brodie, Culture Part 2.**

<http://kwconnect.kw.com/connect/user/GetCourse.do?memberId=29>

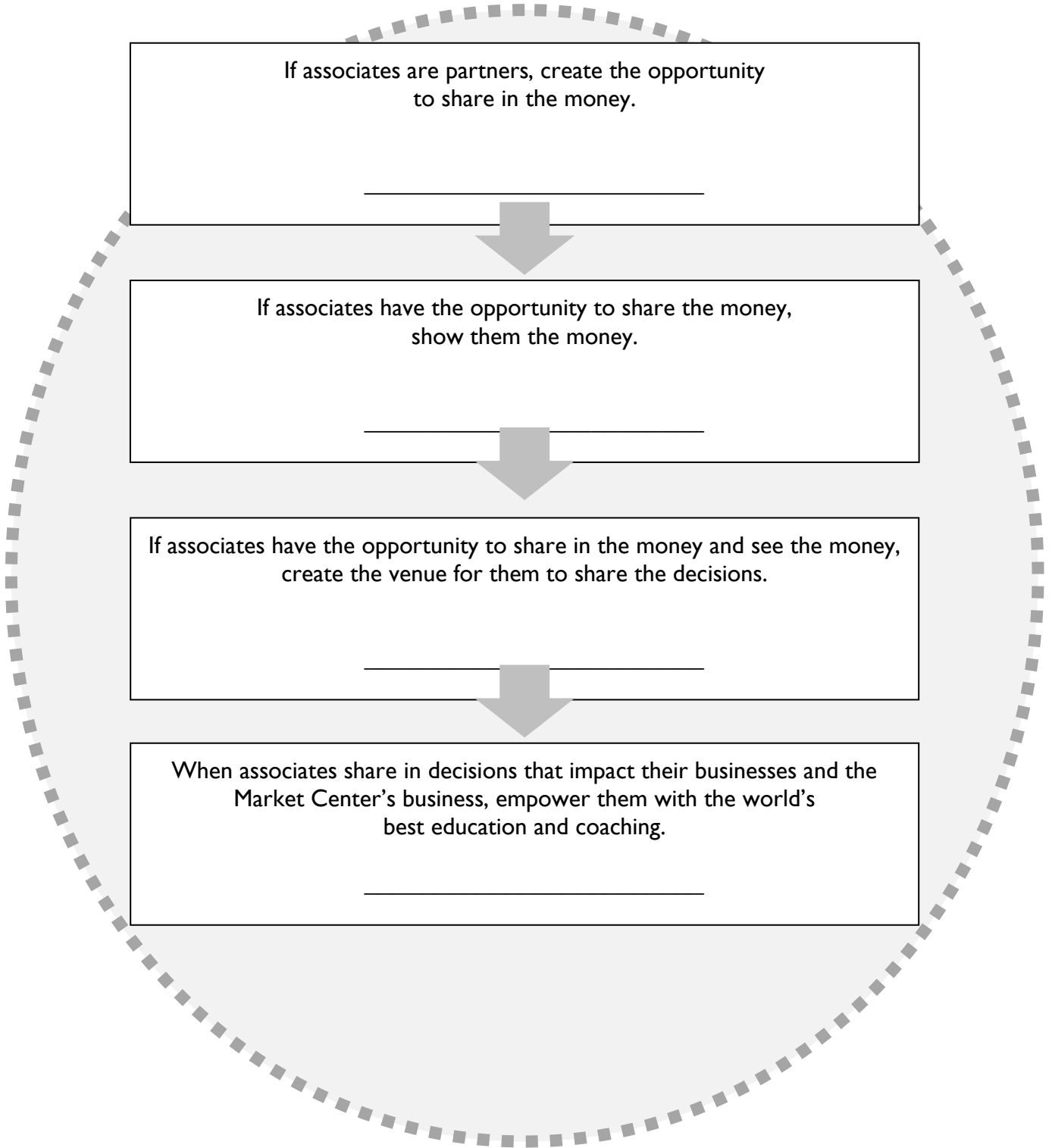
**What difference does it make to be a partner?**

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Sharing the profits just makes sense in the Keller Williams culture!



