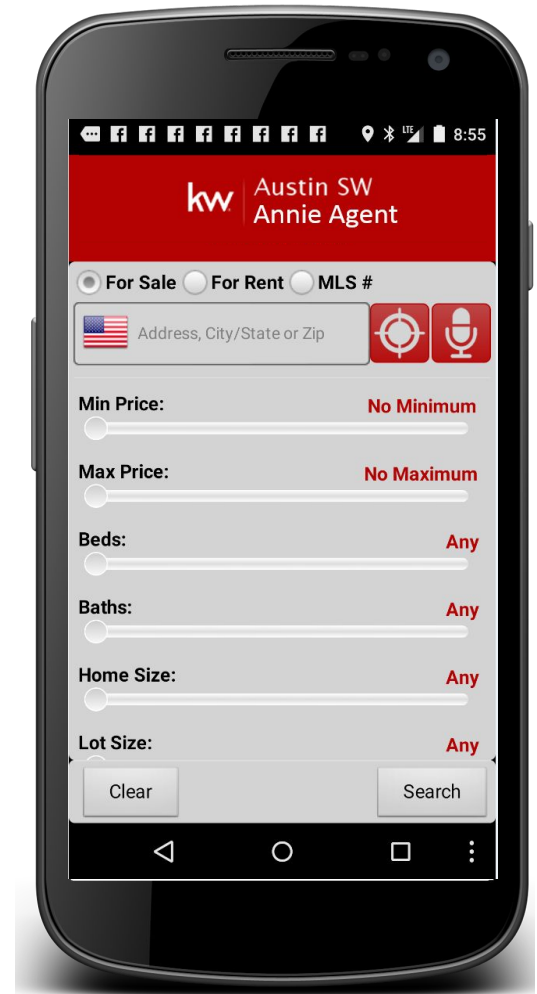
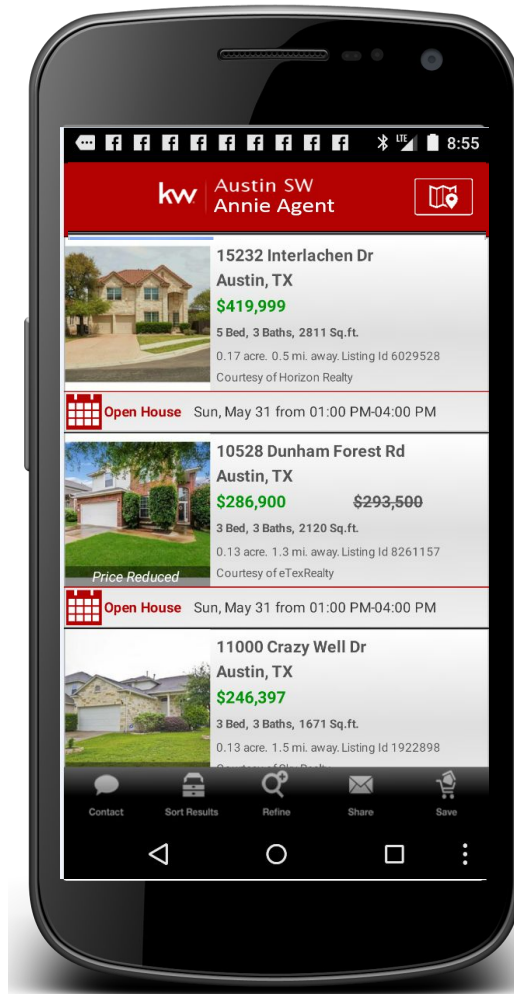
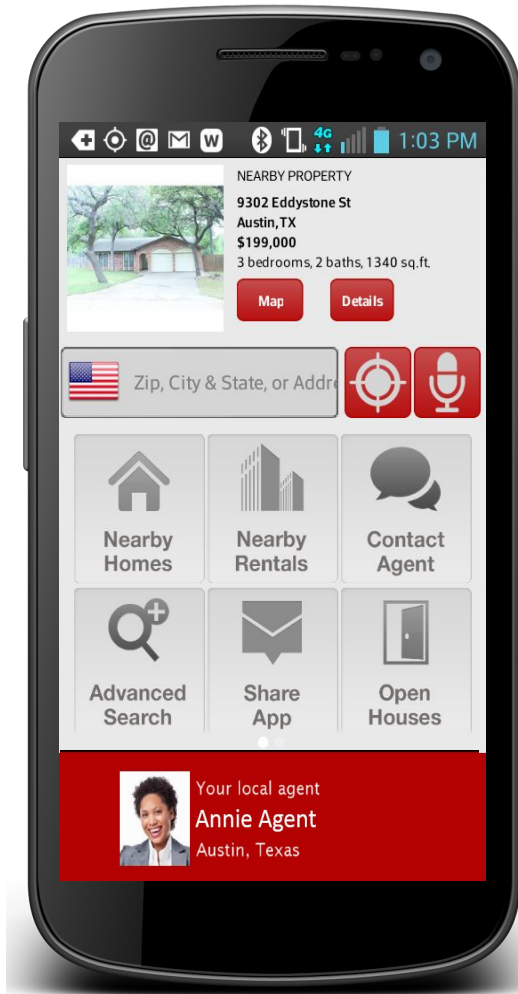


