

REQUIREMENTS PRIOR TO MISSION #1 TECH ORIENTATION

KW Systems Username: Jsmith

Visit mykw.kw.com to log in to the KW Intranet

KW Systems Password: Annieagent123

Visit agent.kw.com to log in to KW Command

Stellar MLS (Multiple Listing Service) Logon:

261456789

Password?

PLEASE DOWNLOAD THE FOLLOWING APPS:

Available on the



KW Buy & Sell Real Estate



KW: Command



Kelle



RPR Mobile Realtors Property Resource



ShowingTime



HomeKeepr Pro



MLS-Touch



KW Answers > Command > Consumer

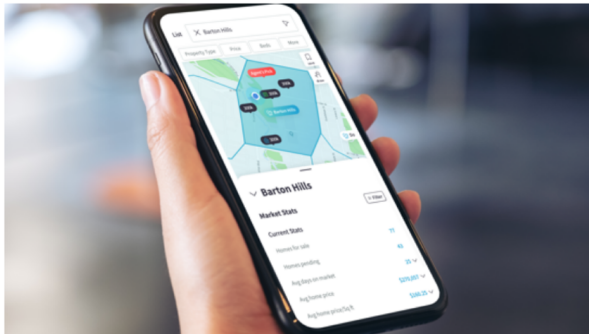
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Get Started with the KW App

KWU Bryston
14 days ago · Updated

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Command Your Consumer Experience with the KW App

Meet the first-of-its-kind, consumer-facing counterpart to Command. Go to your Consumer portal to launch your personalized app, collect valuable consumer insights, and lay the groundwork for relationships that last a lifetime.

The KW App is the last piece of the Keller Williams technology ecosystem, it is the consumer-facing counterpart that connects the consumer to the agent. The KW App allows the agent and consumer to connect through one-on-one communication, without leaving the app. Inside your KW App, Guides offer on-demand transactional information personalized to your unique process for buyer and sellers. For the consumer, your KW App is a unique experience because they can personalize their app through Collections, saved searches, saving homes, hiding homes, etc. Those customer insights are visible inside of Command, now providing a more comprehensive understanding of a client’s needs and wants.

To get the run down about the KW App, use the resources down below:

Support

Set Up the KW App

The KW App Kelle Guide will have everything you need to get started with your new KW App. It will start by ensuring that you download the new KW App, then it will have you customize your Consumer Guide, finally it will allow you to launch the KW App Promotion SmartPlan. You are also able to access your KW App URL and Text Code in Command, which you can use to download and share your app.

- [Click here](#) to access your KW App Kelle Guide in Command.
- [Click here](#) to learn how to find your KW App URL and text code.
- [Click here](#) to learn how to download your KW App.
- [Click here](#) to learn how to create an account and log in to your KW App.
- [Click here](#) to learn how to share your KW App.

Customize Your Consumer Experience

Once the KW App Kelle Guide has been completed, there is still an opportunity to customize the Consumer Guide at anytime. Keep in mind that you will also need to complete your Marketing Profile, in Command Settings. This profile is what pushes your information into the KW App.

- [Click here](#) to learn how to customize the Consumer Guide in Command.
- [Click here](#) to learn how to complete the Marketing Profile in Command.

Launch Your KW App Marketing

You now have the ability to launch a SmartPlan to promote your new KW App to your leads and contacts. You also have the ability to launch a social video quick post featuring the KW App commercial, and to create custom social designs to use when sending social ads or posts in Campaigns.

- [Click here](#) to learn how to add contacts to the Promote My App SmartPlan.
- [Click here](#) to learn how create a print or social design for your KW App.
- [Click here](#) to learn how to create a social ad in Campaigns.
- [Click here](#) to learn how to create and manage social posts in Campaigns.

Manage Your Client Relationships

As your client's progress through the Consumer Guide you are able keep track of which step they

are at through Command. You can also track their activity on your KW App and Site through their contact record in Command as well.