### III. Think Like a Stakeholder

Are you thinking like a stakeholder? Do you realize you have a stake in the business? Are you thinking like an \_\_\_\_\_?

Owners aren't in it just for the money ...

- They want to build businesses that are strong and endure.
- They want to work with talented people who they can learn from.
- They consistently seek talented people who they can assist, mentor, and help grow.
- They want their people to experience success in all aspects of their lives as a byproduct of working in that business.

**What else?**

Do you think of yourself as that kind of owner? Why or why not?

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What do you want to avoid by not seeing yourself as a stakeholder? Are you someone who reaches out to others to help them in their business? If not, what is stopping you?

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What if you did reach out to others? Picture yourself having coffee with someone, talking about business strategies, getting to know each other. Put yourself in that situation—live it. What do you feel?

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Picture them joining Keller Williams. Picture the both of you growing your businesses, celebrating your successes. Picture them pulling you aside and thanking you for reaching out to them. Or standing up at the sales meeting and saying that they wouldn't be at KW if it weren't for you. And that they're grateful you reached out. What would that do for you?

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Picture yourself periodically checking on your Profit Share bank account, and seeing that money grow while you're not doing anything. Picture yourself planning what to do with it; maybe you'll share your plans with your friends and family, or maybe you'll surprise them. What would you do with the money?

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How would doing it make you feel?

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Now, go back to thinking of yourself as a stakeholder. You can do it. You can help others, and you can watch your bank account grow. Will you?

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**Notes:**

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## IV. How This Program Will Work

Throughout these twelve weeks, you will develop as a stakeholder in small, manageable steps. You'll take actions that you design with a focused group of people you select. You will direct your progress, while this program supports and guides you with homework and accountability.

Your coach is committed to your success. Are you? Success doesn't happen by accident. **You can do it—if you commit to you.**

Affirmation:

I come from contribution.

I think and act like the stakeholder I am.

**Notes:**

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## V. Profit Share is a Tremendous Passive Income Opportunity

Share in the profits of the company like an owner would, without any personal \_\_\_\_\_ or investing any \_\_\_\_\_.

What are the “no-nos” of Profit Share?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

And yes, your opportunity is unlimited!

### KW Lifetime Profit Share

Level	Number of People
\$1,000,000	21
\$500,000	64
\$100,000	514
\$50,000	1,122
\$10,000	5,983
\$5,000	10,816
\$1,000	27,004
\$500	34,569



Compare Profit Share to a typical investment. Typically, you \_\_\_\_\_ some money to \_\_\_\_\_ money on an investment.

### Investments

Investment	Rate	Return
\$1,000	5%	\$50
\$10,000	5%	\$500
\$100,000	5%	\$5,000
\$1,000,000	5%	\$50,000
\$10,000,000	5%	\$500,000

1. How much money would you have to have in the bank for a year at 5% interest to get a \$1000 return? \_\_\_\_\_
2. How much do you intend on earning monthly in passive income? \_\_\_\_\_
3. Based on that amount, how much would you have to have in the bank at 5% interest for a year? \_\_\_\_\_
4. As of October 2012, how many people have received \$1000 from Profit Share? \_\_\_\_\_
5. How much of an investment did the Profit Share earners make to get their \$1000? \_\_\_\_\_
6. Profit Share is an \_\_\_\_\_ passive income opportunity!