# Your Mobile App



## Your Newest Marketing Tool

# Your Newest Marketing Tool



# 3 Steps to Your Branded App

The screenshot displays the mykw.com user interface. At the top, a navigation bar includes links for HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, and EVENTS, along with a search bar. Below this, a red banner displays the user's name, 'Welcome Annie Agent', and links for 'eEdge Resources', 'Williams Realty International MC#0', 'switch', 'logout', and 'help'. The main content area features a user profile for 'Annie Agent' with a 100% profile completeness bar and a 'Find an Agent' search box. A central navigation menu is open, listing various tools and resources. An orange arrow points to 'KW Mobile App Resources' in this menu. Other items in the menu include 'KW TeamLeads', 'eAgentC Agent Websites', 'KWLS', 'Greensheet', 'KW Email', 'KW CLS', 'Change Password', 'Support and Answers', 'KW Tech Ambassadors', 'MC Websites', 'MC Tech Community', 'Goal Entry', 'ATC', 'KW Google Apps Resources', and 'KW Video'. To the right, there are promotional banners for Citi and a 'Find a Vendor' search box.

# 3 Steps to Your Branded App

1

## Download the KW App

Download for iPhone & iPad



Download for Android



Or text "kw" to 87778 to download the Mobile app

2

## Brand

Brand your app!

- Open the App
- Use agent search to find your name
- Select your name from list
- Toggle the "Make this my agent" button



3

## Share

Use your app to share via:

- Facebook
- Twitter
- Email
- Text

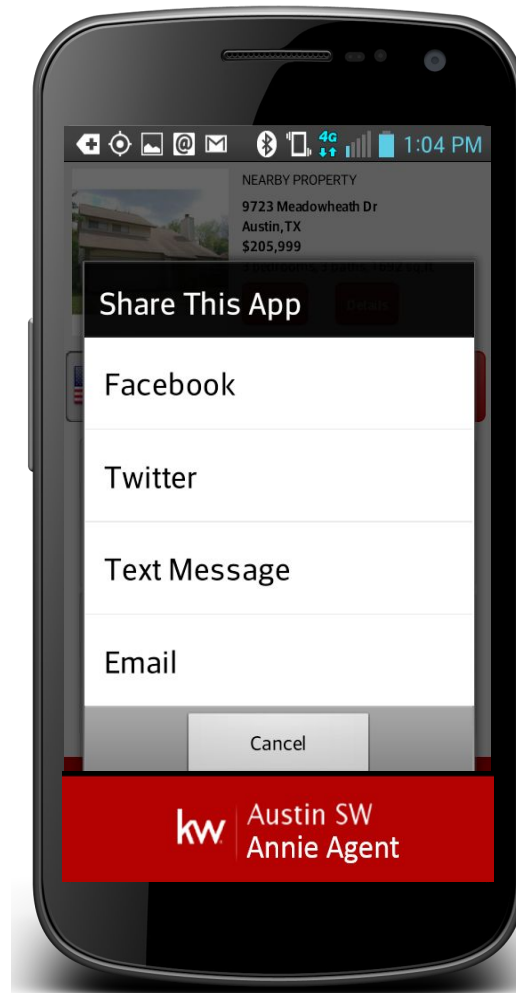
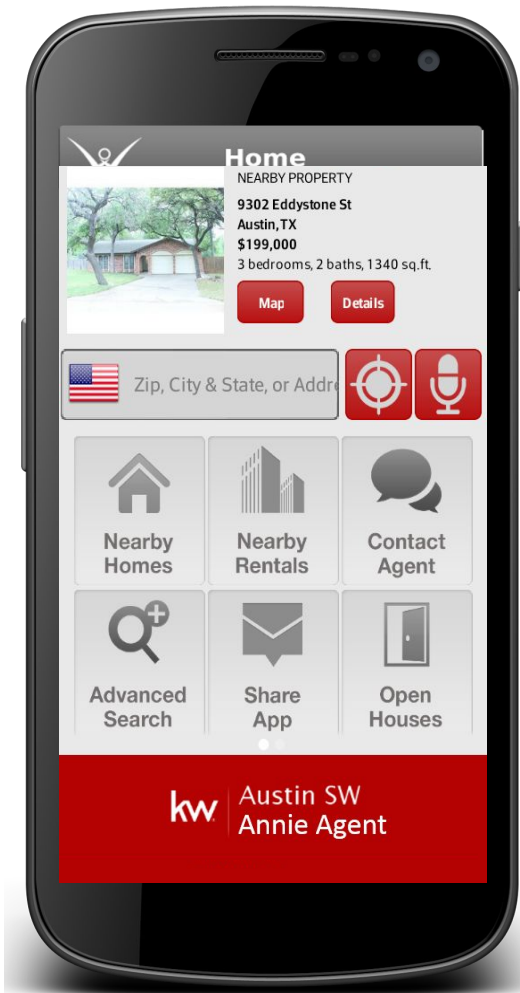
Market your custom URL