- [Click here](#) to learn how to manage a client's Consumer Guide steps in Command.
- [Click here](#) to learn to track your client's engagement with your KW App and Site.

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Get Started With Kelle



KWU Paul

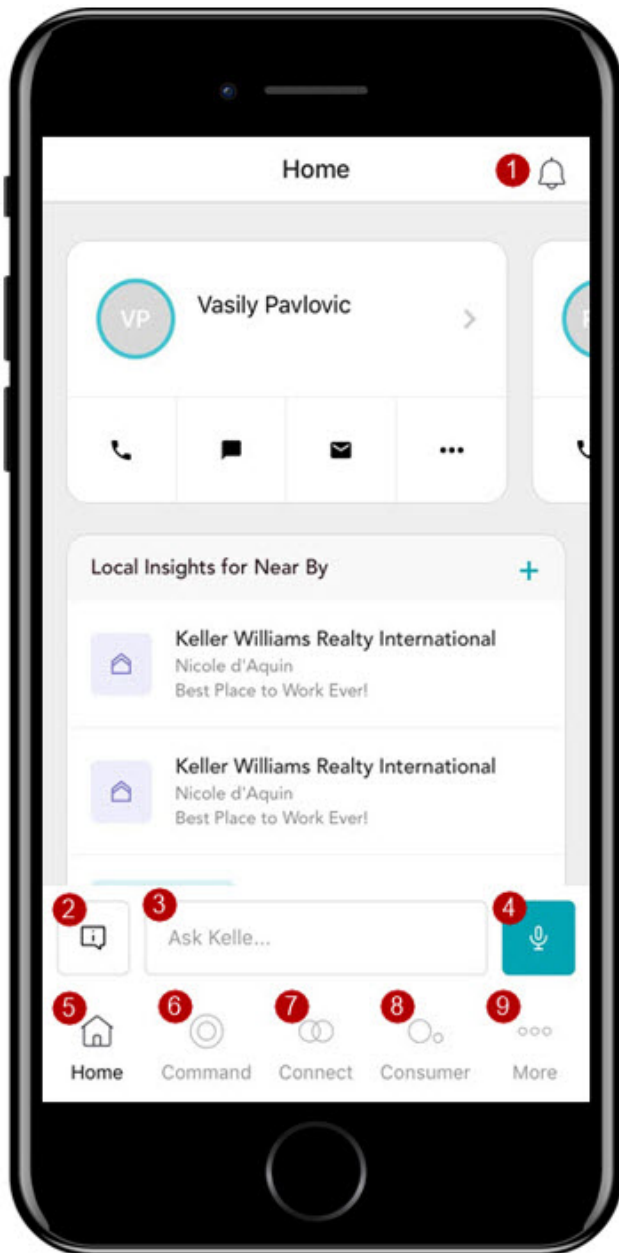
7 months ago · Updated

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Keller Williams has diverted technology resources away from the Kelle App to focus on improving Command, including a tool that will replace this App. While you can still use the Kelle App, this means Kelle App issues will no longer be supported.

Kelle is your personal real-estate assistant. With Kelle users are able to manage their database, Local Insights, Referrals, Keller Mortgage, and also Tasks they've created.

