

# KELLER WILLIAMS - PRODUCTIVITY COACH/AGENT PROGRAM

In an effort to support you and your real estate career, we have developed a Program for you to work directly with a Productivity Coach(es) to guide you through the many facets of a real estate transaction and to coach you in developing the skills you need to be successful (the "Productivity Coaching Program," hereinafter referred to as the "Program"). The goal of this Program is to assist you in your personal and professional growth through increased production and success as well as involvement in the office. For the purpose of this agreement, the parties shall be the "Productivity Coaches" and the "Agent."

## **Agreement between Agent and Productivity Coaches:**

1. Agents joining Keller Williams Exton/West Chester/Devon Wayne Market Center who have closed fewer than 6 verified real estate transactions in the past 2 years may be placed into the Productivity Coaching Program (unless they are a member of a team). If the agent is already a capping agent they are encouraged to join the MAPS coaching programs.
2. Agents who are a member of a team can choose to participate in the Coaching Program and attend all training that the Productivity Coach instructs.
3. The Productivity Coaches will be the point of contact for Agent.
4. The Productivity Coach(s) are Independent Contractor with Keller Williams and is a licensed Broker in the Commonwealth of Pennsylvania.

### **5. Productivity Coaches agrees to:**

- a. Hold Agent accountable for mutually agreed upon goals (from Agent's Business Plan and 4-11)
- b. Encourage Agent to have a positive mindset and coach to highest potential
- c. Assist the Agent with strategies in working with buyers, sellers, lead generation and Objection handling
- d. Role Play with Agent for Listing Appointment and Buyer Consultation.
- e. Guide the agent through the listing/purchase process, and negotiations.
- f. Communicate with Agent weekly, individually or in a Group Coaching to offer support and encouragement
- g. Encourage Agent involvement at on-site and off-site training events
- h. Provide additional consulting as deemed necessary by Productivity Coach
- i. Assist Agent with follow-up from training (scripts, homework, etc.).
- j. Encourage Agent to join the "BOLD" Coaching Program.

Productivity Coach agrees to make a reasonable effort to be available to Agent for all purposes above mentioned. Coach further agrees that all discussions or information exchanged with Coach shall be considered **confidential**.

### **6. Agent agrees to:**

- a. Meet in person on regularly scheduled appointments either individual or in group coaching session to cover and review items as outlined in this Agreement
- b. Arrive to scheduled appointments on time, prepared for scheduled activities
- c. Have fun!
- d. Agrees to participate in office training for new agents, Ignite as well as other required classes, workshops and training events (office & regional) deemed appropriate by Coach.
- e. Allocate sufficient time for working with buyers, sellers, and lead generation
- f. Have resources available for lead generation and prospecting and develop a daily routine
- g. Agree to be held accountable for mutually set goals.
- h. Communicate openly and honestly with the Productivity Coach
- i. Follow Productivity Coach's recommendations and complete activities deemed necessary by Agent progress.

Agents shall be on a 60%/40% split with the market center until agent reaches capping status and/or graduates from the coaching program. If an agent fully participated in the program, successfully completing at least 6 transactions, at the discretion of the Productivity Coach and Team Leader, they may graduate from the program.

Failure to complete the Program without a written extension from the Productivity Coach, Team Leader and/or Broker may result in the Agent's license being returned to the PA Real Estate Commission.

**Financial Agreement for Agents in the Coaching Program:**

The Market Center is responsible to pay Coach's compensation. Agent agrees to list Coach, as such, at the time of transaction (on the Greensheet). Agent may agree to extend the Coach/Agent Contract at any time.

Compensation shall be paid upon settlement of the Agent's transactions which shall commence with the first or next pending settlement and continue until settlement of the last transaction executed during the contractual period or until agent has reached capping status, **even if the Agent has completed the Coaching Program.**

**Agreement for agents who have capped during the program:**

In return for coaching and support, Productivity Coach shall be compensated **10%** of the total gross commission earned by Agent once agent has reached capping status while still enrolled in the program. This compensation shall be paid by Agent and not by Market Center upon settlement of the Agent's transactions which shall continue until the expiration of the contract and settlement of the last transaction executed during the contractual period, **even if the Agent has completed the Coaching Program.**

This Agreement is still binding after the Agent terminates their relationship with Keller Williams for the transactions that are pending at the time of termination.

**Completion Date of Agreement:** \_\_\_\_\_

Agent \_\_\_\_\_ Date \_\_\_\_\_

Agent Signature \_\_\_\_\_

Coach \_\_\_\_\_ Date \_\_\_\_\_

**Keller Williams Real Estate**

revised 5.30.2016