<http://app.kw.com/KW1OAG31>

Copy URL to share

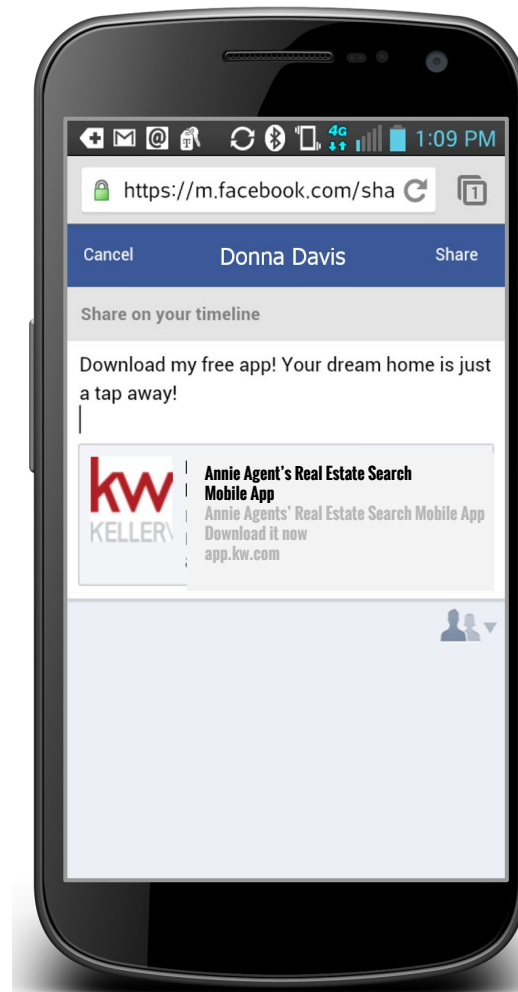
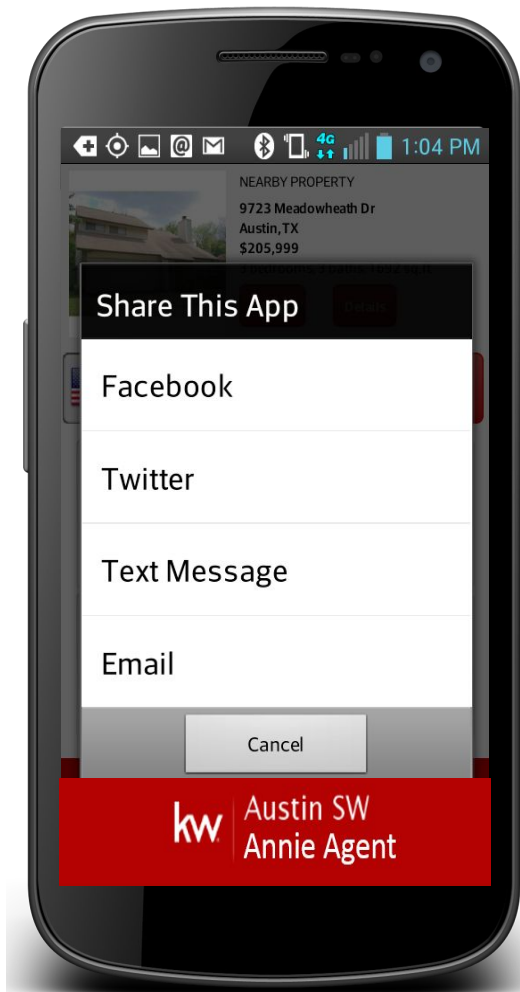


# Share Your App On the Go with Mets



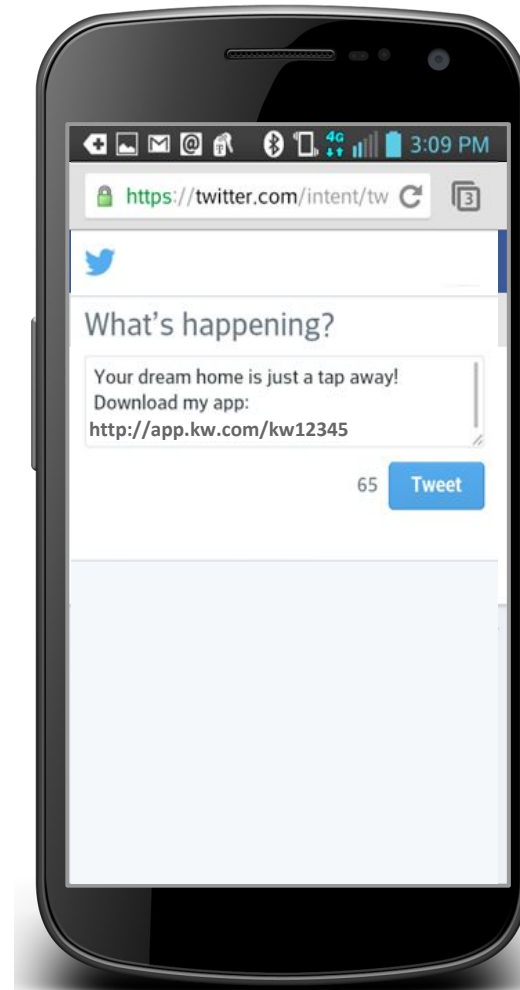
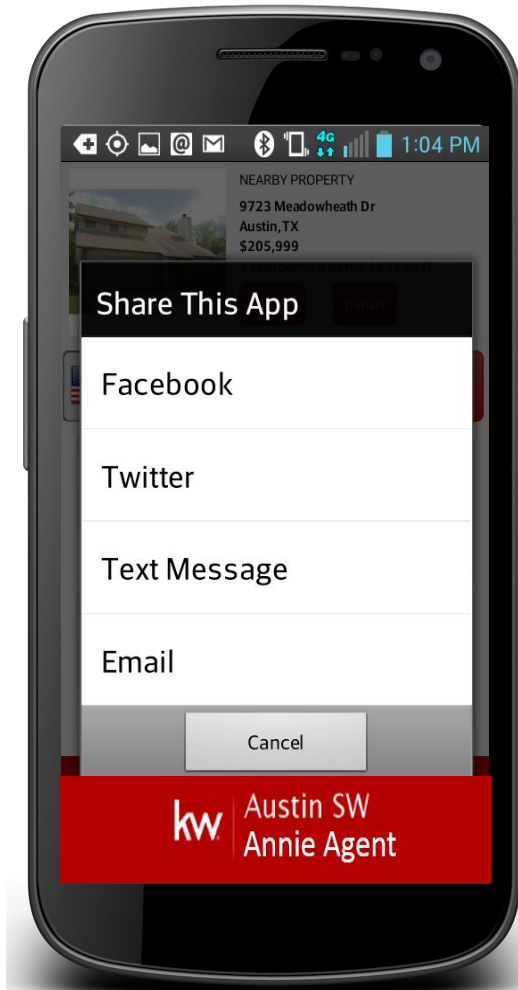
# Share Your App On the Go with Mets