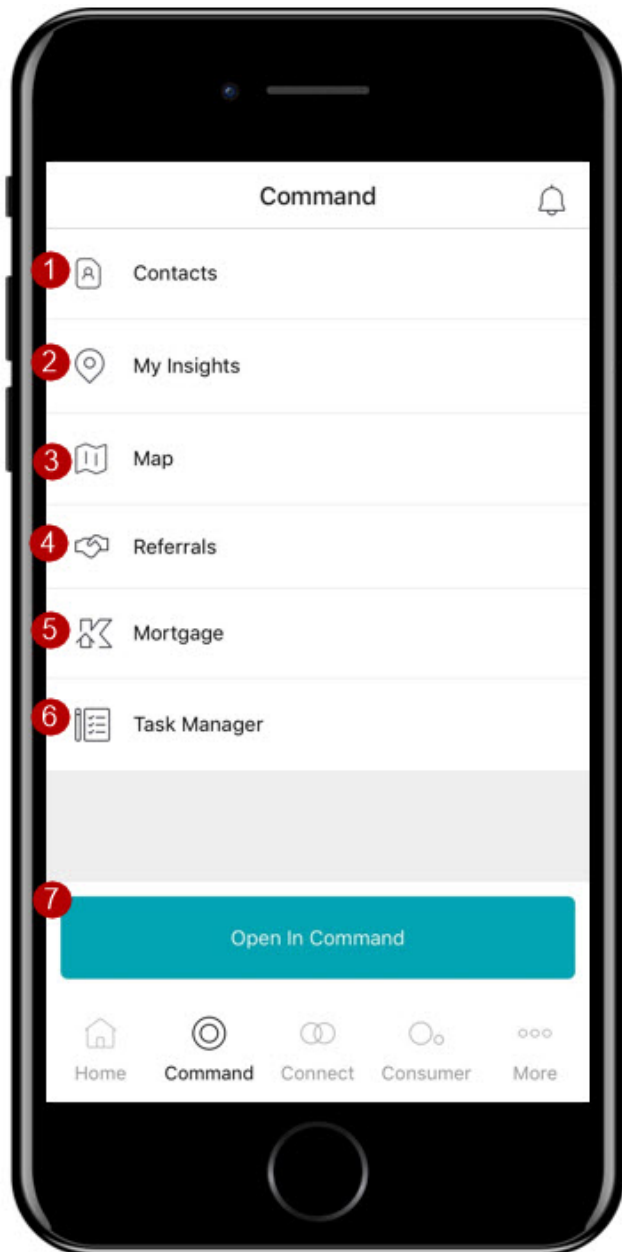
Navigation



- 1 Notification Bell** - This is where the users Kelle notifications will be located.
- 2 What can I ask Kelle** - This is where users go to learn what type of questions you can ask Kelle.
- 3 Ask Kelle** - Users can type out questions and commands for Kelle to answer and complete.
- 4 Microphone** - Users can also talk into the microphone on their mobile device to ask Kelle questions or give Kelle commands as well.
- 5 Home** - This will take users to the home screen of Kelle. Here is where users will see their newly added Command contacts as well nearby Local Insights.
- 6 Command** - This is where users can access certain applications of Command from within Kelle.

- 7 Connect** - This is where users can access certain aspects of Connect from within Kelle.
- 8 Consumer** - This is where users can access certain aspects of the KW Consumer App
- 9 More** - This is where you can access your profile, settings, and submit feedback within Kelle.