**Notes:**

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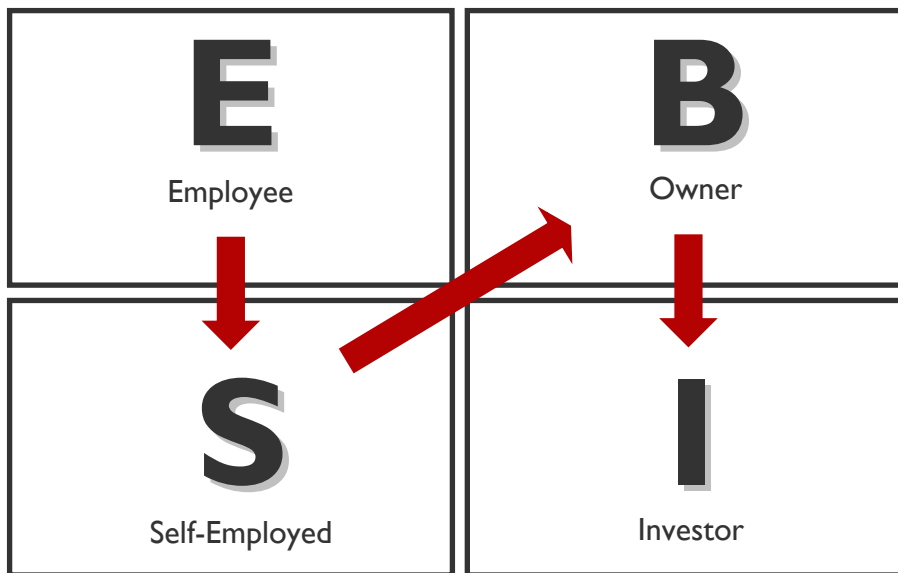


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## VI. Experience Wealth Through Passive Income

Profit Share could be the income stream that will enable you to \_\_\_\_\_ change your financial destiny. In the book *Cashflow Quadrant* Robert Kiyosaki argues that individuals can find financial freedom through income streams in four quadrants:

1. Employee (E)
2. Self-Employed (S)
3. Business Owner (B)
4. Investor (I)



From *Cashflow Quadrant*, Robert Kiyosaki

- On the left side of the box, there is a \_\_\_\_\_ relationship between \_\_\_\_\_ and \_\_\_\_\_.
- In which quadrant(s) could you amass wealth the quickest? \_\_\_\_\_
- In which quadrant(s) would you classify any Profit Share you receive? \_\_\_\_\_

What would you do with your time if it wasn't directly related to making money?

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**Notes:**

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## VII. Small Sums Lead to Great Rewards

According to David Bach, author of *Start Over, Finish Rich*, you can grow rich by choosing to \_\_\_\_\_ the small amounts of money that you usually \_\_\_\_\_ without thinking. He calls this idea the \_\_\_\_\_. (See [www.finishrich.com/lattefactor/](http://www.finishrich.com/lattefactor/) for more information.)

What kind of impact ...

... could investing any Profit Share you receive  
have on your financial future?

Even if it's \$50 per month?

If you invested **\$100 per month** at an annual interest rate of **5%** you would have:

Amount	Time
\$1,260.00	1 Year
\$2,583.00	2 Years
\$3,972.15	3 Years
\$5,430.76	4 Years
\$6,962.30	5 Years
\$15,848.14	10 Years
\$27,188.99	15 Years
\$83,712.95	30 Years

What would you have to give up to save \$100 per month? Make coffee at home? Eat out one less time per month? What are some other ideas?

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How would your financial landscape change if you made \$100 per month in Profit Share and you invested that money? In 5 years? 10 years? 20 years?

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How committed are you to growing your passive income?

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**Session I Assignments**

1. Post online (<http://goo.gl/forms/BGpT0Dazmj>) saying that you are committed to your success and that you are willing to be held accountable to your commitment.
2. Write in journal daily and put it where you can see it and say it every morning.
3. Determine the 10 people you would love to get to know and share business strategies with. (Do you have 15 or 20 people in mind? That's fine too!) Throughout this Group Coaching program, you will develop and strengthen your relationship with them.

*Note: Team Leaders should be adding 50–100 people.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

4. If you don't have 10 people, your assignment is to go find them. Call lenders, title companies, and home inspectors and ask them for a list of ten great people who are also great producers.
5. Cut out the affirmation below and put it where you can see it and say it every morning.

**Submit homework online at: <http://goo.gl/forms/BGpT0Dazmj>**

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**Affirmation:**

**I am a success by helping others grow.**