## *Share on Facebook*



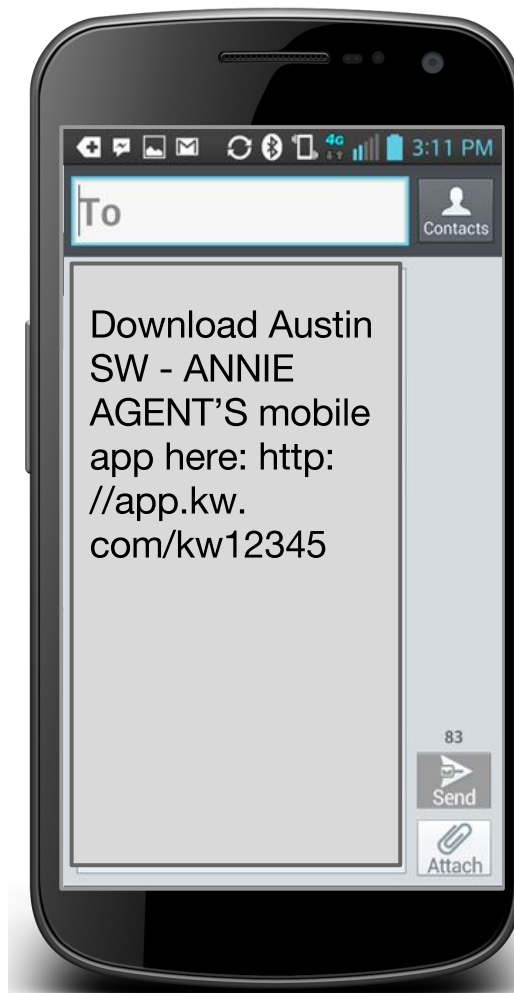
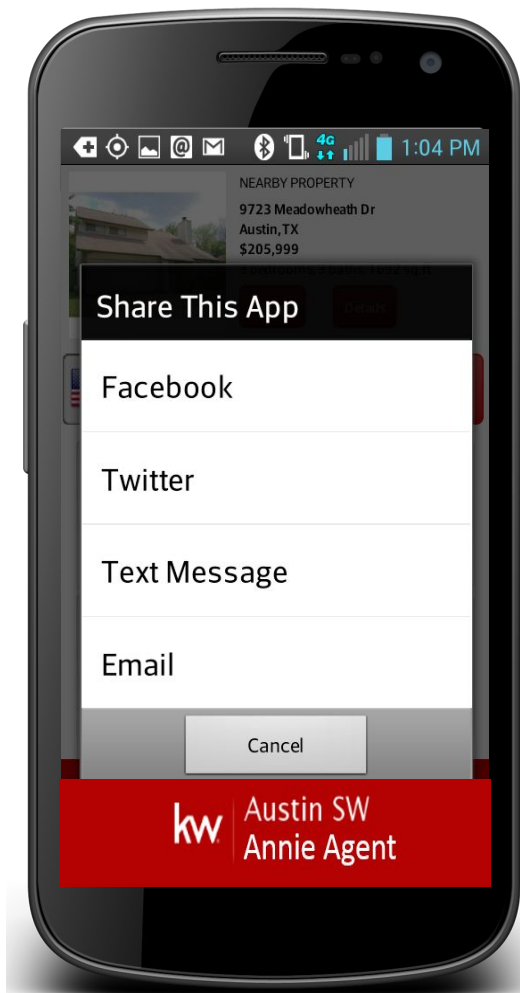
# Share Your App On the Go with Mets