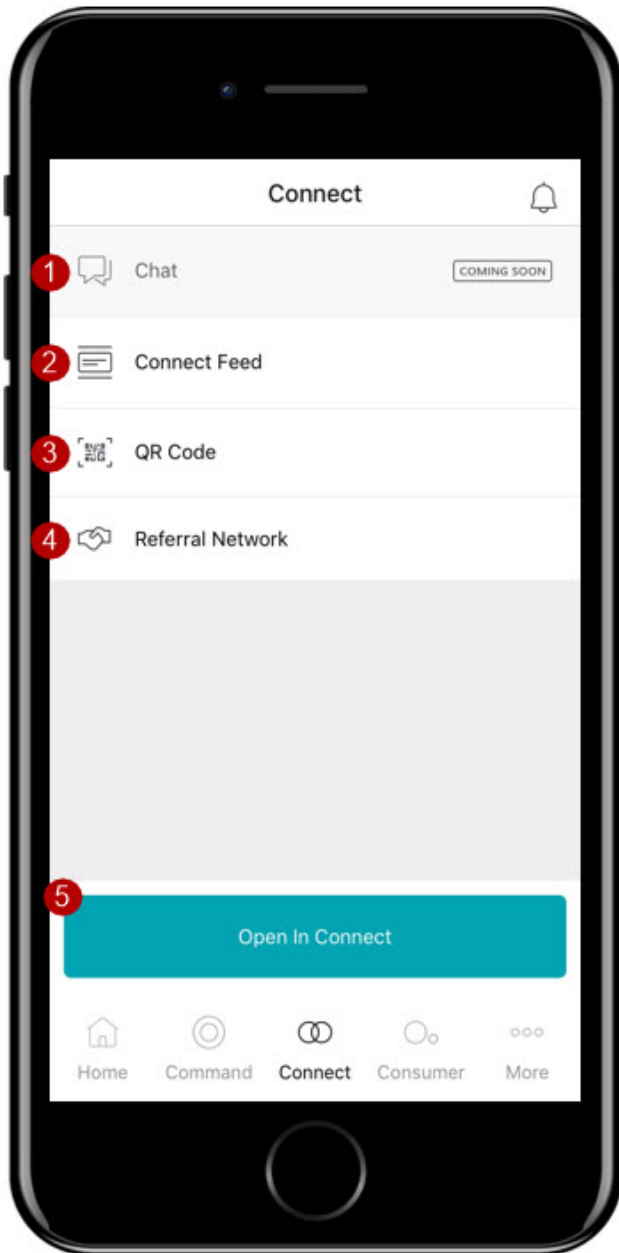
Command



- 1 Contacts** - This where users can manage and communicate with their Command contacts from within Kelle.
- 2 My Insights** - This is where users can create and manage their Local Insights from within Kelle.

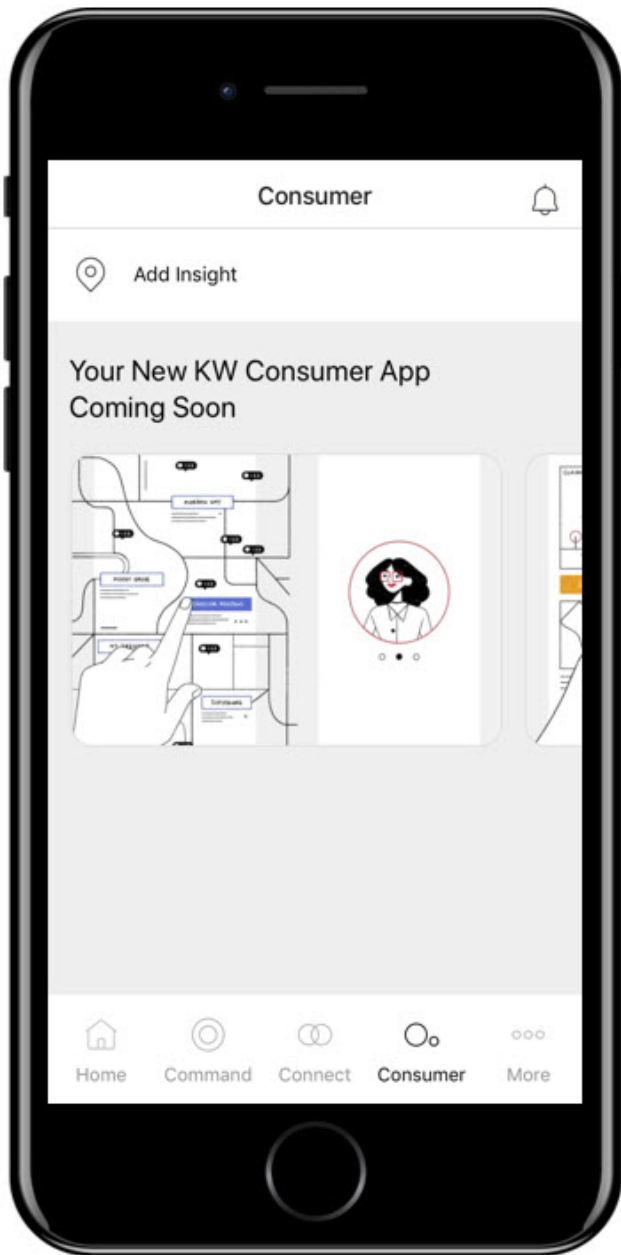
- 3 Map** - This is where users can search for agents, contacts, insights, listings, and snaps based on the city or postal code the search for or their current location.
- 4 Referrals** - Users can send referrals as well as manage their referral network from within Kelle.
- 5 Mortgage** - Users can share their pre-approval link from here within Kelle.
- 6 Task Manager** - Users can manage their active tasks from here within Kelle.
- 7 Open in Command** - If a user clicks this button, their mobile browser will open and they will be directed to <https://agent.kw.com>