*Share on Twitter*



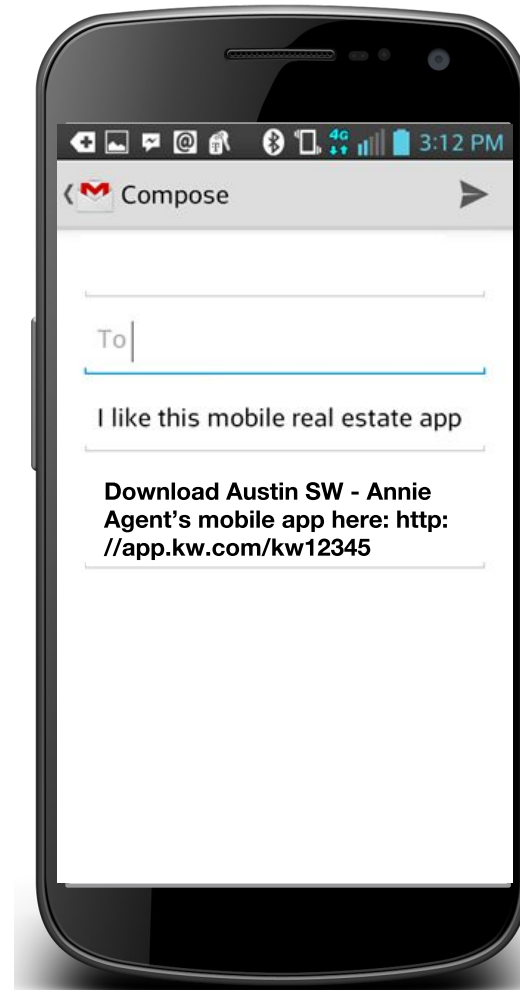
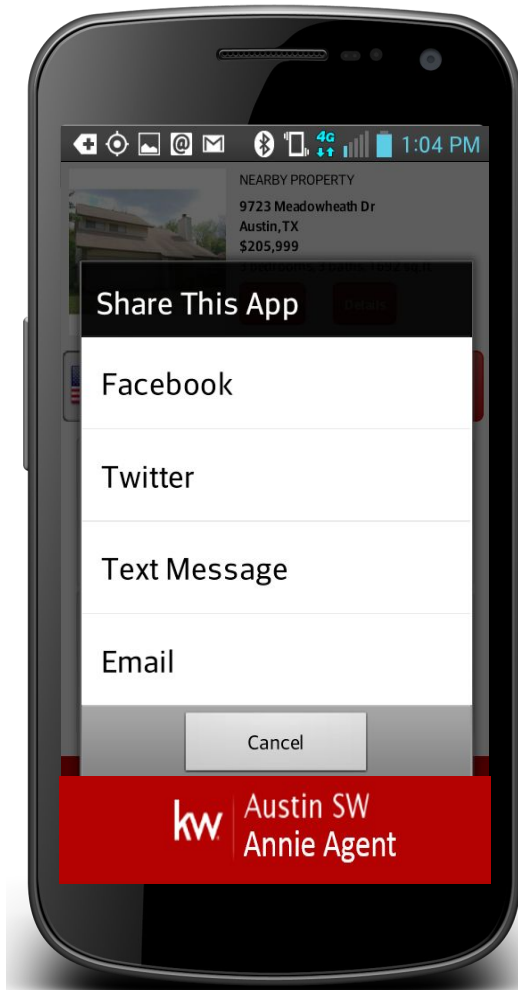
# Share Your App On the Go with Mets

## *Share by Text Message*



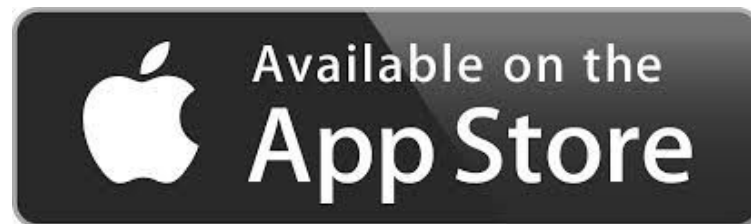
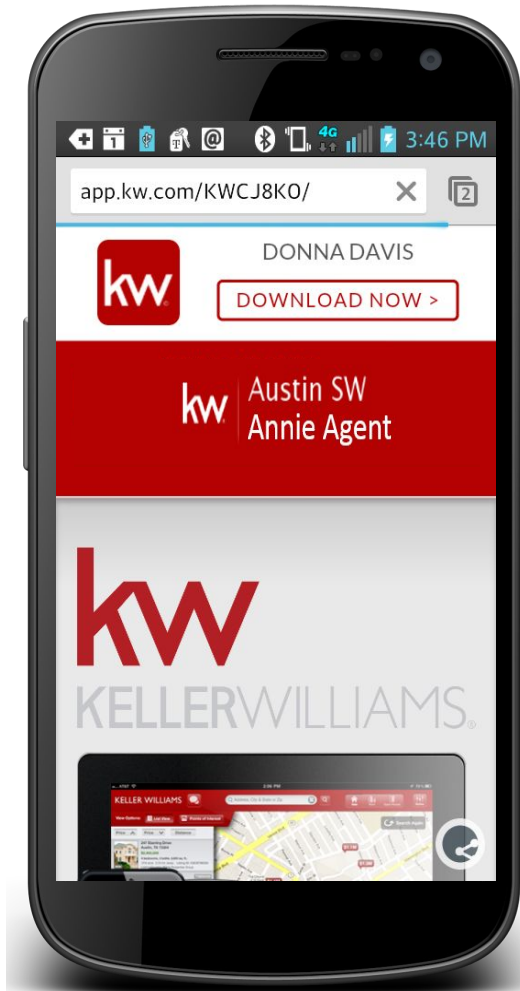
# Share Your App On the Go with Mets

*Share by Email*



# Share Your App On the Go with Mets

*Your Branded App Download Page*



# Market Your App to Haven't Mets

The screenshot shows the mykw eEdge Control Panel for Annie Agent. The top navigation bar includes links for HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, and EVENTS, along with a search bar. A welcome message reads: "Welcome Annie Agent - Market Center: Keller Williams Realty International MC#0" with links for switch, logout, and help.

**mykw** HOME EDUCATION COACHING MARKETING TECHNOLOGY RESOURCES EVENTS Search

Welcome Annie Agent - Market Center: Keller Williams Realty International MC#0 [switch](#) | [logout](#) | [help](#)

**mykw** **eEdge Control Panel** **myBusiness**

**Annie Agent**  
Profile Completeness: 100%  
Profile | Reports

**myLeads** (0) [New Leads](#)

**myContacts** [View Contacts](#)

**myMarketing**  
[Create Marketing Materials](#)  
[Manage and Create Campaigns](#)  
[File Manager](#)  
[Market My Listings](#)  
[Manage KWLS](#)  
[Manage eEdge Website](#)  
[Manage eAgentC Website](#)

**myTransactions**  
[Tasks Due](#)

**Find an Agent** Enter Agent Name

**Find a Vendor** Enter Vendor Name   [View All Vendors](#)



**Production** **Leads** [View Full Report](#)

**kw|NOW**  
Sharing your app just got easier.  
Share via Facebook, Twitter, Email, Text  
[Download and share!](#)

**Scheduled Events**  
[View Calendar](#)

- May 29 2015** 3:30 pm - 4:30 pm: KW Video Presents "How to Crush it with YouTube!" \*\*CENTRAL TIME\*\*
- June 01 2015** 2:00 pm - 3:00 pm: MAPS Coaching - Dominate Your Market \*\*CENTRAL TIME\*\*
- June 01 2015** 2:00 pm - 2:30 pm: KW Technology Systems for Success - Activate eEdge IDX \*\*CENTRAL TIME\*\*

# Your Mobile App Marketing Toolkit



AGENT WEBSITE ADMIN TOOL

Previous 4.4      Currently Editing: mikemalinowski.yourKwAgent.com      Change      Next 5.1      help

## 4.5 Mobile Property Search

Your website's mobile organization:


Austin SW      Save

Mobile URL      http://app.kw.com/kw12345      ?

Mobile Text Code      kw12345      ?

My Agent Code      kw12345      ?

QR Code      ?



Mobile App Service Area      Austin, Texas      \*

Want iPhone and Android users to go directly to your app?

Yes! Send mobile visitors to my personalized KW Mobile App downloader page .

Save

- Websites Menu**
- Home
  - 1.0 Edit Agent/Team Info
  - 2.0 Design Your Website
  - 3.0 Add Your Content
  - 4.0 Add Listings/IDX Search**
    - 4.1 Add IDX Search
    - 4.2 Add/Edit Featured Properties
    - 4.3 Setup Listing Co-marketing
    - 4.4 WolfNet Back Office
    - 4.5 Mobile Property Search
  - 5.0 Create Lead Generation
  - 6.0 Manage Microsite
- PREVIEW SITE  
preview your site at anytime
- PREVIEW MICROSITE  
preview your site at anytime

# Your Mobile URL


*Add it to your email touch campaigns*

**kw**  
KELLERWILLIAMS

www.myrealestatewebsite.com

YOUR NEXT MOVE

Find and share homes with just the touch of a finger! My personal real estate app allows you to view MLS listings and send me property inquiries while out viewing homes, making your next move easier than you ever imagined.



**Download my app now!**

(Available on both Apple and Android devices.)

**My app comes with these helpful features:**

1. Draw a circle on the map or drop a pin to search any specific community
2. See property details and photos, **save searches**, and add notes about what you liked
3. Call or email me to **set up an appointment** while viewing a listing
4. **Share listings with family** via email, text or social media
5. GPS enabled to **view open houses in your area**

Whether or not you're looking to buy or sell now, you can **use my app to browse your local area.**

Please share my contact information with anyone you know who may need real estate advice.

Annie Agent,  
Licensed Real Estate Agent  
512.327.3879  
annie.agent@kw.com  
annieagent@homes.yourkwagent.com

**1 WE ARE**  
**kw**  
KELLERWILLIAMS  
Call for a free market report!

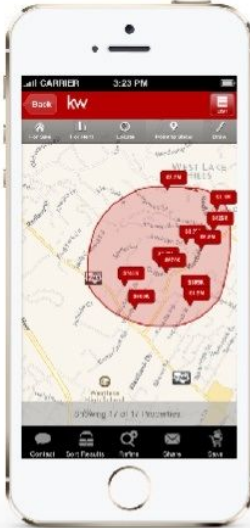
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**kw**  
KELLERWILLIAMS

www.myrealestatewebsite.com

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- See property details and full-screen photos, get driving directions, mark your favorites, create notes about what you liked, or share it with family and friends.
- Estimate your home loans with a free mortgage calculator.
- View Open Houses in your area. View Rental Properties in your area.