Connect



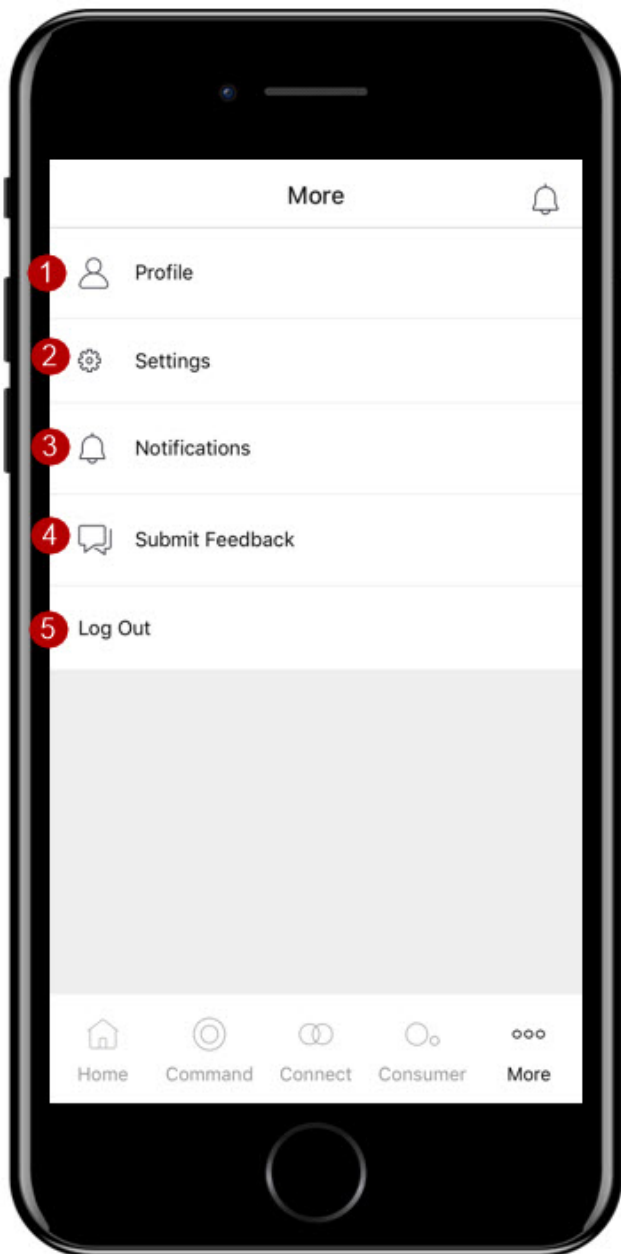
- 1 Chat** - coming soon!
- 2 Connect Feed** - This is where users can view their Connect Group feeds and also reply to posts within their groups.
- 3 QR Code** - This is where users can connect with one another by scanning each other QR codes.
- 4 Referral Network** - Users can send referrals as well as manage their referral network from within Kelle.
- 5 Open in Connect** - If a user clicks this button, their mobile browser will open and they will be directed to <https://kwconnect.com>

Consumer



Coming soon!

More




- 1 Profile** - Users can edit their Connect profile by clicking this button.
- 2 Settings** - Users can adjust their Kelle settings here.
- 3 Notifications** - Users can view all of their Kelle notifications here in addition to the notification bell in the top right hand corner
- 4 Submit Feedback** - Users can submit feedback to our Labs Team from within Kelle by clicking this button.
- 5 Log Out** - Users can log out of Kelle by clicking this button.

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