**Download my app now!**


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# Your Mobile URL

*Add it to a focus box on your eAgentC website*

## Annie Agent Group


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- Home
- Property Search
- Featured Properties
- Your Home's Value
- Buyer Resources
- Seller Resources
- About the Area
- About Us
- Contact Us
- Your First Home
- Additional

Annie Agent Team  
Phone: 512-327-3070  
Mobile: 512-327-3070  
Fax: 512-327-9876  
[Email](#)

Office:  
1221 South Mopac  
Expressway  
Suite 400  
Austin, TX



### Welcome to the best resource for searching for homes in Northwest Austin!




A home is not a home because of its room dimensions or the color of the walls. It is about how you feel when you walk through the front door. And the way you can instantly envision your life unfolding there.

This is about more than real estate. It is about your life and your dreams.

We're thrilled that you've started your real estate search with us and we appreciate the opportunity to earn your business.

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Interact with the home buying and selling process in ways you never imagined. Instantly access millions of homes, including those near you!

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▶ **Your First Home**

Looking to purchase your first home? [Click here](#) to request a complimentary copy of *Your First Home: The Proven Path to Home Ownership*.



# Your Mobile URL

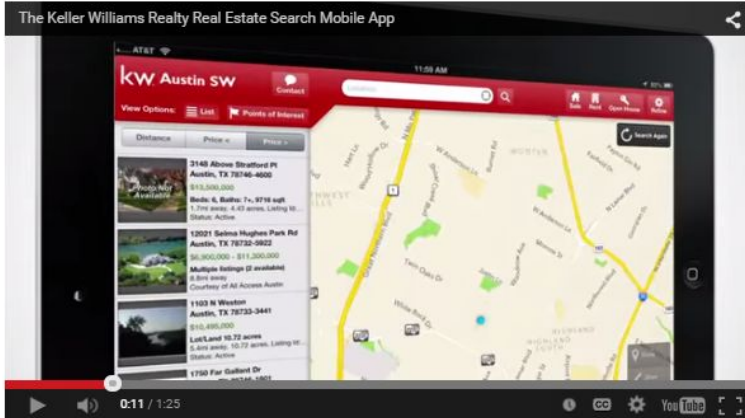
*Add it to a custom page on your eEdge website*

Get a Free Account


Buy Sell Local About Get My App!

### Introducing the BEST way to view real estate!

The Keller Williams Realty Real Estate Search Mobile App




0:11 / 1:25

**DOWNLOAD NOW** 

**Get the most accurate and up-to-date real estate information right at your fingertips:**

- Easily connect with me and send property inquiries instantly.
- Draw a circle on the map or drop a pinpoint to search that area.
- See property details and full-screen photos, get driving directions, mark your favorites, create notes about what you liked, or share it with family and friends.
- Estimate your home loans with a free mortgage calculator.
- View open houses and rental properties in your area.

Annie Agent Team  
Licensed Real Estate Agent



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Austin, TX 78759

**Office** 512-327-3070  
**Cell** 512-327-3070

#### See More Listings

- Access unlimited home listings
- Get email alerts for new homes
- Save search criteria and listings
- Track neighborhood price trends

**First Name**

**Last Name**

# Mobile Codes for Print Marketing

**Knockout one-story!**



**Home Specs and Info**

Year Built: 1994  
Lot Size: 0 x 0  
No. of Stories: 1  
Square Feet:  
Bedrooms: 4  
Bathrooms: 2  
Heating: Central Heat, Natural Gas  
Cooling: 1  
Garage:  
Water: City at Street  
MLS Number: 1074393



**Austin**  
**8700 Farmdale Cove**  
David Weekley 4-side Country French Brick on an almost 1/3rd acre cul-de-sac lot with massive hardwood trees all over the place. Custom master shower, custom paint through, high ceilings, HUGE family room w/gas fireplace. Plenty of room for a pool if desired. Just a kid's playground in the back yard with all the climbing trees. This is one of the most desired cul-de-sacs south of Lake Austin off of a quiet, secluded street. Super area, super schools, close to shopping and downtown!



**Annie Agent**  
512.327.3070  
edger@kwrealty.com



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See what other members are saying and find out what makes KW Video so awesome. [WATCH NOW](#).

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ANDROID APP ON Google play

**UNLIMITED VIDEOS**

- Members get full access to the entire video library.
- New content uploaded every month.

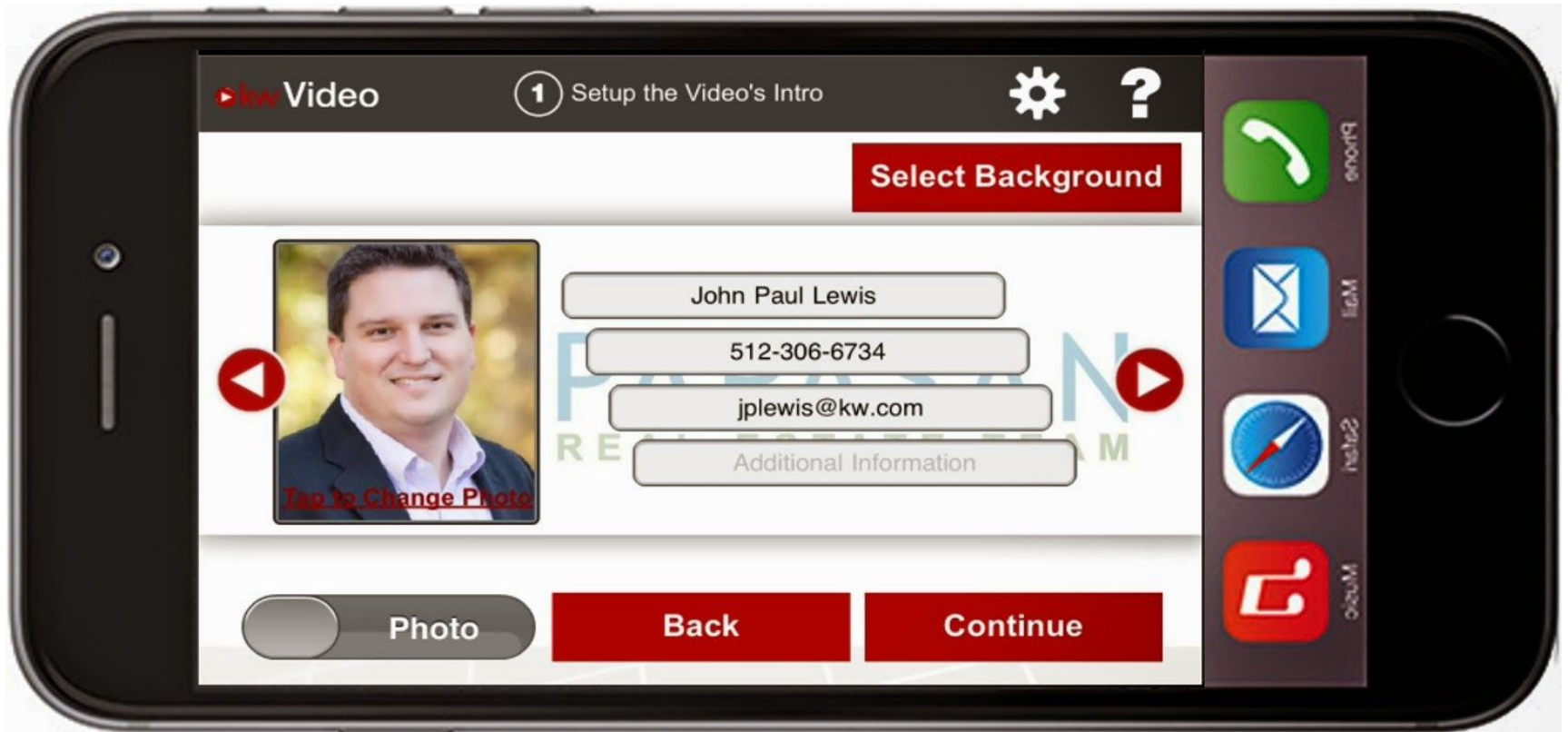
**SCRIPTS PROVIDED**

- Recruiting scripts for leaders.
- Marketing content for agents.
- Read scripts directly from your smartphone or tablet

**UPLOAD TO ANYWHERE**

- Videos automatically posted to your YouTube account and your website.
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# KW Video and Your Mobile App





# How Many Apps are Branded to You?

SAP CRYSTAL REPORTS®

1 of 1+ 100%

Group Tree <<

- Agent Mobile Downloads
  - Top

## Agent Mobile Download Rankings

### Top 100


	Rank	Region	MC	Name	#
**Your Rank**	0				0
	1	New England	North Central	Nicholas Pelletier	1,998
	2	Southeast	Atlanta - Sugarloaf	Matt Rains	1,853
	3	Carolinas	Greensboro	Mike Carter	1,670
	4	Florida-South	Palm Beach Central	Adam Raizin	1,632
	5	Southeast	Clarksville	Andy Knifley	1,284
	6	Texas - NNMM	Midland	Norman Neyman	862
	7	New England	Portsmouth	Justin Kelcourse	719
	8	Southwest	Sparks	JC Callahan	668
	9	Texas - NNMM	Frisco	JD Tomlin	503
	10	Florida-North	Orlando Waterford	Chris Winn	459
	11	Texas - NNMM	Dallas DFW	Danny Force	414
	12	New York-Tri State	NYC - Queens/Bayside	Delbis Caba	404
	13	Northwest	Marysville	Julian Travis	339
	14	California-Southern	Carmel Valley / Del Mar	David Demangos	320
	14	Southeast	Anniston	Joey Crews	320
	16	Northwest	Boise	Lysi Bishop	314
	17	Florida-South	Naples	Mike Zecchino	293
	18	Texas - NNMM	Dallas DFW	Kevin Rhodes	287
	19	New York-Tri State	West Monmouth	Dino DeMoro	286
	20	Maryland and D.C.	Upper Marlboro	Carrington Wells	274
	21	Texas - NNMM	Rockwall	Kimberly Brown	267
	22	Texas-South	San Antonio City-View	Socorro Gonzalez	260
	23	Texas-South	The Woodlands	Deron Lewis	244
	24	California-Central and Southern	Tulare County	Kevin Blain	243
	25	Ohio Valley	Indy Metro Northeast	Heather Upton	238
	26	Florida-North	Orlando Central	Jeremy Seymour	219

# How-To Videos

**KWConnect** Home Agents Leadership All Associates Keywords Search

## Keller Williams Realty Mobile App

Legend: send to a friend individual downloads



[links](#)

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- Setup**
  - [Download and Brand Your Mobile App](#) 0:31
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  - [links](#)
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  - [KW Mobile App Reporting in Wolfnet Back Office](#) 5:34
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Email [support@kw.com](mailto:support@kw.com)